

Your school
fundraising guide

LOUD SHIRT DAY

23rd October

loudshirtday.org.nz



Give the gift of sound

Wear your loudest outfit this October 23rd, and help raise vital funds for Kiwis living with hearing loss.

Did you know that thousands of Kiwis suffer from hearing loss? Without the help of cochlear implants or hearing aids they are unable to participate in mainstream school, interact with their peers, or even hear their parent's voice – they remain in a silent world.

You can help change that.

Loud Shirt Day is the annual fundraising campaign of The Hearing House (THH) and the Southern Cochlear Implant Programme (SCIP) – the only two charities in New Zealand dedicated to helping children and adults with hearing loss learn to listen and speak.

Together, we support thousands of Kiwis who live with cochlear implants, reconnecting them with school, work and their community. Their journey is just beginning when they receive a cochlear implant. They will need ongoing, specialist support at our clinics for the rest of their lives.

Our programmes and services include assessment, audiology, listening and spoken language therapy, and outreach programmes for regional and remote people. Both organisations are also involved in clinical research and professional development.

Loud Shirt Day, on October 23rd, is an opportunity for you and your students to dress up in your loudest outfits while raising vital funds and awareness to ensure we can continue changing lives.

The Hearing House is an Auckland-based charity for people with hearing aids or cochlear implants. It serves the needs of Kiwis and their families from Kaitia to Turangi.

Southern Cochlear Implant Programme is a charity that provides care to more than 950 adults and children throughout the South Island and as far north as Taupo. Its offices in Christchurch and Wellington are complemented by regular visiting clinics throughout the catchment area.



For more information about how to get involved, please visit our website or follow us on Facebook or Instagram.





"The day my cochlear implant was switched on was one of the best days of my life. I could hear my kids. I had never heard anything my three-year-old said, ever. I just felt so full of hope."

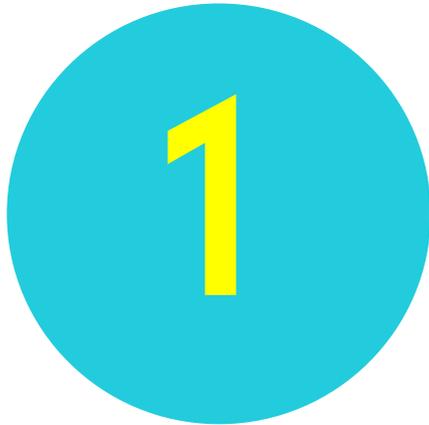
Nikki Cleine,
CI User and
SCIP Rehabilitationist
Christchurch

Thanks to my cochlear implant I was able to travel halfway around the world to complete my law degree in the UK, and enjoy my OE like so many other Kiwis before me. I now have the ability to choose whatever path I want to take in life.

Lachie Bartlett,
Christchurch



SUPPORTING LOUD SHIRT DAY IS EASY. HERE'S HOW TO GET ORGANISED:



Register and launch your online fundraising page.



Decide on the date that you're going to get loud!



Invite your schoolmates and teachers to get loud with you.



Have fun on your Loud Shirt Day. Remember to send us photos #getloud2020



Deposit your donations that you've worked hard to raise!

TIP: A little bit of advance planning can make your event easier and even more successful. Read on for inspiration, and find loads more resources at loudshirtday.org.nz/downloads.



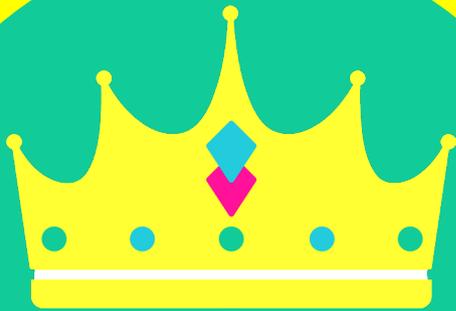
Luisa, who received a cochlear implant in 2018, knows how to dress loud!

AMP UP YOUR EVENT!

Your fundraiser can be as simple or as exciting as you want to make it. Running a specific activity or event is a great way to really amp up the donations.

COMMIT FASHION CRIMES!

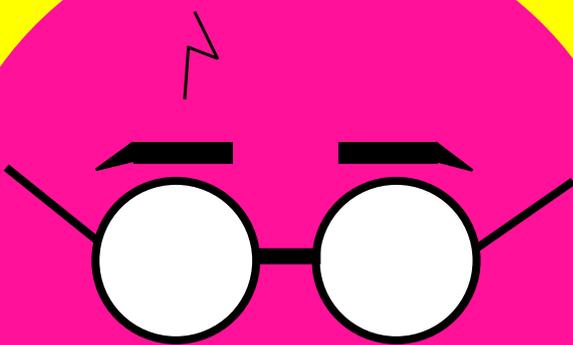
From a bit of bright to bright everything. As simple as a bold t-shirt or as full-on as head to toe fancy dress – you choose!



Pick your most hilarious outfit, and auction off your principal to wear your marvellous creation.



Organise a school garage sale, where people bring in old clothes to sell.



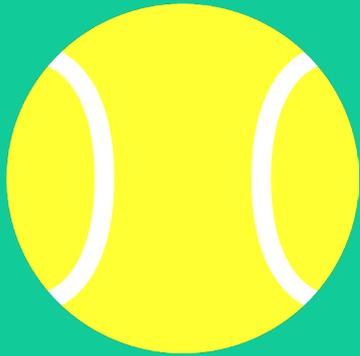
Create a little school competition by dressing up as your favourite movie characters and celebrities and declaring a winner.



Have a school-wide pajama party, and charge an entry fee.

