



NEW ZEALAND
RED CROSS
RIPEKA WHERO AOTEAROA



RED CROSS **JOURNEY**

- SCHOOL TOOLKIT -



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PARTICIPANT GUIDE FOR TEACHER/STUDENT CAPTAINS

What is Red Cross Journey?

Red Cross Journey is a fundraising step-challenge with a difference; you also get to learn about a real-life journey of someone involved with Red Cross.

Follow one of two journeys – Carma, a Red Cross member volunteering in her community, or Mirza and Asma and their family, former refugees now living in New Zealand – while fundraising for us. The more you walk, the more you'll learn about the journey you have chosen to follow, through regular video updates.

The 2017 Red Cross Journey was a great success in its first year – 722 people took part in the event, raising more than \$44,000. This year we're looking to make it even better!



Check out Red Cross Journey
website - visit
redcrossjourney.org.nz



20 April registrations open - 8 May start counting your steps

Join hundreds of others to:

- 👤 Raise funds to help vulnerable in your community and around the world.
- 🏃 Keep active during autumn doing your chosen distance per day.
- 🗺 Follow the journey of a refugee family seeking safety or Red Cross member volunteering in the community.
- 👥 Make up a team of friends, family, workmates and show you support the good work of New Zealand Red Cross.

How can Red Cross Journey work for my school?

Not only is this an opportunity for your school group to keep active and fundraise to help others, your group will get to learn more about one of the largest humanitarian organisations in the world. The video updates are educational, showing the real journey of a person involved with Red Cross, covering key topics such as social good and the refugee journey.



CARMA

If you have chosen to follow Carma, you will learn how New Zealand Red Cross members volunteer in local communities here at home. The Red Cross Red Crescent Movement and all 190 Red Cross national societies uphold [seven fundamental principles](#) worldwide, including humanity and voluntary service. By following Carma your group will understand more about this concept and why volunteering is an important part of our society.

MIRZA, ASMA, ZAKI, ATTA, SHAMAMA

If you have chosen to follow Mirza and Asma's family, you will learn about the journey they took to flee their home country and eventually resettle in New Zealand. New Zealand Red Cross is the country's main provider of community refugee resettlement programmes, and by following this journey you'll get a better understanding of who refugees are, why they are forced to flee and the challenges they may face when settling in a new country.



Why not watch the video updates together as a class or in a school assembly? You can discuss them as a group afterwards. If you want a Red Cross person to come to talk to your school get in touch! We have Community Fundraising Coordinators across the country who can come to see you at school.

How to track your distance?

This guide will walk you through how to track your steps on your online page.

It's a great way to keep your friends updated on how your step challenge is going, but, more importantly, as you enter your distance, you'll unlock more of the inspirational stories about people who persevere no matter the obstacles.

You can start tracking your distance now in the lead up to the challenge, but we will reset your page on 8 May so everyone can start their challenge together!

How to enter your steps?

Because you are joining as a school team, you will be entering your steps manually. Pedometers are a great way to count your steps, so get in touch with us if your group would like Kathmandu pedometers to help you take part in Red Cross Journey. For those in the group with smartphones, they can still count steps using the built-in or chosen apps (eg Strava, Map My Fitness, Fitbit), and then total up the steps as a group and enter them manually. You can practise your maths in counting your steps as a group!

When you register, you will choose your distance based on a school group/class of 25 students. You can always go back and adjust your distance later if it doesn't suit your group.

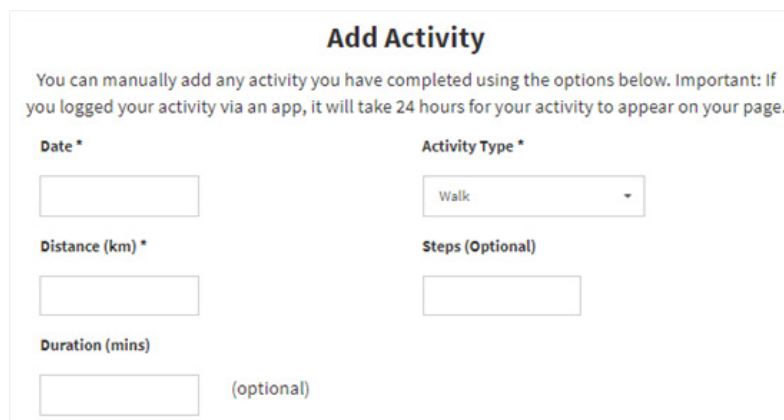
Enter your distance manually

This is a great option if you know how far you've walked, or if you're counting your steps using a pedometer, smartphone or gym equipment that tracks your kms.

