

Mission Expression Guide:

Engaging Schools with the Red Shield Appeal



Rationale

This document is a 'how to' guide for Mission Expression leaders and volunteers to engage schools in the Red Shield Appeal.

This document provides you with the resources to discuss Red Shield Appeal engagement with the education providers in your local area.

You are encouraged to elect a team member or volunteer/s to invite and engage schools to participate in the Appeal.

This is an opportunity to build long-term relationships with your schools. Let them know how your work supports the community and discuss how the school

may be able to be involved. Engagement with schools should be mutually beneficial.

Schools can participate in the Red Shield Appeal

- online
- in-school fundraisers and events
- volunteering at collection sites and in doorknock teams

This guide includes templates and handy hints to engage with your schools. For additional support or to request a resource, please contact Schools Engagement or Community Fundraising.



Steps to engage schools with the Red Shield Appeal

1. Getting in the door

WHEN TO ENGAGE

Schools plan their yearly calendars early. Make contact with schools in Term 4 to begin conversations about the Red Shield Appeal in the following year.

For a list of school term dates in your state, visit info.australia.gov.au

TERM 4			TERM 1			TERM 2			
Connect with schools, give them context and get a commitment to the Red Shield Appeal in the following year.			Confirm plans for how the school will support the Red Shield Appeal.			Communicate with the school during fundraising activities and in the lead up to the Red Shield Appeal Doorknock Weekend.			Celebrate and say thanks, distribute certificates and update on total funds raised.
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	

WHO TO CONTACT

If you have an existing relationship with the school

- Organise a meeting with your contact person about the Red Shield Appeal.

If you do not have a relationship with the school

- Request a meeting with the principal or person responsible for community connection or wellbeing
- Call the number listed on the school's website (most school websites have staff lists where you can find the contact details of the principal, welfare/social justice coordinators or the President of Parents and Friends, Fundraising Committees, etc.).

A face-to-face meeting is the preferred method of requesting the support of a school.

WHAT TO SAY

Ideally, ring the school to begin discussions (see *Phone – schools engagement script*). If you are required to send an email first, copy has also been provided (see *Email – schools engagement script*).

Phone – schools engagement script

“Hello! My name is **(name)** from The Salvation Army **(expression)** in **(location/suburb)**. Could I please speak to **(school contact name)**? **(Repeat your introduction if you are redirected to someone else.)**

“Thanks for taking my call. I hope things are going well with the final stages of the year. I'm ringing you today because I'd really like to work with **(school name)** next year. I know the school calendar year is very busy, so I thought I'd give you a call early to look at how we might be able to engage with you. As you may know, The Salvation Army provides support to the community. I want to ensure that this is extended to **(school)**.”

You might have heard of the Red Shield Appeal, the Salvos signature fundraiser each year. It is an event that allows us to do our work, such as provide assistance to over 36,000 people experiencing homelessness, but in *(town/suburb)* it has meant *(elaborate on some local TSA initiatives)*. The Red Shield Appeal is run in Term 2 each year and much of the funds raised remain local. I've seen that *(school name)* shares the same values in helping the community, so I am wondering if there would be an opportunity for us to work together next year.

I know that schools are often looking for social justice education, volunteering and real world skill development opportunities. I know that we could provide this to you through the Red Shield Appeal, but also throughout the year. We have lots of opportunities and resources we can share with you.

It would be great to organise a time to meet with you to discuss how we can best support *(school name)*. Would you be available for a meeting sometime in the coming weeks?"

Await Response.

Affirmative — "That's great, thank you very much. ***Agree on details.*** Could I get your email address and I'll send you an email confirming what we have discussed."

Negative — "Thank you anyway. Would I be able to get your email address? I'd love to share my details with you so you can contact me if we can ever be of support elsewhere. If you have students or families who may need extra support, please don't hesitate to contact us. We're here to help and would love to work with you in future. All the best with the rest of the year."

If sending an email, consider attaching supporting documents such as:

- Formal letter
- 'Benefits to schools' resource
- Red Shield Appeal flyer

Email — schools engagement script

Dear *(contact name)*,

I hope this email finds you well.

I write to you with the intention that The Salvation Army *(mission expression/corps)* may be able to work with you next year.

It would be great to meet with you sometime soon to discuss how we can best provide support to *(school name)*.

As you may know, The Salvation Army provides support within communities. Locally we *(provide some insight into your mission expression's programs)*. This is made possible by the Red Shield Appeal, the Salvos signature fundraiser, where monies raised stay local and are used to support projects within our immediate community.

The Red Shield Appeal is run in Term Two and is an opportunity for us to work together. I recognise that schools are often searching for social justice education, volunteering and real-world skill development opportunities. We would greatly appreciate your participation in the Red Shield Appeal and we have resources available to ensure that your involvement brings benefits to your students.

