

## Circular

<b>Title:</b>	<b>2018 BeachSAFE Campaign</b>
<b>Date:</b>	12 September 2018
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<b>Department:</b>	Fundraising
<b>From:</b>	Ellaine Hislop, Fundraising & Philanthropy Supervisor Ph: 08 9207 6666 (SLSWA Office Hours Monday to Friday, 8.30am to 5pm) Email: <a href="mailto:ehislop@sloswa.com.au">ehislop@sloswa.com.au</a>
<b>Audience:</b>	Club Administrators
<b>Summary:</b>	This circular outlines SLSWA's BeachSAFE Campaign including the surrounding marketing activities, BeachSAFE Appeals, and Boardies Day
<b>Action:</b>	<ul style="list-style-type: none"> <li>• Review below BeachSAFE Campaign information</li> <li>• Complete and return attached <b>Participation Form</b> to SLSWA by COB Friday 5 October 2018</li> </ul>
<b>Attachments:</b>	Club Participation Form

### Summary

The BeachSAFE Campaign is an opportunity for Clubs to be involved in the biggest annual fundraising campaign for surf life saving in WA, at a time of year when beaches and the vital service Clubs provide for our communities will be front of mind.

#### The Campaign includes a range of activities from October, increasing towards December:

- Marketing & PR Activity – October through December 2018
- BeachSAFE Mail Appeal – November through December 2018
- BeachSAFE Street Appeal – Friday 30<sup>th</sup> November 2018
- BeachSAFE Door-Knock Appeal (Metro Perth) – Saturday 1<sup>st</sup> & Sunday 2<sup>nd</sup> December 2018
- Boardies Day – December 2018

To indicate what activities your Club would like to participate in this year, **please return the attached *Participation Form* as soon as possible, but no later than Friday 5 October 2018.**

### BeachSAFE Mail Appeal

***Between November and December 2018***

SLSWA will conduct a mail appeal under the BeachSAFE appeal branding to raise funds for essential lifesaving activities, such as equipment and training, for surf life saving within West Australia. This appeal will be aimed at existing donors and the acquisition of new donors.

### Marketing & PR Activity

***Between October and December 2018***

SLSWA will conduct promotions from October through December designed to raise awareness of the Appeal and associated activity, especially in the lead up to Boardies Day and the BeachSAFE Street Appeal. This may include targeted marketing to stakeholders, print, digital, radio and TV promotions.

The Appeal will direct people to a micro-site which will be live from October – [www.beachsafeappeal.com.au](http://www.beachsafeappeal.com.au) - providing information about the Appeal, functionality to donate on-line, and Boardies Day information.

SLSWA will provide clubs with a range of digital resources including social media tiles etc. for Clubs to promote their participation, the Appeal and key activities, and leverage scheduled marketing activity.



## BeachSAFE Street Appeal

Friday 30 November 2018

The BeachSAFE Street Appeal is Surf Life Saving WA's (SLSWA) primary community fundraising activity. We are allocated a permit for one street collection date per year.

The Street Appeal activity not only raises funds from people in our community for essential lifesaving activities in WA, but the presence of our members in the public also raise awareness of the important role Surf Lifesaving plays in the community and creates opportunities for long term support.

It is a chance for our volunteers to head out into our communities.

Within the Perth metropolitan area, this is the only day we are permitted to carry out any street collection activity.

**All funds collected during the street appeal are allocated and directed to the club responsible for collecting the funds.**

*It is encouraged that regional clubs also speak with local councils to secure this date as soon as possible. This will enable all Clubs to leverage any marketing activity carried out by SLSWA. Should this date not be suitable for some regional areas, please advise SLSWA of the date you will be doing your Street Appeal in order for your activity to be covered under the SLSWA Charitable Collections Licence, and so we can promote it through our various marketing channels.*

Please indicate on the **Participation Form** (attached) if your Club will be participating in the Street Appeal activity. Those Clubs will then be sent further information, including the quantity of tins they require, collector stickers, site allocations etc.

Any Club wishing to collect at shopping centres or local stores e.g. Bunnings, will need to liaise directly with the management of those businesses, and advise SLSWA where they have been given permission to collect.

Please be advised that Surf Life Saving WA will not be the only charity collecting in the metro area on the day. Up to three charities are issued permits to collect each Friday by the Department of Commerce. This year Angelhands Inc will also be collecting on Friday 30 November.

The stronger the "red and yellow" presence in the CBD and surrounds on the Street Collection Day the more successful this event will be this year, and into the future. Collectors aren't required to participate for a whole day. An hour or two will be plenty.

