



Save the Children
CHRISTMAS JUMPER DAY

Promotion toolkit

Ho, Ho, promo!

While we're busy enjoying the best summer we've had in years, it seems ridiculous to be thinking about Christmas! However, we know you want to spread the word about Christmas Jumper Day as early as possible, particularly to schools in your community. So we have posters and leaflets available now for you to distribute. And soon we will have the full toolkit ready to help you be the best Christmas Jumper champion you can be!

More details can be found in this pack, but please do not hesitate to get in touch with your Community Fundraising Manager if we can do anything else to support you.

Thank you so much for your support!

Intro

WHO?

Millions of people from **thousands** of schools, workplaces, groups of family & friends will take part

WHAT?

Wear a Christmas Jumper – donate £2 adults or £1 children

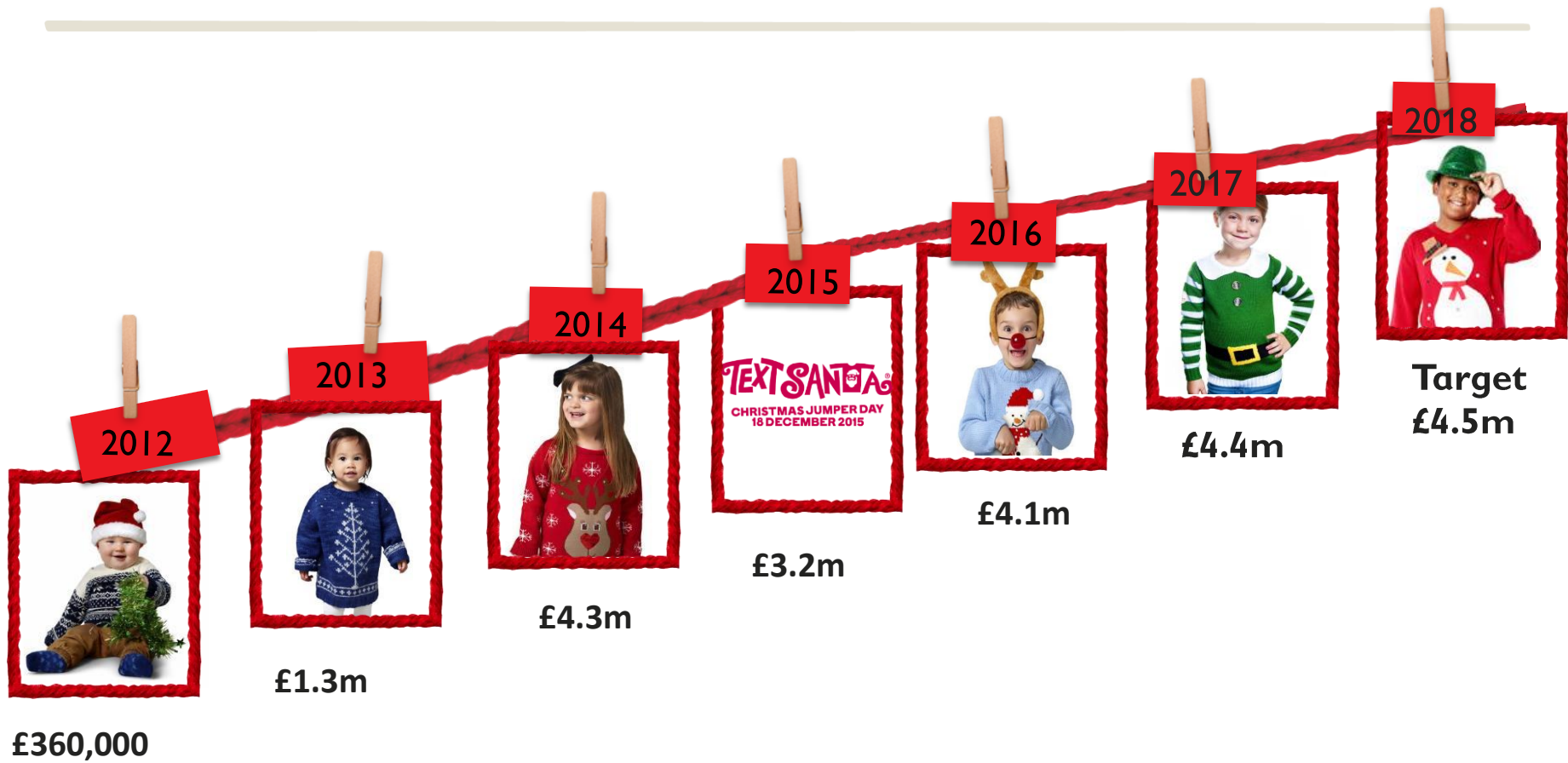
WHEN?

