Day for Daniel

Guidelines

Daniel Morcombe FOUNDATION Inc.

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Day for Daniel Guidelines

1.0 Introduction

If you are reading these guidelines you have probably decided to host a Day for Daniel event or activity or you are considering the idea. For this we thank you; your support of the Foundation is greatly appreciated.

These guidelines have been produced to help you plan a small to moderate sized Day for Daniel event or activity. Feel free to pick and choose the elements that will apply to your event. Not everything in this guide will apply to all events and activities. If you are planning on holding a Walk for Daniel please see the Walk for Daniel Guidelines.

2.0 Daniel Morcombe Foundation

The Daniel Morcombe Foundation is a not for profit registered charity. It is committed to 'Keeping Kids Safe'.

The Daniel Morcombe Foundation, was established in 2005 by Denise and Bruce Morcombe following the tragic abduction and murder of their 13 year old son Daniel in December 2003.

Since 2005 the DMF has worked tirelessly at educating children and adults on child protection, personal safety and harm prevention. The Foundation also provides funding to a number of child protection and harm prevention projects and to victims of crime, particularly children.

The message from the Foundation is very loud and clear. It is not one of fear but empowerment, through support, education and valuable life skills.

Our Objectives

1. To educate children regarding their personal safety, including abduction.
2. To assist victims of crime, particularly where crime involves children.
3. To honour the memory of Daniel with suitable child safety community events.
4. To support the families of Missing Persons particularly where that involves children.
5. To raise funds from public and Government entities to support the above objectives.
6. To provide a vehicle to attract funding from State and Federal bodies and to establish and maintain funds to attract donations and bequests.

3.0 About Day for Daniel

The Daniel Morcombe Foundation held the first Day for Daniel in October 2005.

The Day for Daniel is a National Day of Action to raise awareness of child safety, protection and harm prevention.

It is about educating children and adults about keeping kids safe through child safety and protection initiatives. It aims to help empower our children to 'Recognise, React and Report' if they feel something is not right.

Wear Red and Educate is the theme of for Day for Daniel as we strive to have schools, kindergartens, businesses and communities across Australia take action and conduct child safety activities in their local communities to help in 'Keeping Kids Safe'.

The objectives of Day for Daniel are:

- To raise awareness about child safety and protection and to promote a safer community for children.
- To educate children regarding their personal safety and empower them to 'Recognise, React and Report'.
- To educate and equip individuals and communities with knowledge and skills to understand child safety and protection requirements and empower them to take action.
- To provide FREE safety and educational material.
- To honour the memory of Daniel Morcombe.
- To have over 1 million people Australia Wide to participate in Day for Daniel.

Day for Daniel is also an opportunity for Australians to make a statement that crimes against children are not acceptable in modern Australia.

4.0 Steps involved in organising a Day for Daniel Event or Activity

So you have decided your school/business/individual is going to hold a Day for Daniel Activity/Event. The first thing you have to do is go to the Day for Daniel website and register. You will then be sent a FREE Day for Daniel starter pack. You, as the contact person, may or may not be the Coordinator of the event/activity. So at this stage it is important that a Coordinator is appointed and provided with the information. Either use one of our suggested events/activities or create your own! Make sure your local community is as excited and enthusiastic about the event as you are and be sure to get them involved. Produce your event plan and program then start promoting your event. Most importantly when the Day comes, 'Wear Red and Educate' and hold an engaging event. After the event/activity be sure to thank everyone involved.

Steps involved are as follows:

1. Register your involvement in Day for Daniel on the Daniel Morcombe Foundation website www.dayfordaniel.com.au
2. Receive and read your FREE Day for Daniel Starter Pack.
3. Nominate a Day for Daniel Coordinator or Manager and if required put together an organising team.
4. Select or create an event or activity.
5. Select a venue.
6. Select a time for the event or activity. All activities and events should be planned to be held on Day for Daniel.
7. Gain support from the community.
8. If you are considering a larger event you may need to consult local authorities, landowners and police. You will also need to consider insurance and public liability requirements.
9. Prepare a Program, Plan and Budget.
10. Promote your Day for Daniel Event/Activity.
11. Identify and produce additional documentation as required.
12. Deliver your Day for Daniel Event/Activity.
13. Evaluation & Thank You.

