



# Chappy Week Pack

Easy guidelines and ideas to help your Chappy Week run successfully

Dear Chappy,

This is your week! It's your chance to tell your school community, your supporters and the media what makes chaplaincy great, and why it is such a vital service.

**Chappy Week is about three things: raising the profile of chaplaincy; raising funds; and celebrating the amazing work you, and your volunteers, do for the young people of Queensland.**

The key to a great Chappy Week is creativity. This pack provides some suggestions and guidelines, as well as practical recommendations and essential aspects to remember. But at the end of the day, your Chappy Week may look nothing like what we've envisioned before – and that's fantastic!

You know your school, and you know your community, so take advantage of those connections, church contacts, business partnerships, supporters and opportunities to make the most of this great week. Think outside the box, stretch yourself, and engage others to help you... Chaplaincy can feel like a lonely job, but this week is a reminder that you're not in it alone, and you couldn't do what you do without a huge support network.

Above all – have fun! Let your hair down (or shave it off, if that helps you) and raise some support and community goodwill to make your life and your service, as a school chaplain, just that little bit easier. If you come up with something you think is extra creative and newsworthy, contact our Media team on 3112 6400. Our team is always eager for your stories!

The Chappy Pack has some great resources. Please make the most of it, and be sure to order any extra materials as soon as possible to give our Partnerships and Communications Team the time to ship supplies out to you. If you need further help, please contact the team at any time.

Thank you so much for your efforts, your commitment and your heart to see young lives transformed!

God bless,

A handwritten signature in blue ink that reads "Peter James". The signature is fluid and cursive, with the first name "Peter" and last name "James" clearly distinguishable.

Peter James  
CEO, SU QLD

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## Chaplaincy Sundays - 14<sup>th</sup> and 21<sup>st</sup>

**Aim:** Promote the opportunities of school chaplaincy and the need for more chaplains in state schools in the future

It's vital to connect with your local church around Chappy Week to let them know what you do in their community.

Start talking to ministers of local churches now, asking them if their Sunday service (on either the 14<sup>th</sup> or 21<sup>st</sup>) could incorporate a chaplaincy theme. Every Chappy Week, we encourage you to share chaplaincy stories with church congregations and ask them to pray, volunteer, support etc. This year, we'd also like to challenge them (or someone they know) to consider 'joining the team' themselves!

### Resources for you

- A number of **LCC Fundraising Resources** are available on Chappy Lounge. Visit <https://chappyresources.suqld.org.au/marketing-packs/>
- **SU QLD promo video** is currently in development, anticipated to be ready in time for Chappy Week 2017 promotions. It has been some years since a new general promo video has been created, and this is long overdue so it will be a fantastic resource to bring new life to your presentations. We are aiming for this to be available closer to Chappy Week.
- **Your own Chappy Brochures** – most chappies now have copies of their own brochure, so make sure you have enough quantities to hand out at churches. Ask the minister if you can distribute these to everyone attending. If you need your own brochure, please submit a briefing form by visiting [my.suqld.org.au/applications/marketing\\_brief](https://my.suqld.org.au/applications/marketing_brief) or visit <https://chappyresources.suqld.org.au/marketing-packs/chappy-brochure/> for an editable Chappy Brochure template. ***Please submit your brochure requests ASAP to possibly receive yours in time for Chappy Week.***

### Other marketing tools

**Church newsletters** - ask churches if they can promote Chappy Week and your particular School Chaplaincy program. In the weeks leading up to Chappy Week, provide them with the following:

- Chappy Week dates – Sunday 14<sup>th</sup> – Sunday 21<sup>st</sup>
- Website: [www.chappy.org.au](http://www.chappy.org.au)
- SU QLD logo (available at [www.suqld.org.au/branding](http://www.suqld.org.au/branding))
- A list of your own particular Chappy Week activities that may need prayer or the participation of other Christians
- Other prayer points