Run away with it!

Round up the troops and make your way out to the track, turf, or pool, to compete for some big wins on the field, and your fundraising!



If you're a sporty superstar, raffle off a few hours of your time for tennis lessons or whatever else you're good at.



Run Forrest run! Have a relay event where you create a team and get sponsored to run around the athletics track as much as possible. This can either be a day or night event.



Create unique pledges and get your schoolmates/ teachers to sponsor you when you complete your quest. This could be completing laps in a set time, cycling, or your own unique pledge!



For school fundraising fun, create a sports tournament, and charge for the tickets. You can even sell food and get your teachers and parents involved.

Heading online!

You don't need to be in the same room as someone to fundraise up a storm. Here are some fantastic ideas for fundraising in a virtual space.



Call up your closest pals and hold a Zoom party with them. You could even hold Zoom dance lessons or singing lessons and charge people.



Have a traditional spin on an old classic with an online baking sale! People can order online, and you can drop off their cakes.



If you've got some serious art skills, hold an online auction, and mail off your artworks to the highest bidder.



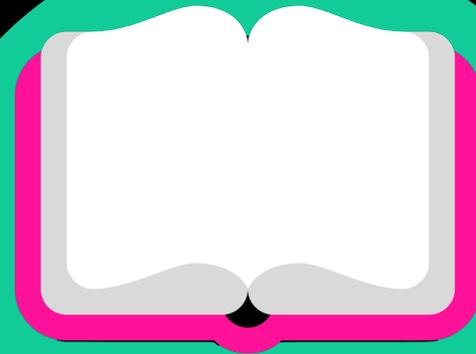
You could hold a live concert on Insta live, FB live, or Youtube live, and ask for donations. Or, if you're a little shy, just ask for donations.

Funtastic events!

If your students love exciting events, bring the fun, and the fundraising, with these charity event ideas.



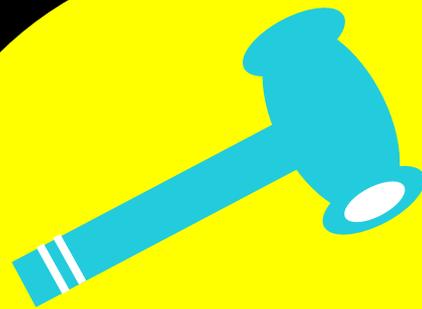
For those creative sorts, a craft fair might be the way to go. All you need is some craft materials, instructions, and possibly a teacher.



If you're tired of reading the first Harry Potter for the 10th time, then organise a book swap and charge an entry fee.



If you're a fan of everything sweet, then homemade candy may be a great option. This could be sold at fairs, markets, or to friends. You could even create your own healthy treats!



Pick up the gavel and auction off some of your classmates willing to do odd jobs. Because whose parents, grandparents, or neighbours wouldn't love a clean car or tidy lawn?

TIPS TO TURN UP DONATIONS



Here are some great ideas to get the most out of your fundraiser.

REGISTER TO GET YOUR LOUD SHIRT DAY ONLINE FUNDRAISING PAGE: It's free, and with one click you can email friends and family about your page, or link to social media to make some noise about your fantastic fundraising feats. Go to loudshirtday.org.nz for more details on how to set up a page.

GET THE PRINCIPAL ON BOARD: You'll be amazed at the difference it makes.

CHALLENGE OTHERS: Challenge other students and classes, or even neighbourhood businesses to take part in Loud Shirt Day and compete to see who raises the most money. To get them started, ask them to register online and we'll send a digital fundraising pack.

MATCH GIVING: Ask teachers and parents if they will match your fundraising total, dollar for dollar.

THINK BIG AND SMALL: Give people a range of options for how they can contribute, and get more people on board. (E.g from \$2 biscuits to \$50 cakes or setting 'tiers' of prizes in your raffle).

COLLECT LOOSE CHANGE: Label up an old jam jar and put it at the end of your desk all October to gather everyone's loose change.

CREATE ADD-ONS: Sell refreshments at your event, or even run a raffle – ask parents or grandparents to donate items, or perhaps your principal will donate a taco lunch to teachers, as a prize.

CELEBRATE MILESTONES: Create an entertaining way to mark your fundraising achievements.



SEND IN YOUR DONATIONS



So you've raised a few laughs, possibly a few eyebrows, but most importantly some lovely life-changing cash. Here's how to hand it in so we can put it to work.

ONLINE FUNDRAISING: Funds raised through your online page will automatically get directed to us, which means you don't have to do anything. Your supporters will be emailed a receipt when they make a donation to your page.

OFFLINE FUNDRAISING: For those of you collecting donations at your event, you can still add these to your online fundraising page. Deposit the money into our bank account (details below) and flick us an email with your details and we'll make sure it's added to your page.

ONLINE BANKING: The Loud Shirt Day account number is 12-3055-0201946-01. When making a deposit, please provide the following details so we can send you a receipt.

Particulars:

School name
Reference: Your phone number, including area code e.g. 095792333

BANK DEPOSIT: If you would like to bank your donation with ASB Bank, please email us at: loudshirtdaynz@gmail.com and we'll send a banking bag to you.

CREDIT CARD: Make a secure online donation via loudshirtday.org.nz. Make sure to fill in all your details accurately so that a receipt can be emailed to you.

CHEQUE: When posting your cheque make sure to include all your contact details so we can send you a donation receipt.

Our postal address is:

Loud Shirt Day
The Hearing House
PO Box 74022 Greenlane
Auckland 1546

QUESTIONS? Phone: 09 579 2333
Email: loudshirtday@hearinghouse.co.nz



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OCTOBER

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