5.0 Register for Day for Daniel

We request any school, business or individual holding an event or activity register it online.

Registering will not only get you the resources and tips to make your event a success. It will also assist us in counting the number of participants.

To register your event/activity please follow these steps:

1. Logon on to **www.dayfordaniel.com.au**
2. Click on the School Registration, Business Registration, Private Event or Public Event Registration Button.
3. Complete the online registration form.

4. All registered events/activities will be sent a DMF Starter Pack distributed from May 1st.
5. If holding a public fundraising event, approval will be required from the Daniel Morcombe Foundation.
6. Once your public fundraising event has been registered and approved you will receive supporters' logos, an editable poster and a letter of registered event.

The contact person of the registered event/activity will be sent a Daniel Morcombe Foundation Starter Pack. (see below)

6.0 Day for Daniel Starter Pack

Once your event is registered with the Daniel Morcombe Foundation your event becomes an officially supported event.

As an officially supported event you will have access to the following promotional items:

Daniel Morcombe Foundation Starter Pack consisting of:

A Day for Daniel Poster
: Put the posters up on public display. A school notice board, or in the front window of a shop is a good place. Additional posters can be downloaded for print from our website.

Bunting and Balloons
: To help you dress up your activity space and create awareness.

Day for Daniel Stickers
: We suggest these may be used to identify activity coordinators, stick on prizes, or as a token of thanks to youth organisers.

Foundation Red DVD
: This DVD is a compilation of harm prevention messages, information and a puppet show to support parents and teachers in educating children on how to keep safe.

Child Safety Educational Activity sheets
: Specially designed around key chid safety messages, these activity sheets may help you with your Day for Daniel activities.

A Certificate of Appreciation
: We thank you for your support to the Foundation and include a Certificate of Appreciation in advance. Including this certificate now will save thousands of dollars in mail out costs following the Day for Daniel. That money will contribute to more child safety initiatives by the Foundation.

If you are registered as a public event you will also have access to the following;

- Proudly supporting the Day for Daniel Logo
- Day for Daniel editable Poster

The Daniel Morcombe Foundation can also promote public events on the Daniel Morcombe Foundation Event Calendar.

7.0 The Day for Daniel Coordinator

It is wise to nominate a Day for Daniel Coordinator for your event/activity right at the beginning. This person will be responsible for organising the event/activity. Other team members can be brought on to assist in delivering the event and implementing the plan.

Key decisions and responsibilities of the Coordinator will be as follows:

- Selecting/create the event/activity;
- Preparing the Day for Daniel plan and program;
- Liaising with key stakeholders eg students, parents, colleagues, friends, local businesses;
- Promoting the day;
- Managing the team;
- Managing the finances of the event;
- Preparing run sheets;
- Preparing risk assessments & emergency management plans and completing permits and

licences if required;
- Contingency plans.

8.0 Select/Create a Day for Daniel Event/Activity.

The Day for Daniel is a gathering of people for a common cause – wear red and educate people on child safety and harm prevention.

Some examples of event ideas and activities are as follows;

THEME: Wear Red and Educate

Activity

Get your school involved to Teach Children to Recognise, React and Report

Play Foundation Red DVD
- Our child safety DVD is aimed at 7-12 year- olds.
- Play 'No Strings Attached' puppet show teaching 5–8 year olds.
- See safety messages spoken by personalities including Agro and the Irwin family.

Conduct an activity from the worksheets provided in starter pack.

Invite a local Police Officer to talk to students.
- Internet Safety is a good topic plus Being Safe and Your Right to Always Feel Safe. Log on to **www.BeingSafetySmart.com.au** website for;
- 8 levels of personal safety messages and strategies each with interactive games.

