



**SAVE THE CHILDREN'S
CHRISTMAS JUMPER DAY**

Friday 13 December

**Your fundraising
game plan**



**Save the
Children**
CHANGE THE FUTURE



Let's do this!

Coach Christmas here

I know I don't have to get you fired up for **Save the Children's Christmas Jumper Day** – you're already buzzing! You're busy yelling things like "let's move, people!" and pointing at whiteboards and making loud typing noises.

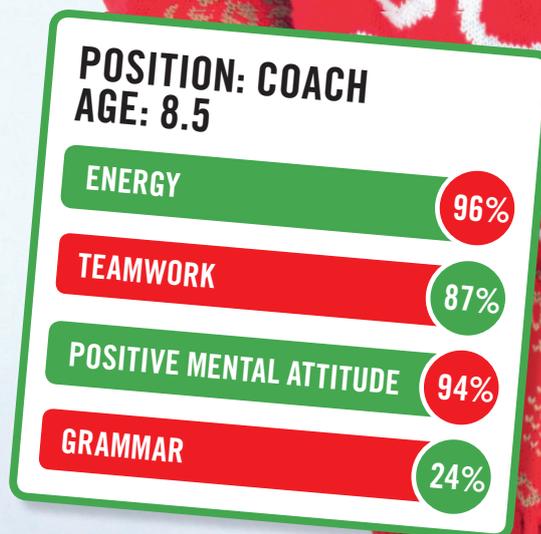
My job is to help you get everyone else fired up too. How difficult can it be? This is people's one and only chance for the entire year to have fun at work!

Plus jumpers can change the future for children which is really awesome. So let's do this!

Coach Christmas

Jumper HQ,

Save the Children



Listen up!

I know how we

can do this

1 LET EVERYONE KNOW IT'S COMING...

It's your job to tell everyone you know Save the Children's Christmas Jumper Day is happening on **Friday 13 December**.

Just follow my checklist for easy ways to get the word out.

I've already done loads of the work for you. Have a look at christmasjumperday.org/fundraising-pack for posters, a quiz, stuff for social media and lots more.

Can't do 13 December? Not a problem. Just pick a date that suits you.

COACH CHRISTMAS'S PUBLICITY CHECKLIST:

- Get the date in your diary
- Message every single person you know (and some you don't)
- Put posters up everywhere



2 PICK YOUR TEAM

You're in charge, but there's no point being the boss if you've got no one to boss around. Use the role cards in the pack to pick your dream team – then put them to work doing stuff like baking cakes and organising games.



3 CLAIM YOUR JUSTGIVING PAGE

I've set up a JustGiving page for you – all you have to do is go to claim.savethechildren.org.uk and personalise it! Simply enter your Christmas Jumper Day reference number and verification code from the letter in your pack. Then set yourself a target and add pictures. Once that's done, email everyone the link to it so they can donate.

4 SWEATERS ON

Three-ish simple words. Put. On. (Silly). Jumper. You don't even have to buy a new jumper. Just grab any old thing from the back of the cupboard and decorate it with stickers, felt, tinsel, glitter, baubles, whatever.

5 RAISE THE MONEY

OMG – this is super-important. Collect £2 from everyone wearing a jumper. Accept no excuses – £2 can change the future people! If people don't have cash, we've got a QR code on the collection box, sweepstakes and posters in the pack. People just have to open the camera on their phones, point it at the little code thing, make a donation and BOOM! – that money will go to help kids.

6 EVERYONE WINS

Send Save the Children all that money you've raised – by 17 January if you can – following the instructions on p15. **See all the ways your money helps kids on p11–14.**



Let's

get tactical:

7 ways

to boost

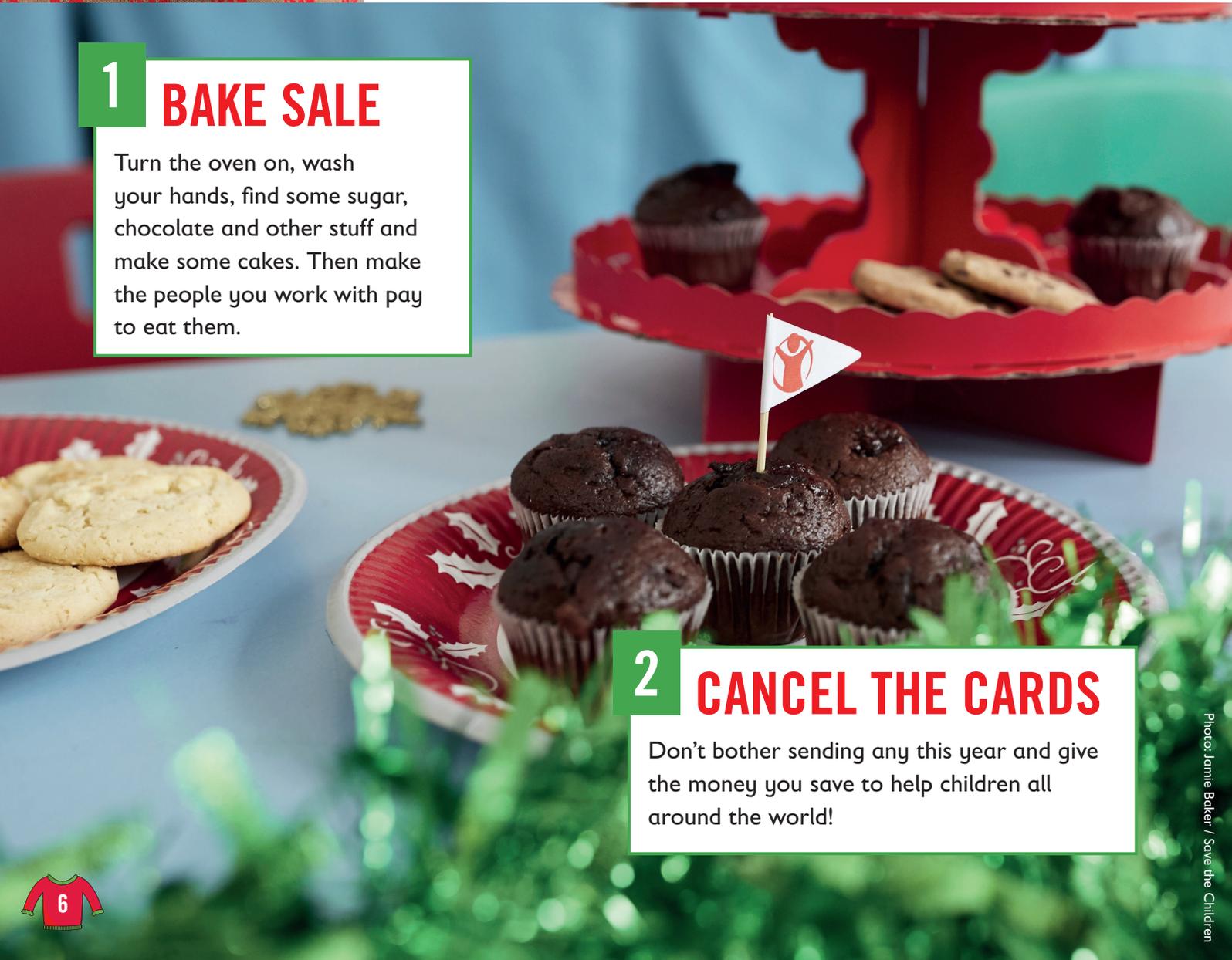
your

total

Want to be a true champion? It's time to get serious: Christmas Jumper Day is about more than just wearing silly sweaters – it's about making the world way better for kids. Try these top tactics to raise some extra cash. Or go to christmasjumperday.org/fundraising-pack for even more ideas.

1 BAKE SALE

Turn the oven on, wash your hands, find some sugar, chocolate and other stuff and make some cakes. Then make the people you work with pay to eat them.



2 CANCEL THE CARDS

Don't bother sending any this year and give the money you save to help children all around the world!

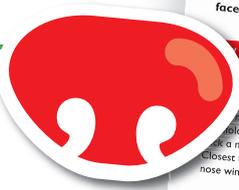
SCROOGE STICKERS 3

There's always someone who 'forgets' their jumper. Does that mean they don't have to pay up? No. It. Does. Not. Not unless they want to have to wear a Scrooge sticker all day anyways.



4 PIN THE NOSE ON JAMES BLUNT

I don't know who James Blunt is, but you know where a nose goes! Closest gets a prize. But everyone **MUST** donate (unless they don't have any money with them).





SHARE
THE
LOVE

SHARE
THE
LOVE

SHARE THE LOVE

7

You and everyone else can buy these super-cool *Share the Love* sweaters at christmasjumperday.org/shop – and all the money goes to Save the Children!

We have to

take care of

Planet Earth

while we're

doing this!



- Order one of our eco-return bags at bags-savethechildren.org.uk and fill it with your old Christmas jumpers before the big day. Then I'll sell them in one of our charity shops so they're reused by someone else and the money raised from the jumpers will go to help kids all over the world.
- Don't buy a new jumper that you'll only wear once – just decorate your own or hold a jumper-swap at work before the day and donate to switch your sweater for a new one.
- Turn down the heating at your workplace on **13 December**. You won't get cold cos you'll be wearing your Christmas jumper!
- Buy one of our vintage jumpers at christmasjumperday.org/shop re-using someone else's jumper rather than buying a brand new one.





I will be friendly as a teacher

Runa, age 17

The idea of not having to go to school does sound pretty good sometimes. But when you think about it, maybe it would actually be quite bad. For one thing, you might not grow up to do all those exciting things grown-ups do – like cure old people and drive a bulldozer.

It's tough for children like Runa go to school – because people in Bangladesh have to pay for school. But Runa was determined to go and literally nothing was going to stop her.

All she needed was two goats from Save the Children. With those two goats she made a big family of 15 goats (don't ask me how). She then sold two and with the money she paid to go to school – and also paid for her little sister Shuma to go to school too.

Runa now wants to be a teacher when she grows up so she can help even more children learn. It's OK though cos she won't be one of

those strict shouty teachers. "I will be friendly as a teacher so that my students can share anything with me," she says. Yes, Runa!