# SU QLD Staff Media Notes

## Media Process

- Before you make **any** contact with the media, **first** contact your Field Development Manager and let them know your plans involving media attention.
- You should, of course, ask your Principal for permission before contacting the media. Where relevant, please have them sign **the Media Publishing and Marketing Permission Form [School]**, which is included in our 2017 Chappy Week Pack.
- Invite your local radio and/or newspaper to attend for photos (for newspaper) and/or interviews with a local community leader, you and a student. (You will need to choose a student who understands the value of school chaplaincy and who is a good communicator. Parents and guardians will need to give their consent for their child to participate.)
- Suggest to the newspaper one or two photo opportunities, such as the Mayor serving sausages to students. This needs to be included in a Media Release (see point below).
- Adapt any of the Media Release templates we've provided (enclosed with the 2017 Chappy Week Pack), then email it to your local media about 2 weeks before your Chappy Week event. Call the newspaper, a few days before your event, to ask if they're coming to take photos and to interview your VIP guest. Try to have an LCC member **ready to meet** the media and community leaders when they arrive.
- Be sure to contact your local media 2 weeks before your events to give them time to prepare.
- SU QLD has a relationship with 96.5FM, so the Partnerships & Communications Team will coordinate this relationship. Contact us in the Brisbane Office for any matters relating to 96.5FM.
- *Please contact the Partnerships and Communications Team with any stories you feel would be particularly suited to a wide distribution in a publication like the Courier Mail.*
- ***Please note that you are encouraged to contact your local papers, but the Courier Mail is a state-wide newspaper and therefore have a focus on larger scale events. Our Media team will be liaising directly with local TV stations and the Courier-Mail.***

## Talking to the media

Usually, our CEO, Peter James, is the only SU QLD staff member authorised to speak to the media. But during Chappy Week, we throw open the doors and encourage you to seek out media opportunities yourself.

### **Our relationship with the media is important.**

By speaking to them we can:

- Clear up any confusion about chaplaincy
- Champion the cause of caring for children and young people
- Celebrate the great work happening in communities

REMEMBER: Chaplaincy has wide community support but can be controversial for some people, so it's important to remember to only comment on your local situation. Never feel pressured to comment on wider issues and feel confident to direct them to contact the SU QLD Media and Communications team for anything off-topic.

**A few quick tips:**

- Smile! It will help you relax and sound more natural. This also works if you are on radio - the smile in your voice will be heard.
- Think of a story or two about a student who you have been able to help. Practice telling that story in three sentences to someone before you talk to the media. Keep it short and punchy!
- What's the main point that you'd like to make? If writing it out helps you organise your thoughts, do that but don't focus on memorising what you've written word for word. Just know the main ideas you want to communicate. E.g. 'Young people have great potential, and by being a positive presence in the school, I can help nurture that potential'.
- If you don't understand or couldn't hear the question properly, simply tell the reporter you missed what they said, and ask them to please repeat it.
- If you don't know the answer, or the question is off-topic, you can simply smile and say, "I might not be the best person to answer that question. I can tell you about the role I play in a school and how chaplaincy makes a positive difference."

***Talking points about Chaplaincy (Current as of March 2017)***

**Chaplaincy has widespread support from the public and from schools.**

- Over 65% of Queensland schools have a chaplain... which is their choice to make.
- Over 580 school chaplains in over 800 Queensland schools, of a total 1239 state schools throughout the state.

**Chaplains are trained and work in partnership with other caring professionals.**

- (Think of a situation where you have referred a student for counselling, or connected them with a welfare organisation, or supported them while talking to health professionals or emergency services.)
- All chaplains are training to the government's required standard of a Certificate IV in Youth Work or similar. But actually 85% of chaplains hold higher qualifications in Diploma's, Bachelor's and postgraduate degrees.

**Chaplains provide pastoral care, spiritual support and referral pathways.**

- Chaplains do not provide formal counselling but refer. Chaplains are approachable as they are seen as less intimidating than traditional authority figures. This allows them to be made aware of situations in the early intervention and prevention stages, before they reach crisis point. And to refer on, when necessary to the appropriate service.

**Chaplains have high levels of community engagement** (evident when approximately 40% of chaplaincy funding comes from the community!)

- This means we know how to connect students in need with resources and opportunities in the community. (Think of a situation where you have helped connect a student with a new opportunity.)

**Chaplains have guidelines and training.**

- All NSCP employers require a minimum standard of training. There are guidelines in place, and chaplains are trained to act appropriately, like all people of faith do across society.

**Clearing up the myths**

- Religious Education is not a role of school chaplains. EQ Guidelines prohibit school chaplains from running RE/RI Classes.
- Chaplains are in schools to serve spiritual needs, not impose religious beliefs.
- Chaplains are not imposed on schools - they voluntarily take part in the program.

## Breakfast events

**Aim:** Raise awareness

If you run a breakfast program at your school, then this is an opportunity to showcase what you do. This is also an opportunity to promote your Chappy Week celebrations – to the local media and to community leaders who may attend.