Log on to **www.cybersmart.gov.au**
- Select the appropriate schooling level for cybersafety classroom resources.

Hold an Awareness Event in Your Local Community.

Host a Walk, Ride, Bake-Off, or other Community Awareness Event and
- Wear something red and include child safety messages for children and parents.
- Promote our free safety resources.
- Invite local representatives, sporting stars and media .

At your Workplace
- Dress up your shop or office.
- Play DVD to your work colleagues and/or customers.
- Host a morning tea.
- Promote child safety awareness to clients customers and colleagues.
- Discuss child safety initiatives including "recognise, react, report".

OR Create your own event/activity!

9.0 Select a venue, time and date

The DMF would prefer your event to coincide with Day for Daniel either on the last Friday of October or the weekend of Day for Daniel.

The venue will depend on the event or activity you have chosen. It may be a classroom, a tea room, an assembly area, a playing field, a hall etc.

The time of your event will depend on the type of activity you are planning to hold.
Please allow time to include an educational element to your event/activity.

10.0 Gain support from the Community

Support from the community can come in many ways and for a number of reasons such as;

- Parents
- Speakers and VIPs;
- Celebrities and local heroes as guests at the event;
- Team Members and Service Providers;
- Sponsors of the event either with cash or in kind with product and/or services;
- Participants in the event;
- Promote the event eg Posters in shops, businesses, editorial in local papers;
- Local artists, amusement operators, entertainers providing entertainment.

If you would like VIPs and celebrities to attend your event, plan to invite them at least 3 months prior to the day.

11.0 Prepare a Plan

Once you locked in the event or activity it is time to start the detailed planning. Every event requires an Event Plan to assist in planning, communicating and delivering the event. Make sure you give yourself enough planning time to ensure you deliver a successful event.

12.0 Event Program

You will need to create an Event Program, this is an overview of what your event will look like. Will it have food, beverage, entertainment, speeches? What time will each element commence and conclude?

A School Program may look something like this;

9.00am	Event commences
9.00am	Welcome & Introductions
9.05am	About Day for Daniel
9.10am	Speeches from Guests
9.15am	Adopt a Cop presentation
9.20am	Foundation Red DVD
9.40am	DMF Activities and Worksheets
10.00am	Quiz
10.05am	Red snack attack
10.15am	Thank you for attending
10.15am	Event/Activity concludes

A Business Program may look something like this;

10.00am	Morning Tea commences
10.15am	Welcome
10.16am	About Day for Daniel
10.20am	Foundation Red DVD
10.30am	Best RED Dressed/Best Red morning tea item
10.35am	Thank you for attending
10.35am	Morning Tea concludes

13.0 Promote Your Day for Daniel

Once you have created a program you can start promoting your event.

To promote your event you will need to create and distribute promotional material.

You will receive Day for Daniel posters in your starter pack and you can download additional posters from the Day for Daniel website.

Start by promoting your Day for Daniel in your own community/school/club/organisation.

If you have your own website, consider promoting the event on it.

Aim to create and distribute posters/invitations/email invitations to:

- Your club/school/organisation database
- Your supporter's databases
- Local schools, clubs, shops, businesses

Press releases and advertisements to:

- Local newspapers
- Local radio station
- TV
- Newsletters
- Websites
- Magazines
- Online

You may be able to secure the local newspaper, radio station and TV as a sponsor. Invite the media to attend your Event/Activity.

Use Social Media including Face book and Twitter.

The promotional material will need to provide the potential participants with enough information to attend your event including; start time, getting to your event, type of event. It should also include contact details/ website details so participants can gain more information.

Proposed Promotional Schedule

We suggest the following promotional schedule:

1. Date Claimer – send this out as soon as you receive the Day For Daniel Starter Pack
2. Event/Activity Invitation and details.
3. Event/Activity Reminder.
4. Post event Thank Yous and information.

