

Welcome Back



Welcome back to 2023 fundraising, we hope you had a restful break which we're sure feels like a distant memory now. We look forward to seeing all your children's gorgeous artwork again this year. Please click [HERE](#) for our 2023 Fundraising Brochure.

To help you with your 2023 fundraising plans our friends at the Fundraising Directory have created a free planner - click [HERE](#) to grab your copy now.

If you'd like us to send you out a kit to get you prepared please fill in the form [HERE](#) or send through a quick email and we will get a kit on its way to you.

Early Bird Special

Our very popular Early Bird offer is back for 2023! Once again FREE bonus tea towels are up for grabs for fundraising clients. Or why not take up our NEW offer of a linen blend upgrade saving you \$1 per tea towel.

Extra tea towels = more money in your fundraising kitty AND you'll be automatically entered in the draw to win the entire cost of your fundraiser back.

Click [HERE](#) for full T&Cs

EARLY BIRD OFFER

Two ways to SAVE

Order 50+ to
get 5 bonus
tea towels!

Order 100+ to
get 10 bonus
tea towels!

Order 200+ to
get 20 bonus
tea towels!

Order 300+ to
get 30 bonus
tea towels!

Order 400+ to
get 40 bonus
tea towels!

Order 500+ to
get 50 bonus
tea towels!

Choose
FREE bonus tea towels OR
FREE upgrade to linen blend

Easy to run,
everything is supplied and
everyone loves them!



Plus a chance to
WIN your order for **FREE**

As an early bird you are entered with a
chance to win your entire order for **FREE!**

Be an Early Bird and maximise
your fundraising \$\$ by earning
FREE tea towels or receive a
FREE linen blend upgrade
valued at \$1 per tea towel.

Mothers Day Ideas

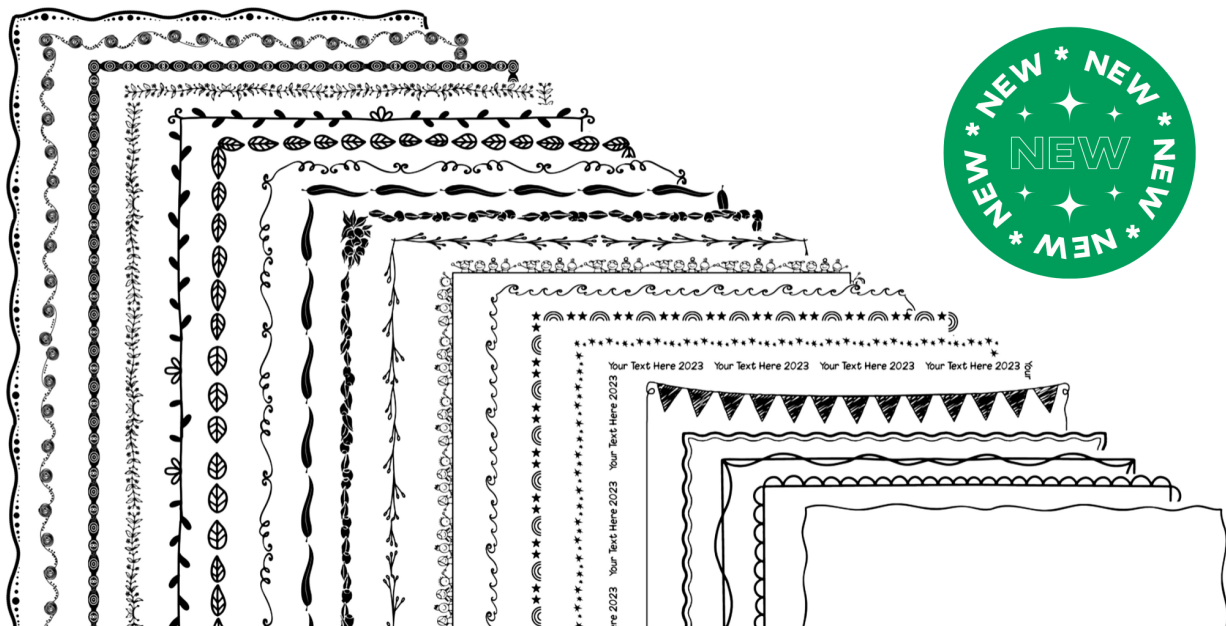
Mother's Day is the perfect time for a fundraiser, take advantage of our Early Bird offer as well as earning you more fundraising \$\$.

For some Mother's Day Inspiration The Kings School do drawings of their Mum's for their yearly Mother's Day tea towel, they're so cute! Or maybe you want to do some full colour drawings of flowers like Swanbourne Primary.



New Borders

We've revamped our borders in 2023, giving you a great updated selection to pick from. Don't worry if you don't see your old favourites we still have them on file and can always bring them back for your design.



Your Text Here 2023 Your Text Here 2023 Your Text Here 2023 Your Text Here 2023
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We're proud to be part of the School News latest magazine featuring in their great school fundraising article. Please click [HERE](#) to check out the latest issue (you can find the fundraising article on page 24-25)

Running a successful fundraiser



By Gemma Easton, Editor
Fundraising is an important activity for all schools, helping to provide resources and fund opportunities for students outside the scope of the annual school budget.