Invite community leaders (Mayor, Councillors, and State and Federal politicians), business leaders, local celebrities and parent supporters to help serve breakfast to students. Try to have a crowd there. You can find the address of your MP's office by going to [www.aec.gov.au](http://www.aec.gov.au). Click on 'Electoralates', then 'Electorate Search'.

### *Invite community leaders now*

Email them or send them a letter (see **letter template enclosed with the Chappy Week Pack**) with the following info:

- Chappy Week dates – Sunday 14<sup>th</sup> – Sunday 21<sup>st</sup>
- Website: [www.chappyweek.org.au](http://www.chappyweek.org.au)
- The time, day and location of the school breakfast
- How long you would like them to attend
- What you would like them to do during the breakfast (e.g. BBQ and serve sausages)
- What you would like them to do after the breakfast (e.g. say a few words to students and any media present about the value of school chaplaincy)
- Other Chappy Week activities you may be doing

In your email/letter to community leaders etc., ask them if they would mind speaking to the local media (if there are any) about the value of school chaplaincy.

***\*Remember to follow your school's guidelines regarding visitors.\****

### *Managing your event*

If you do not already run a breakfast program in your school, you'll find below a number of suggestions to assist you in running a Chappy Week Breakfast event:

- Find an appropriate area within your school grounds to hold the breakfast
- Facilities/equipment required: Sink/wash bowls, soaps, detergent, tea towels, hand towels, plates, cutlery, cups, serving bowls (generally paper/plastic disposable plates, bowls and cutlery are suitable but this may depend on what food you choose to serve), bread board, plastic gloves, paper towel, napkins, tables and chairs.
- If cooking any food: Microwave, toaster, fridge, cupboards, and electric frypan/BBQ.
- Enlist the help of parents, teachers and other staff to assist in cooking/serving breakfast.



- Approach local businesses for donations of food/drinks, or alternatively for money to purchase these.
- Ensure the food you make available offers a balance from the different food groups to cater for all students' dietary requirements - breads/cereals, vegetables/fruit, meat, dairy...
- Make certain to comply with Workplace Health and Safety requirements (if possible, it would be best for a member of the team to hold a Food Handling License – check with your school to find out what is required) as well as the EQ “Smart Choices” healthy food strategy (red, orange, green food).

### ***Business sponsorship***

Ask local businesses to donate food and/or drinks. Think about how you might promote and thank them for their donation. For example, thank them publicly at the Breakfast and in the school newsletter.

### ***Resources for you***

- **Letter to Community Leaders, etc.** (see 2017 Chappy Week Pack)
- **Your own Chappy Brochures** – most chappies now have copies of their own brochure (with their own contact details), so make sure you have enough to hand out at churches and community organisations. Enclose these with your email/letter to community leaders... and have them ready to hand out at the Breakfast event.
- **Media Release template** (see 2017 Chappy Week Pack)

## Day of Honour – any day

**Aim:** Raise awareness and build relationships

Choose one or all of the following activities to thank and honour school staff (and/or parents who are heavily involved in the school community) for their service to young people and families in the community. Involve students in this service, showing them how and why they should honour school staff.

- Host a morning tea for staff. Involve students.
- Present the Principal and staff with a Certificate of Appreciation signed by the LCC and yourself. (Next year's certificate should honour a particular staff member, rather than all staff again.)
- Offer to wash staff cars in the afternoon. Involve students.
- Tie an SU QLD balloon (with a personal note of thanks) to every staff member's chair. Involve students.

## Chappy Challenge – any day

**Aim:** Raise awareness and funds

Chappy Challenge will help you get some attention from the school community... and hopefully funds as well. Pick a challenge that suits you, then challenge your school to raise a certain funding target (you decide this target) before you'll take on this Chappy Challenge. Each challenge could be as varied as the students' imaginations... and your courage. Chappy Challenges may be conducted in front of the school assembly, on the sports oval, or with a local radio station. You could hold one Chappy Challenge each day, or just one for the week.

Here are just a few examples...

- **"MIRACLE MARATHON"** - Chappy to run a half marathon - competing with the school's best long distance runner.
- **"SWIM STAR"** - Chappy to swim 50 or 100 laps of a pool – with students sponsoring the chappy an amount per lap - competing with the school's best swimmer.
- **"BRAIN DRAIN"** - Students to ask the chappy a series of trivia questions...
- **"CHAPPY SHAVE"** – Agree to shave your head when a certain dollar value is reached.
- PLUS heaps more challenges students may come up with!

## K's 4 Kids Walkathon

**Aim:** Raise awareness and funds

'K's for Kids' is running on the Gold Coast on June 17 this year and you may wish to adopt a similar event.