We suggest the following media releases:

1. Media Release regarding your involvement in Day for Daniel (sample attached).
2. Event specific Media Release.
3. Invitation for Media to attend your event/activity.
4. Post event Release.

Produce a press release after the event congratulating the participants, sponsors, volunteers and everyone involved.

14.0 Fundraising

The Day for Daniel is primarily an Awareness event, however we are more than happy to accept donations from those schools/businesses/individuals who would like to provide them.

All monies received are used to further the objectives of the Foundation.

It is important to note that monies raised for the Daniel Morcombe Foundation Inc. (DMF) are generally distributed and allocated along the following guidelines in accordance with the relevant legislation that we, as an incorporated entity, must operate under and comply with.

All monies received from fundraising (eg) gold coin donations, merchandise sales, food sales, all fundraising from schools can be directly deposited into the DMF account. Details as follows:
Daniel Morcombe Foundation
Commonwealth Bank
BSB 064 447
Account No. 1029 2439

Businesses or Private Donors that require a tax-deductible receipt – Deductible Gift Recipient (DGR)

This receipt is given when a person receives nothing in return for their payment. DONATIONS over $2.00 – Cash, cheque or direct credit payments via PayPal or similar, directly into our account as a donation without exchange of goods, service or merchandise is eligible and therefore can be regarded as a DGR item.

We require that you record the name, address, email, date and transaction amount of the person/ organisation donating. If there are a number of people donating please use the DMF DGR Register. Please forward this information to the Daniel Morcombe Foundation either via post to PO Box 565 Palmwoods QLD 4555 or email to admin@danielmorcombe.com.au. From this point, we will then issue the appropriate receipt to the person or organisation.

Direct deposits can also be made into the DMF DGR account online at our website www.danielmorcombe.com.au/donation.html then by clicking on the first donations button 'Private Citizens or Business' or you can deposit in person at any branch of the Commonwealth Bank, BSB 064 447 Account No. 1034 8682.

Please ensure that you quote some reference details with your remittance along with the DMF DGR spreadsheet which also needs to be included if you are sending any cheques in the post to the foundation.

The DMF ABN is 35 086 611 943.

If you are holding a public event with fundraising it is important you familiarize yourself with the fundraising laws within your state or territory.

15.0 Merchandise

Daniel Morcombe Foundation merchandise is available and can be purchased online from www.danielmorcombe.com.au.
Merchandise items include:
Red and Black T-Shirts, Polo Shirts and singlets.
Red and Black caps.
Red ties and scarves.
Badges, Wristbands, Pens.
Flags, Balloons, Stickers.

16.0 Evaluation and Thank You

It is recommended that you hold an event debrief with key stakeholders one to two weeks after the event. The purpose of the debrief is to obtain feedback about the successful aspects of the event, as well as identifying any issues encountered, with suggested areas for improvement for future events.

Thanking all sponsors, VIPS, volunteers, organisations involved is also advised. This enforces how much you have appreciated their support and gives them a sense of achievement and satisfaction.

17.0 Daniel Morcombe Foundation Thank You

The Daniel Morcombe Foundation thanks you for supporting, participating and registering your involvement in an event/activity.

The aims of the Foundation would not be met without the ongoing support of schools, businesses, community groups and individuals across Australia. For this we are truly grateful.

To show our appreciation everyone that registers their event/activity online will receive a Day for Daniel Certificate of Appreciation.

18.0 Assistance from the Daniel Morcombe Foundation

Please do not hesitate to contact us for general advice and DMF marketing, promotional and informational materials for your event/activity. We are more than happy to help make your event as successful as possible.

Email // admin@danielmorcombe.com.au

Office // 07 5442 3678
Phone // 1300 DANIEL (1300 326 435)
Email // admin@danielmorcombe.com.au

Postal Address // PO Box 565, Palmwoods Qld 4555

National Office // The Big Pineapple, 76 Nambour Connection Rd, Woombye, QLD 4559