Friday 14 December 2018

HOW?

Sign-up online at christmasjumperday.org/signup or using the registration leaflet

It's getting bigger!



Key Dates

2 July – postcard and emails sent to all schools in the **UK** asking them to save the date and register online

27 July – **A3** and **A4** posters and **A5** registration leaflets available to order from **CDL**

August – Full volunteer toolkit available for all the ways you can support **Christmas Jumper Day!**

5 September – register now postcard sent to all schools in the **UK**

October – postcard and emails sent to all workplaces and groups of family & friends who have taken part previously and social media advertising begins

29 October – fundraising packs sent out to all those registered, full website including downloadable resources live

December 1-16 – Fundraising opportunities across the **UK** for you to get involved in – more info coming soon!

Promotional Resources

These resources are available to order from CDL using the codes below:



MAKE THE WORLD BETTER WITH A SWEATER

Save the Children CHRISTMAS JUMPER DAY

SIGN UP NOW AT
christmasjumperday.org/signup

Friday 14 December

Save the Children Fund is a registered company limited by guarantee (Company No. 179459). Registered charity No. 112875 England & Wales and Scotland (SC038975). Incorporated in England, London, SE20 8LH.

CDL15-08-14 Christmas jumper day sign up A5 1



Have yourself a merry little #christmasjumperday! Sign up today and we'll send you a free fundraising pack with everything you need to organise a tree-mendous day with your school.

Taking part is simple – pop on your festive pullovers and donate £1 to help create a better future for children.

Sign up at christmasjumperday.org/signup for a free fundraising pack, or fill in your details overleaf. Together, we're going to make the world better with a sweater.

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STC150145 CJD Schools A5 Leaflet



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Have yourself a merry little #christmasjumperday. Come together with workmates, friends or family for a day of tree-mendous fun. Get everyone to pop on a festive knit and give £2 to change children's lives.

Go on. Make the world better with a sweater.

Sign up at christmasjumperday.org/signup for a free fundraising pack, or fill in your details overleaf.

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STC150146 CJD Adults A5 Leaflet

Promotional Resources

These resources are available to order from CDL using the codes below:



STC150189 Adults CJD A4 Poster
STC150191 Adults CJD A3 Poster



STC150188 Schools CJD A4 Poster
STC150190 Schools CJD A3 Poster

Promo hotspots

You know your area best, and will already know lots of places where you can put up posters or leave leaflets. But here's our list of promotional hotspots to help you get started:

Gyms
Leisure Centres
Council Offices/Canteens
Transport Hubs
Shopping Centres
Corporates/Large employers in the area
Garden Centres
Retail Parks/ Toy Shops
Cinemas
Doctors & Health Centres
Community Centres
Libraries
Restaurants and Hotels

High Street Shops
Taxi Companies
Cafes, Coffee Shops, Canteens, Bakeries
Schools
Nurseries
Local Hospitals
Local Christmas Markets/Farmers Markets
Local Town events/fayres
Universities/Colleges

FAQs

Who can take part?

The great thing about Christmas Jumper Day is anyone can take part. We have fundraising packs for schools, workplaces and groups of friends or family.

How do supporters sign up?

You can sign up at christmasjumperday.org/signup or by returning the registration leaflet

What happens if a supporter registers now?

They will receive a confirmation email and then start receiving communications from September, with their fundraising pack sent out at the end of October

Who has head office contacted about Christmas Jumper Day 2018?

Head office has sent a postcard to all workplaces and individuals who took part last year plus all schools in the UK

When will fundraising packs be available?

Christmas Jumper Day packs will start to be posted out from the end of October. Please allow 2 weeks from the date you registered for the pack to get to you

FAQs

What's included in the Christmas Jumper Day pack?

Packs include a fundraising guide for either workplaces, schools or family and friends, posters, a collection box, a sweepstake, stickers and a letter and a paying-in slip with a free post return envelope for cheques.

Can supporters do it at another time?

Yes! We encourage as many people as possible to organise their Christmas Jumper Day on Friday 14th December, but if they can't make these dates then they can hold their Christmas Jumper Day on another date to suit them.

Do supporters have to buy a jumper?

No! If they don't already have a woolly in your wardrobe, supporters can create their own crafty knit! Making your own jumper can be a very serious business – whether you tinsel up an ordinary pullover, go all out with sequins and snowmen, or even knit your own! From mid-November we will have hints, tips and crafts to help supporters customise their own jumper on our website for people who have registered.



THANK YOU