Step 1 – Log in to your Red Cross Journey page at redcrossjourney.org.nz/login

Step 2 – Click on 'My Fitness Activity' in the left hand menu

Step 3 – Scroll down to 'Add activity' box as below:



Add Activity

You can manually add any activity you have completed using the options below. Important: If you logged your activity via an app, it will take 24 hours for your activity to appear on your page.

Date *	Activity Type *
<input type="text"/>	<input type="text" value="Walk"/>
Distance (km) *	Steps (Optional)
<input type="text"/>	<input type="text"/>
Duration (mins)	
<input type="text"/>	(optional)



Elodie

My Page

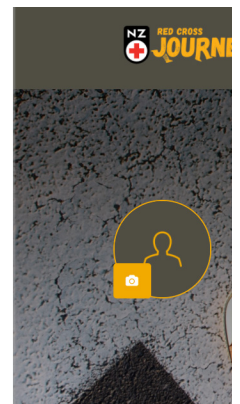
View page
Edit my page
My donations
Sponsor yourself
My fitness activity

My Fitness Activity

Fitness activity

My Account

Change details



Step 4 – Enter date, activity type and distance and then scroll down to click 'Save Changes' button

Step 5 – Check your online page as the distance added will immediately appear on your page!

Why fundraise for Red Cross?



Your fundraising efforts ensure New Zealand Red Cross continues to help the people who need it most, both at home and around the world. Many of our services don't receive government funding so we rely on the generosity of people like you and your networks in order to run our programmes.

Whether you have a group of seasoned pros or eager first-time fundraisers, it can seem daunting but don't worry, below you'll find some handy tips to get you on your way. As this is a peer-to-peer fundraising event you will find that people will donate to support your group, so encourage your group to share this challenge and the journey that you're following with friends, family, teachers and classmates.



Fundraising tips

Tip #1: Update your profile with a group photo

Make sure to personalise your online fundraising page. Write a little bit about your school group and why you are joining Red Cross Journey. Your story will inspire others to do good – either by joining or by donating.

Tip #2: Start fundraising on the first day

Start the Red Cross Journey, on World Red Cross Day (8 May), with a creative FUNdraising activity. You could have a mufti day, bake sale or bucket collection. Mention it in your school newsletter, let parents know that you are taking part. Tell your neighbours and family members.

Tip #3: Help your group become confident in asking

At first, asking for donations can seem a little daunting, but remind your groups that they're not asking for money for personal gain, it's a donation to the good work of Red Cross. Fundraising can be a useful tool for students to practise the transferable skills of communication.

Tip #4: Share Red Cross Journey on social media

For those in the group with a smartphone, they can share updates on how the challenge is going on Facebook, Instagram or Twitter.

They can promote to others exactly what they have achieved and how many steps they have done. Feature the link to your fundraising page on all digital platforms that are used. Make sure to use the hashtag #redcrossjourney because you could win Kathmandu prizes (more details to follow).

Tip #5: Remember to say thank you

Don't forget to thank each donor for their donation. It feels just as good to donate to New Zealand Red Cross, and support you, as it does to be a fundraiser for Red Cross Journey! But remember to follow up and acknowledge their support.

Tip #6: Organise a fundraiser

Organise a fundraising activity during Red Cross Journey. Here are a few ideas:

- Have a morning tea or bake sale at school.
- Sell refreshments (lemonade always goes down well!) at the local rugby/netball/hockey/football games.
- Plan a mufti day at school.
- Organise a bingo/movie/quiz/karaoke night, auction or raffle (get some local businesses to give you prizes), board games or school games night, garage sale, fashion show.
- Offer service to others (these ideas never get old!) – mow the lawn, wash cars, babysit, paint a fence, etc.

Kathmandu prizes for schools up for grabs!

Our friends at Kathmandu have provided us with heaps of prizes to reward your fundraising efforts. As a school group, you could win the school prize packages and the social media competition! Your local Community Fundraising Coordinator will organise the prize packages for the winning school groups.

Value of Kathmandu prize packages:



\$1000 prize package <> Top fundraising school

\$500 prize package <> Runner up fundraising school

\$250 prize package <> Third fundraising school



\$250 prize package <> Best social media photo*

\$150 prize package <> Runner up social media photo*

\$100 prize package <> Third place social media photo*

**The winning photos will be chosen by our friends at Kathmandu.*

How is your school helping?

Here are some examples of what your fundraising or donations could buy to help those that need it:



\$10

1 blanket for a family to help after a natural disaster



\$20

1 tarpaulin to help a family after a natural disaster



\$75

1 piece of school equipment for a former



\$385

1 People Savers Course - basic first aid for 23 school students



\$3000

Disaster Welfare and Support Team training



Rolleston College

- Fundraising hero school from 2017-

Almost a quarter of the students at the new Rolleston College in Canterbury ramped up their steps last year as part of the Red Cross Journey fundraising campaign. 10 teams – including a teachers' team – took part in the challenge to follow the steps of the Tamin family, Syrian former refugees who now live in Palmerston North. Lead learner of social science and community partnerships, Bronwyn Hoy, says she heard the campaign advertised on the radio and was inspired to contact New Zealand Red Cross to see how their Year 9 students could be involved.