There are a variety of ways for schools to get involved with the Red Shield Appeal. I'd love to discuss the best option for *(school name)*. Would it be possible to arrange a meeting this term? I am *attaching* some more information to this email for your reference.

Please don't hesitate to contact me for more information or if I can be of support elsewhere. Please be reminded that we are here to help, and we offer our welfare support to any of your staff, students or families requiring extra assistance. You are always welcomed to refer to us.

I look forward to hearing from you.

Warm regards,

Name
Rank

2. Asking for support

The following is a suggested discussion guide for meetings with school contacts (new and pre-existing).

Engaging schools — face-to-face conversation points

- Thank the school for meeting with you.
- Introduce yourself and your mission expression.
- Ask about the school. Do they have social justice or leadership programs? What has been a highlight this year?
- Introduce the Red Shield Appeal — what is it? What does it mean for your community? Tell a story about where you've seen success enabled by RSA. Talk about where the money will go.
- Introduce schools engagement. There are many ways a school can get involved:
 - Volunteering (static collecting or in a doorknock team)
 - Joining a community event
 - In-school fundraising
- Reiterate that The Salvation Army is available to provide support along the way. We can provide pre-event briefing, attend assembly and more.
- Go through the ideas for engagement poster. Mention The Salvation Army's Schools Team are able to provide curriculum-aligned workshops for school-aged students (online and in-person)
- Talk about why the school's participation is beneficial for students (see 'Benefits to Schools' resource).
- Talk about the possibility for one staff member and two students attending a Red Shield Appeal launch event.
- Chat about the school more generally — are there other areas that need support? For example, are students coming to school without breakfast? Can we help set up a breakfast club, literacy program, lunchtime chaplaincy program, etc.?
- Make a tentative plan for how the school will engage with the Red Shield Appeal.
- Agree on a time for next contact and ensure contact details are shared.
- Thank the school.
- Send follow-up email.

3. Following up

Confirm the details of face-to-face discussions via email so you have record of the conversation. Note: include when you will next make contact as the summer break could mean an extended period of little contact.

You may like to use this email template as a guide:

Schools engagement – follow up email

Dear *(contact name)*,

Thank you for meeting with me today. I appreciate your time. It was wonderful to chat with you and learn more about *(school name)*.

I also want to sincerely thank you for *(school name's)* support of the Red Shield Appeal next year. To confirm what was discussed today, *(school name)* plans to *(outline what the school will likely do)* in *(when)* next year.

I will be in contact with you on *(date)* to *(assist/organise a date for assembly presentation, etc.)*.

Until then, if I can be of support to you elsewhere, please do not hesitate to contact me. I wish you all the best with the remainder of the year and a safe and happy Christmas and holiday period.

Blessings,

Name
Rank

Other tips:

- **Send the school a handwritten Christmas card** in December and a **welcome back to school email** at the beginning of Term 1.
- **Offer a Salvos presentation tailored to the activity.** Activities requiring less preparation (for example, a bake sale or casual clothes day) suit a 5–10 minute presentation you can give during assembly. For more involved activities (for example, volunteering or student social enterprise), consider offering a more in-depth presentation, a visit to your centre or engaging them with The Salvation Army Schools Engagement team to provide educational support.
- **Why not bring along some chocolates or homemade biscuits to your meetings?** Busy teachers will likely appreciate your efforts.

Appendix

Engagement vs. involvement and preparation

< < MORE PREPARATION

LESS PREPARATION > >

Activity Description	Considerations
Volunteering at the Red Shield Appeal: <ul style="list-style-type: none">• Doorknock teams• Static-points (shopping centres)	Higher fundraising targets can be reached with volunteering. Be prepared to take a lead in organising permits and supporting teachers with consent forms and supervision.
Social enterprise/project management/ large event: <ul style="list-style-type: none">• Student-led initiative, such as food, health or beauty/art project• Sleep-out at school• Photography, art or story competition• Ticketed trivia night, poetry slam, movie night or fashion show (see Salvos Stores)• Book exchange	Other fundraising projects could be organised by individual year level groups, existing leadership bodies or technical and applied learning students. A Salvation Army presence may be required at events.
Attend a community event: <ul style="list-style-type: none">• Join a Red Shield Appeal Event, such as a formal launch	This may be an opportunity suited for student leaders to attend.
Event in school hours: <ul style="list-style-type: none">• Lunchtime BBQ• Bake sale• Casual clothes day (red day or pyjamas day)	Schools commonly have lunchtime fundraisers that require limited preparation.
Passive fundraisers: <ul style="list-style-type: none">• Share donation website with teachers• Invite the school to participate in the Digital Doorknock	Please discuss the suitability of mail-out fundraisers with your PR representative. Ask them to share the website in their guardian communications and on school social media.