## Charitable Collections Licence

Any activity by a Club for the BeachSAFE appeal is undertaken under the Charitable Collections Licence of Surf Life Saving Western Australia. If your Club holds its own Charitable Collections Licence, your Club may apply for its own permit for a street appeal, but not under the brands Surf Life Saving Western Australia or BeachSAFE appeal.

## Regional Collections

The street collection permit that allows the BeachSAFE to be undertaken only covers collections within the Perth metropolitan area (approximately Wanneroo to Rockingham). If your club wishes to collect outside this area, either on the date of the BeachSAFE Street Appeal or another date, permission will need to be received from your local council. However, you will still need **to return the attached Participation Form** to collect under the SLSWA Charitable Collections Licence.



## BeachSAFE Door-Knock Appeal

**Saturday 1<sup>st</sup> December – Sunday 2<sup>nd</sup> December 2018**

As part of SLSWA's Charitable Collections Licence door-knock fundraising is permitted between Monday and Saturday. On the weekend directly following the Street Appeal we have also received permission to conduct a door knock appeal on Sunday 3<sup>rd</sup> December.

Please indicate on the **Registration Form** if your Club would be interested in this activity on either Saturday 1<sup>st</sup> December and/or Sunday 2<sup>nd</sup> December.

## Boardies Day

**December 2018**

SLSWA will be targeting schools and businesses to "pick a day" in December to hold Boardies Day at their school or workplace. Registrations to participate will be able to be made online at [www.beachsafeappeal.com.au/boardies-day](http://www.beachsafeappeal.com.au/boardies-day).

As well as wearing boardies to raise funds, options such as wearing a piece of red or yellow clothing, or another item of beach attire such as a hat etc. or simply putting on a morning tea at their workplace for a gold coin donation are encouraged. The idea is to engage audiences but let them choose an appropriate way to participate.

We would encourage Clubs to engage with their members to encourage member workplaces, schools, childcare centres etc. to get involved in the initiative.

Registrants can nominate the Club they wish their funds to be directed to. **All funds designated for a specific Club are allocated and directed to the club nominated.**

To assist Clubs in promoting Boardies Day, we will provide digital resources to help you engage with local businesses or schools.

Please indicate on the **Participation Form** (attached) if your Club would like to receive information to promote Boardies Day.

## Questions?

For any further information on BeachSAFE Appeal activities, please contact:  
Ellaïne Hislop, Fundraising & Philanthropy Supervisor  
[ehislop@slnwa.com.au](mailto:ehislop@slnwa.com.au) or (08) 9207 6666.

A handwritten signature in black ink that reads 'J. O'Toole'.

**James O'Toole**  
Chief Executive Officer



# Club Participation Form

Please return completed form to:  
fundraising@slnswa.com.au  
by Friday 5<sup>th</sup> October

Please complete this form indicating what activities your Club wishes to be involved in for the 2018 BeachSAFE Campaign.

**Club Name:** \_\_\_\_\_

## Club Contacts

	Contact Person 1	Contact Person 2
<b>Name:</b>		
<b>Position:</b>		
<b>Email:</b>		
<b>Phone:</b>		

**Please note:** All future communications regarding 2018 BeachSAFE campaign activities will be sent to these contacts. This will include information about tins, collector ID's and site allocation.

## BeachSAFE Street Appeal

- Yes, our Club will be participating in the 2018 BeachSAFE Street Appeal on Friday 30<sup>th</sup> November
- Our Club outside the Perth metropolitan area will be participating in the 2018 BeachSAFE Street Appeal on an alternative date
- We have received permission from \_\_\_\_\_ (name of Council) to conduct a street appeal on \_\_\_\_\_ (date)
- No, our Club will not be participating in the 2018 BeachSAFE Street Appeal

## BeachSAFE Door Knock Appeal

- Yes, our Club is interested in participating in the 2018 BeachSAFE Door Knock Appeal on 1-2 December
- Yes, our Club is interested in participating in the 2018 BeachSAFE Door Knock Appeal on \_\_\_\_\_ (alternate date)
- No, our Club is not interested in participating in the 2018 BeachSAFE Door Knock Appeal

## Boardies Day

- Yes, our Club is interested in promoting 2018 Boardies Day

**For further information or enquiries, please contact:**  
Elaine Hislop, Fundraising & Philanthropy Supervisor  
Email: ehislop@slnswa.com.au  
Phone: 08 9207 6666