“This term we’re focusing on movement, so this fundraiser fits in perfectly,” Mrs Hoy says. “It fits in well with our school’s values and encourages the students to think of others and live a healthy lifestyle. They’re quite engaged with it and will stop me in the hallway and ask ‘are you keeping your steps up, Miss?’” Members of the ‘Rolleston College A Team’ even went above and beyond their required 10,000 steps a day by each trying to complete 13,000 every 24 hours.

Keep it social – downloadable resources

To save your group time, we have included some templates for your social channels. Feel free to edit these; make sure to include the journey that you are following and your group's chosen distance and fundraising target!



Template for an email

Dear friends and family,

I have joined Red Cross Journey with my school because we are inspired by the good work of New Zealand Red Cross. From 8-31 May I will be counting my daily steps to reach my step target. The more distance I cover, the more I will learn about the journey of <insert your chosen journey here>.

- ≥ Carma and the difference she's making by volunteering to support people in her community.
- ≥ Mirza and Asma's journey seeking safety with their children so I can learn what it means to flee home, live in hiding, and resettle in Aotearoa.

Please support me in this challenge by making a secure donation to my school team's fundraising page. Our target is \$XXX and no donation is too small.

When you help me to raise money for New Zealand Red Cross, you're helping New Zealand Red Cross do good in communities across New Zealand and around the world.

Thanks,



Downloadable assest for your email at
www.redcrossjourney.org.nz/resources



Template for an Instagram post

Hi friends! I have joined #RedCrossJourney because I am inspired by the good work of @NZRedCross. From 8-31 May, I will be counting my daily steps to reach my step target, and learning about an inspiring real-life journey of someone involved with Red Cross. Please support me in this challenge by making a secure donation to my fundraising page. By donating, you're helping people who need it most in New Zealand and overseas. The link to my fundraising page is in my bio <Insert your fundraising page URL in your bio>.



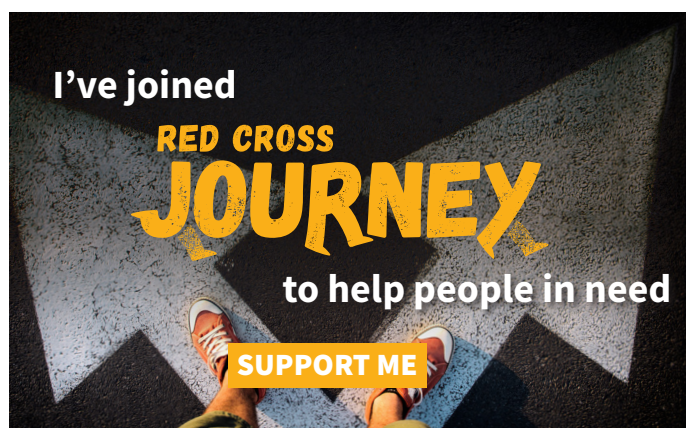
Downloadable assest for Instagram at
www.redcrossjourney.org.nz/resources

Template for a Facebook post

Hi friends! I have joined #RedCrossJourney with my school because we are inspired by the good work of @NewZeaRedCross. From 8-31 May I will be counting my daily steps to reach my step target. Please support me in this challenge by making a secure donation to my school team's fundraising page. By donating, you're helping people who need it most in NZ and overseas. <insert link to your fundraising page>.

Template for a tweet

My classmates & I are helping @NZRedCross do good by doing #RedCrossJourney. From 8-31 May we will be walking XXX steps per day & you can help us by donating online. Thank you for your support! <insert link to your fundraising page>.



Downloadable assest for Facebook and Twitter at
www.redcrossjourney.org.nz/resources

Thank you for participating in Red Cross Journey

As today's young people, your group are amongst the current and future generations of young humanitarians. With events happening all over the world there is always a need for New Zealand Red Cross to do good in communities at home and overseas. By fundraising you are helping us build stronger communities, provide relief to people affected by disaster, send international delegates overseas to assist those made vulnerable by conflict and disaster, and help refugee families settle in New Zealand.

As a friend of Red Cross, you are helping make sure we're ready to respond to people in need Working behind the scenes and in plain sight, everywhere, every day, New Zealand Red Cross is doing good. Wherever you are, we're right there too and your support is a sign of hope. Get in touch!

THANK YOU!