



**ADRA DEVELOPS  
LIVELIHOOD OPPORTUNITIES**

**SCHOOL AMBASSADOR PROGRAMME**





ALL THE CHALLENGE RESOURCES INCLUDING VIDEOS AND INFORMATION ARE AVAILABLE AT [WWW.ADRA.ORG.NZ/AMBASSADOR](http://WWW.ADRA.ORG.NZ/AMBASSADOR)



# TERM 3 CHALLENGE:

## ADRA DEVELOPS LIVELIHOOD OPPORTUNITIES



### CHALLENGE:

#### DESIGN YOUR OWN FUNDRAISER

Gather a team to design and organise a fundraiser for ADRA. Use the ADRA ideas page. Or get creative and think outside the box. Publicise and run your ADRA Fundraiser! Develop your leadership and communication skills through the process.



### DID YOU KNOW?

10% of the world lives on less than \$1.90 a day and the cycle of poverty is strong. Some of the biggest tools to fight poverty come from the simplest solutions—training, loans, seeds, animals, and access to a marketplace. Helping someone provide for themselves provides change that will last a lifetime and effects that can be seen for generations. Women in particular feel the effects of entering a marketplace previously closed to them, providing dependable income, self-reliance, and even safety, to them and their children.



### TO DO LIST:

- ☐ Meet and set goals. This is a great opportunity to develop your leadership and communication skills.
- ☐ Gather a team to help organise the fundraiser event.
- ☐ Make your own to do list (previous ADRA To Do lists might help!)
- ☐ Use the Ambassador Event planning template. Think safety. Strategise how you will engage people. Think fun!
- ☐ Remember to advertise well.
- ☐ Organise someone to take photos and video footage.
- ☐ Afterwards, thank your team and communicate with your school community about what impact you've made.
- ☐ Afterwards, count how much has been raised, and share with your school. Thank them!
- ☐ Arrange for money to be donated to ADRA Bank Account 03-0175-0195559-01 Reference SCHOOL NAME and DISASTER.
- ☐ Upload all photo and video footage to ADRA.
- ☐ Debrief with your School Liaison Teacher.

# ADRA AMBASSADORS: REACHING YOUR GOALS

**COMPLETE THIS SECTION AT THE BEGINNING OF TERM**

**DATE:** \_\_\_\_\_

The ADRA Team are committed to growing in the values of **COURAGE, COMPASSION and CONNECTEDNESS**. Our Ambassador Program creates opportunity for young people to develop these life-giving values too! It is our hope that your character will flourish through these experiences, and that you will create really positive memories along the way!

Write bullet point answers below. Discuss with your School Liaison Teacher. (Keep this in your Ambassador folder, so that you can fill in the bottom section at the end of the term.)

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**By the end of this term, as an ADRA Ambassador, my personal goal is to ...** (make it specific, challenging, attainable)

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**For what reasons do you want to achieve this goal?**

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**To reach my goal I will need to do these three key steps ...**

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**I will know I have reached my goal because...**

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**The two things that will help me stick to my goal are ...**

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**Complete this section at the end of term:**

**What has been awesome about achieving this goal?**

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**Was anything challenging about achieving this goal?**

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# ADRA AMBASSADORS: EVENT PLANNER

Event Name:

Key Organiser:

Email:

Phone:

Date of Event:

Start Time:

Finish Time:

Rain Date:

What would cause a postponement?

Location:

Purpose of the event (raising awareness, fundraising, education, service, entertainment, other):

Target Audience/Guests:

Number of Audience/Guests:

Special Guests/VIPs?

Volunteer Roles:

To Do List:	Person Responsible:	Special notes:	<input checked="" type="checkbox"/>
Reserve venue			<input type="checkbox"/>
Confirm special guests/VIPs			<input type="checkbox"/>
Discuss and draft a run-sheet for event		Establish who is responsible for each part of the run-sheet	<input type="checkbox"/>
Determine which publicity methods will be most effective for audience			<input type="checkbox"/>
Create publicity/invitations			<input type="checkbox"/>
What signage is needed at event?		(Directions, parking, enter/exit, special instructions, etc.)	<input type="checkbox"/>
Special requirements from school?			<input type="checkbox"/>
Ensure disability guests are catered for		Access Toilets Dietary requirements	<input type="checkbox"/>
Document Health and Safety		(Ask your school for the forms specific to your school)	<input type="checkbox"/>
Travel/Transport			
Budget			<input type="checkbox"/>
Communication (announcements, posters, newsletter messages, social media, newsletter reminders)		(Create a calendar for sharing volunteer info, publicity drops)	<input type="checkbox"/>
Discuss and finalise run-sheet		(Include set up, when and where volunteers meet, event run -sheet, pack down)	<input type="checkbox"/>