Helping superstar kids like Runa go to school in countries like Bangladesh is a big part of what Save the Children does. Education doesn't just improve their lives, it helps them grow up with the knowledge and skills to make the world an even better place in the future.

**I want to
become
a doctor**

Leolida, age 12



If Leolida and Lawrence went to my school, I think they'd get Star of the Week pretty much every week. When you read their amazing story, you'll see why.



Leolida plays with his little brother Lawrence all the time.

He throws him up in the air and makes him laugh to take his mind off being hungry. “He’s not hungry when you play with him,” says Leolida. “He’s just happy.”

The brothers live in a really poor part of Kenya. Their family doesn’t have much to eat, so Leolida shares his food with Lawrence. It means he sometimes has to go to bed hungry. “I love Lawrence very much and would do anything to help him,” says Leolida.

But with so little food, Leolida’s generosity wasn’t enough to stop baby Lawrence becoming ill with malnutrition. Luckily, one of Save the Children’s health volunteers, Mark, spotted he was malnourished and gave Lawrence the medicine and food he needed to get better. Seeing his brother recover made Leolida realise what he’d like to do when he grows up. “I want to become a doctor so that I can help other young children like Lawrence,” he says.

With all the money you raise on Christmas Jumper Day, Save the Children can help lots of children like Leolida go to school so they can grow up to be doctors, chefs, engineers – anything they want! And they can help babies and young kids like Lawrence get the food they need to be strong and healthy too. So get to it!



Photo: Fredrik Lerner / Save the Children

FOR MORE STORIES ABOUT AWESOME KIDS TO MAKE EVERYONE ACTUALLY DONATE: christmasjumperday.org/how-you-help

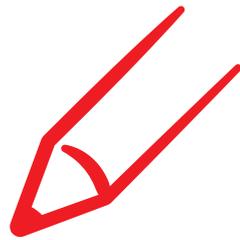
TURNING MONEY INTO

A BETTER WORLD

Here are just a few examples of what Save the Children can do with your money. I can't pretend I understand them all, I'm only eight, but they sound pretty incredible.

£1

could buy a set of **pencils** to help a child **write** and **learn**.



£2

could pay for **antibiotics** for **eight children** suffering from **pneumonia**, one of the biggest killers of children.



£5

could buy a **winter jacket** for a child in **Syria**.



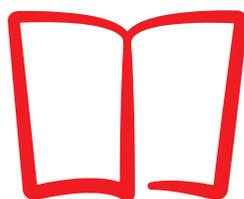
£20

could provide a **mother** and **newborn baby** with **vital supplies** to keep them **healthy**.



£60

could provide **educational toys** and **books** to support children from low-income families in the **UK**.



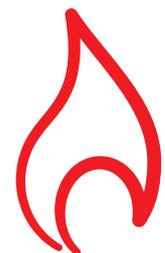
£85

could provide a **bicycle** for a health worker in **Kenya** so they can care for children in places cars can't reach.



£200

could buy a **stove** and **fuel** to heat a classroom for **five months**.



GIVE EVERYTHING

YOU'VE GOT!

Once you've counted up your mountain of change, send it to Save the Children so they can make the world totally awesome.



Photo: Jordi Matas / Save the Children

Whatever you do, please include your unique Christmas Jumper Day reference number so I can tick off your name and send you a special certificate. It's on the letter in your pack (starting with CJD19).

PAY IN ONLINE

Go to christmasjumperday.org to make a quick, secure payment.

PAY IN AT THE BANK

Take your money with the giro slip from your letter to your personal or work bank or any Natwest branch to pay-in. Unfortunately these slips **can't** be paid in at the Post Office.

PAY BY POST

Send your giro slip, with a cheque payable to 'Save the Children', in the envelope provided. Please don't send cash in the post – we don't want the money you've raised to get lost!

PAID IN BY QR CODE, JUSTGIVING OR TEAM TEXT CODE?

That money is already hard at work helping kids! **Thank you!** We'll send out a certificate with your team total as soon as we can.

QUESTIONS?

If you need help or even more free stuff, get in touch on **0808 281 1031** or email christmasjumper@savethechildren.org.uk

THANK YOU!

The sooner you pay in your money, the sooner it can start helping children reach their potential. Please pay in by **17 January** if you can.

CHANGE THE FUTURE

Save the Children exists to help every child reach their full potential. In the UK and around the world, we make sure children stay safe, healthy and keep learning, so they can become who they want to be. Discover more about our work at christmasjumperday.org/how-you-help



SAVE THE CHILDREN'S

CHRISTMAS JUMPER DAY

Share your photos at

#ChristmasJumperDay

GET IN TOUCH

Get in touch on 0808 281 1031 or at
christmasjumper@savethechildren.org.uk
for more tips or even more free stuff.

Or go to christmasjumperday.org/fundraising-pack
for other incredibly helpful stuff that I've made.

Photo: Alex Bamford / Save the Children

The Save the Children Fund is a charity registered in England and Wales (213890) and Scotland (SC039570)
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Registered with
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REGULATOR**

