

Fundraising host guide for schools

Activity #2: Dress red for Red Cross



Thank you for acting for humanity by raising funds for the life-changing work of Red Cross. Your support will help us ensure nobody in Australia faces crisis alone.

Dressing red for Red Cross is one of the easiest things you can do to raise funds to help people going through tough times. It's fun and simple, and it raises awareness of humanitarian action in your community.

Follow these easy steps to run a dress red for Red Cross day at your school or youth group:



#1 Set the date

This is the first and most important step to get you on your way. Select a date for your dress red day and then plan accordingly.



#2 Plan your event

Decide whether you'd like students to wear any clothing item that's red, or whether it's a hat, socks or a T-shirt. You should also think about how you're going to gather donations – for example, you could ask your students to donate gold coins to participate.



#3 Learn

Don't just wear red for Red Cross, students can also learn about the meaning of the [red cross emblem](#) and the history of the Red Cross Movement.



#4 Advertise

[Register](#) your act for humanity to create a fundraising page and share it with your networks. You could also promote it in your school newsletter and on social media. This is a great way to start getting online donations on your fundraising page.

Remember to advertise your event at your school or youth group – download and distribute posters, display it on bulletin boards, and announce it at the school assembly.



#5 Get ready for the day

Make sure you have things in order to run your dress red for Red Cross day. You might need:

- Stickers
- Donation boxes

Remember to print out your school's unique QR code from your [fundraising profile dashboard](#) so you can take online donations on the day too.

Take photos of the event and distribute them among students and parents with a link to your fundraising page to make any additional donations online.



#6 Bank

You will likely gather some cash donations on the day. Banking your funds is easy. Just make a direct bank transfer remembering to reference your (or school) full name so that we can identify your deposit:

Bank	Commonwealth Bank of Australia
Name	Australian Red Cross Society
BSB	063 000
Acc No.	1298 1023
Reference	CFR and your/school full name



#7 Celebrate!

You've done an amazing thing – you've helped us make sure no one has to face a crisis alone. Celebrate your fundraising efforts and thank your donors and everyone involved. Use one of our social media templates to post about your success.