# ADRA AMBASSADORS: EVENT RUN-SHEET

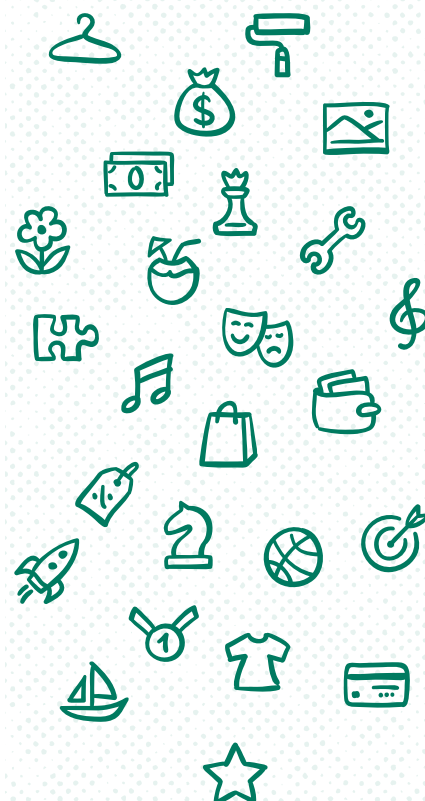
Event Name:		
Key Organiser:	Email:	Phone:
Date of Event:	Start Time:	Finish Time:
Rain Date:	What would cause a postponement?	
Location:		
Purpose of the event (raising awareness, fundraising, education, service, entertainment, other):		

Time:	Item:	Person Responsible:	Resources Needed:	Notes:
	Set-up:			
	Event:			
	Pack-down:			



# HIGH SCHOOL FUNDRAISER IDEAS

- **Give \$20 to each class at school**, challenge each class to come up with ways to turn that into more money for ADRA. Share fund-raiser details with local companies, ask them to donate a prize for the best class (gift card, item, experience). Give a prize for the most money earned per class, as well as second and third place.
- **Organise a sports tournament or event.** Could be social, serious, tailored to adults, students, kids, or mixed. Athletes pay to enter. Ask local companies to donate prizes for each event, create certificates for first, second and third place holders. Other fund-raising can happen on the day: best dressed competitions, selling drinks, mini competitions/games.
- **"Give it up"** organise students to commit to giving a luxury or indulgence up for one week, they donate that money to ADRA in-stead. It may be buying lunches, drinks, a manicure, online gaming spending, or something else. Teachers and parents can be encouraged to participate too!
- **Game Week at school:** each day at lunch time play a fundraiser game for students. Advertise what game will be played each day, and have prizes for winners donated by local companies. Play games like 'Pop the Balloon' (have prizes written on paper inside each balloon, some big prizes, and some silly free prizes. Students pay a fee to throw a dart to pop balloon and win the prize in-side). Play a variety of games throughout the week to get lots of students participating. Ask teachers to donate an entrance fee as a reward each day.
- **Virtual Fun Run:** each student asks their community for sponsorship to complete a 5km run (or sponsored per km for a different distance). This could be completed virtually if need be.
- **Real or Virtual Celebrity Talk:** invite a celebrity (sports-person, actor, musician, media personality, comedian, local expert, motivational speaker etc.) to speak about their lives/a topic. Charge an entrance fee. Can be done via Zoom if need be. Charge an entrance fee for the link to Zoom.
- **Host an online garage sale:** ask each student to choose one thing to sell online, with funds raised going to a class total. Give chocolate bars as prizes for the most creative ad, the most unique item sold, etc.? Ask local companies to donate prizes to be auctioned online for ADRA fundraising, auction those prizes via the school newsletter or social media pages.
- **Willing Workers:** create a calendar template that students can use in their neighbourhoods and extended family to do jobs in ex-change for money for ADRA. Choose a week long period, and offer ideas of jobs students can do (gardening, stacking firewood, folding washing, babysitting, lawn mowing, cleaning, cooking, dog walking, etc.). Students ask neighbours in advance if they have a specific job, or would like to book a time slot of labour. Give small prizes for the class that earns the most money for ADRA.