Sport and cultural trips, specialist learning equipment and extension experiences are just some examples of the benefits fundraising can provide. Finding fundraising ideas, though, that are simple to organise and profitable can be a challenge, particularly in a school context.

Families and businesses are increasingly asked to donate money, for state or nation-wide appeals, specific causes, local sport or community clubs as well as schools. In this issue of School News, we discuss how to organise school fundraising, and explore the latest trends from tasty treats to practical products, to make sure your next school fundraiser stands out.

The success of any fundraising venture is linked to its efficient organisation. Often, school parent communities, like the



Image courtesy of Expressions

Parents and Friends Association will take the lead in this. Schools should work collaboratively with parent communities to facilitate fundraisers. Clear parameters should be established, including what the fundraiser is for, how and when details will be communicated with the school community and, if appropriate, wider community and the monetary goal. All fundraising must comply with relevant state laws, so schools are encouraged to consult with relevant authorities to ensure this. Parent associations, while comprised of volunteers, often

contain many parents with expertise in a certain field. This expertise can be drawn on to enhance fundraising efforts. A person proficient at utilising social media platforms, for example may be tasked with coordinating social media content to promote the fundraiser; an individual with links to a local business may be asked to approach with local businesses such as bakeries can provide benefits for the wider community. Helpings to make excellent gifts for occasions such as mother's day, father's day and

links to learning opportunities may assist in validating the fundraiser, deeming it worthwhile to students, parents and their families. Engaging the school community is also integral to the success of any fundraising endeavour. Students who can see direct benefits for themselves may be more inclined to volunteer their time or services to assist with fundraising. Similarly, parents who can identify a need and recognise the benefit of a school fundraiser may be more likely to lend their support to the fundraiser.

When considering the best items for a school fundraiser, the opportunities for schools are vast. Consumables such as chocolates, bakery treats and pies have long been a staple of the school fundraiser. With broad appeal, these items can be easily sold by students to family and friends. Collaborations with local businesses such as bakeries can provide benefits for the wider community. Helpings to make excellent gifts for occasions such as mother's day, father's day and

Remember to have fun with your fundraising!



Christmas, photo frames and photo keyrings, coffee mugs and pens all provide mementos the whole family can cherish. Fundraising around Easter could involve the sale of hot cross buns or chocolate; hand painted ornaments or specialist wrapping paper would serve well at Christmas time.

Recent shifts in community consciousness towards caring for the planet make reusable items a great choice for fundraising. A variety of products are available to schools, including reusable coffee mugs, shopping bags and food containers. Other household items like hand sanitiser, sunscreen and band aids are also popular fundraising items. These products can include school-specific branding, thus serving the dual purpose of fundraising and marketing.

Most importantly, remember to have fun with your fundraising! Often the simplest ideas, that are easy to organise and prove the most successful. Planning, organisation and a great product will help your fundraiser to be a hit with students, their families and the broader community. School News asked several different organisations how they can assist schools with fundraising.

Expressions, known to many as 'the tea towel company', is an Australian-owned and operated fundraising supplier

who have been a part of the fundraising landscape for more than 20 years. Specialising in tea towels designed using children's drawings, the company creates cherished family keepsakes for childhood friends and teachers. Expressions custom designed and printed tea towels, aprons and bags offer a bespoke premium quality choice for fundraising. These organic, long lasting and practical products offer a healthy and enduring alternative for fundraising that won't be thrown away. Expressions fundraising projects are easy to run, with everything

necessary for successful implementation provided.

Expressions have won multiple awards in the Australian Fundraising Directory Awards over many years for Best Customer Service, Best Eco-Friendly Fundraising and Runner Up Fundraising Company of the Year.

Zoom Kites provides an easy, fun and food free fundraising solution to schools and clubs. Australian owned and operated, Zoom Kites offers a range of six fun kites designed for children aged 3 to 12 years, including a unicorn, dragon, dinosaur, UFO, flamingo and mermaid. Designed to fly with ease, company owner Shayla Strapps drew on her experience in kite design and wholesaling to develop the product.

Zoom Kites online platform reduces time and energy required by the fundraising committee as it provides a



Image courtesy of Zoom Kites

completely online payment and order process. No money needs to be handled by the school, and orders are sent direct to the school after the order period. As well as raising funds, Zoom Kites encourages children to get outside and be active. Some schools have incorporated these learnings into school teaching time, while others have created after school kite festivals. Fundraising via Zoom Kites is available for all schools and clubs. ■



Important Dates for 2023

Important Dates 2023

EVENT	ARTWORK DUE	FINAL ORDER #
Mothers Day	Friday 24th March	Wednesday 5th April
Early Bird	Friday 30th June	Friday 21st July
Fathers Day	Friday 4th August	Friday 11th August
End of Year	Friday 20th October	Friday 3rd November

If you have any questions we are here to help info@expressions.com.au | 1300 855 509



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