## TIPS FOR FUNDRAISING:

1

People are drawn to a vision. When we share why something has value they are more inclined to want to participate and offer their time/resources. This idea helps to recruit volunteers, as well as participants.

2

People contribute differently, see it as a strength! Some people may offer time, others may offer ideas, some may offer resources, some may offer encouragement and support. Each of these things have value, a skilled leader can value all of these things and channel individual contributions towards meeting the goal.

3

Prior to starting a fundraiser, calculate how much time and organising it will require. Gather a team that matches the task.





# ADRA AMBASSADORS: EVENT DEBRIEF



**DISCUSS THE FOLLOWING  
DEBRIEF WITH YOUR  
TEAM AND YOUR SCHOOL  
LIAISON TEACHER.**



Positives/What worked well



How well did we achieve the purpose of the event?



Challenges/things to improve



How did I grow through this experience personally?

☐ Video and photos from the event have been provided to ADRA



# TIPS FOR SHOOTING GREAT MEDIA:



## BATTERY CHARGED

Make sure your phone is charged so that you aren't going to run out of battery while filming.



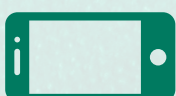
## CLEAN YOUR LENS

An unclean lens will give your footage a "milky" look. Use a microfibre cloth... or your t-shirt if you have to! Don't forget the lens that is on your phone's screen as well as the back of your phone.



## LIGHTING

Use front Light. Film so that subjects are illuminated, avoid backlit shots (don't shoot into the sun) because people will be silhouetted.



## LANDSCAPE

Rotate your phone to film in landscape orientation.



## AUDIO

Use a plug-in lapel microphone if possible for any interviews for better sound. Or move them into a quieter area with less background noise.



## USE A TRIPOD

Steady your shot, stable video is easier to watch. If you don't have a tripod, try resting your arms on a table or lean against a wall. Move the camera slowly and steadily if you are capturing the action/environment.



## FOCUS/EXPOSURE

In the camera app, tap and hold the screen to lock in your focus and exposure. On an iPhone when you tap and hold, a yellow box will appear for focus and a slider with a sun icon to adjust the exposure.

## CAPTURING THE STORY

**Plan Your Shots** Think about what you want to capture before hand, e.g. group shot of the team, people enjoying the initiative, close ups showcasing event.

**Establishing Shots** Show some wide shots of the activity to help people see all the action.

**Look for Interesting Close-ups** Take some footage of pictures to feature the details of what is going on, set a mood and make viewing interesting.

**Multiple Perspectives** Capture footage from different angles and perspectives, i.e. from 'audience' and also 'presenter' if in school assembly.

**Personal Touch** Capture comments from people involved e.g. a volunteer, a teacher, a parent, community recipient.

**More is Better** You can always edit and cut footage, but can't retake... so if in doubt take more then you need. Enlist the help of multiple people to get footage.





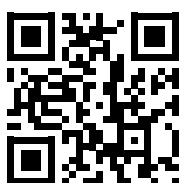
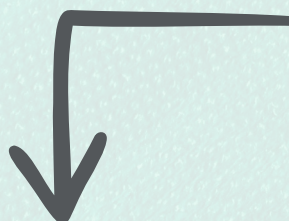
# SHARING YOUR MEDIA WITH ADRA



WHEN YOU ARE READY TO SEND YOUR MEDIA FOLLOW THESE SIMPLE STEPS, OR GIVE US A CALL AND WE CAN TALK YOU THROUGH THE PROCESS.



IF YOU NEED ASSISTANCE AT ANY STAGE, CALL 0800 488 911 AND WE CAN HELP.



An easy way to send photos and video is through **WeTransfer**. You do not have to set up an account, and it will ensure the quality of your footage is intact. Sending through other sharing apps will compress the files resulting in reduced quality.



**HEAD TO THE WEBSITE: WETRANSFER.COM**  
**CLICK ON SEND A FILE ICON**



**SELECT OR DRAG AND DROP FILES**



**SELECT 'SEND AN EMAIL' AS METHOD OF FILE TRANSFER**



**ADD RECIPIENTS EMAIL ADDRESS**  
**SARAHRYAN@ADRA.ORG.NZ**



**ENTER A VERIFICATION CODE**



**YOU ARE DONE! ADRA WILL GET A NOTIFICATION TO DOWNLOAD FILES!**



**ADRA WILL SEEK PERMISSION TO SHARE MEDIA BEFORE USING IN ANY PUBLIC COMMUNICATIONS**