The extremely successful Gold Coast model offers options such as 2km, 5km, 10km, or 21.1km, along a beach (or other large public area). Participants can contribute to costs by paying \$10 (students) - \$20 (adults).

**Fundraising example:** 100 participants x \$15.00 (avg) = \$1,500

**Web:** [www.ks4kids.org.au](http://www.ks4kids.org.au) or email [info@ks4kids.com.au](mailto:info@ks4kids.com.au)

## **Prayer Breakfast or Chappy Fundraising Dinner – any day**

**Aim:** Raise awareness and funds

Many chappies already have these types of activities in their Chappy Week calendar. These types of events are often run by others and take a considerable amount of coordination.

- You might also like to try hosting a Trivia Night - with funds going to the local chappy (A package is available at <https://chappyresources.sugld.org.au/marketing-packs/trivia-night/>)

## Macca's - Chappy Week and Chappy Hour

A number of McDonald's restaurants in Queensland are open to hosting Chappy Week to support local school chaplains. A percentage or dollar figure from the sale of certain food and drink products goes towards the local School Chaplaincy program.

While there are no state-wide McDonald's endorsements, you are free to approach local franchisees to see if they are interested in supporting you.

It's a great opportunity for the local McDonald's to get involved in the school community.

**N.B. For legal reasons, McDonalds will not allow us to use the terms "McChappy Week" or "McChappy Hour" or any other similar form involving the famous "Mc"... Please respect this requirement, but otherwise be as creative as you like!**

### *The Chappy Week concept*

Talk to the franchise owner about what will work best for his/her store. For example, every student may get a free ice drink with every hot drink purchase during Chappy Week or Chappy Hour. The store may donate \$1 to the LCC for every hot drink or coffee purchased during Chappy Week or Chappy Hour.

Based on the experiences of a number of McDonald's owners, who have run Chappy Week in the past, you really have to allocate a full week to the program from a voucher redemption perspective. The franchise owner at Bracken Ridge, Rod Chiapello, has commented, "You need to give the school community time to come in and support the initiative at their leisure. Parents lead very busy lives these days, so you've got to make it a bit easier for them to take part. Conducting the program over a full week will derive a much better result than on a given day only."

### *The Chappy Hour concept*

This concept may work best between 3.30 pm and 4.30 pm each day of Chappy Week, when parents are on their way home from school with the kids. They should bring with them vouchers cut out of the school newsletter (you will need to arrange this with your school administration in advance) to demonstrate to the franchise owner that parents are coming because of Chappy Week.

### *Healthy eating issues*

You may want to focus Chappy Week on McDonald's healthier food and drink products, such as fruit, salad and juice. Talk to the franchise owner about this.

### *Logistics*

One of your roles is to publish a "voucher" in the school newsletter in the lead up to Chappy Week. This voucher will need to be available the week before you launch Chappy Week. The voucher should encourage students and parents to visit the local McDonald's during Chappy Week. Parents and students are meant to cut the

voucher out of the school newsletter and take them along to McDonalds so the franchise owner sees evidence of Chappy Week attracting members of the school community. The franchise owner counts them at the end of the week and works out the agreed donation to the LCC. It may be based on a percentage of sales (e.g. 20%) or a dollar amount per sale. He/She can then make a presentation of a cheque to the chaplain – perhaps at school assembly. The franchise owner may decide to top up this amount with an extra donation to assist the wonderful work of the local chaplains.

Talk to the franchise owner about having you at the store to meet and greet parents and possibly serving customers – while wearing an SU QLD chappy hat/cap and shirt.

## *Keys to Success*

- One key to long-term partnership with your local McDonald's is to build a relationship with the owner. Invite him/her to your school to see how chaplaincy is working. Tell them stories about how chaplaincy is impacting young lives (remember to follow your school's guidelines regarding visitors). You may wish to discuss this with your FDM first.
- Another key is to make sure parents and students get involved by going along to McDonald's during Chappy Week. This will help demonstrate its effectiveness to the franchise owner. So it's up to you to make this happen – through marketing and word-of-mouth.
- **You need to actively promote Chappy Week** through the school community. To make it worthwhile to the local McDonald's, the franchise owner needs to see an increase in customers during Chappy Week or Chappy Hour. This will help if you plan to continue this in subsequent years.

## *Marketing tools*

- **Letter to local McDonald's franchisee:** Adapt the letter to your local McDonald's franchisee (**see letter template in Chappy Week Pack 2017**) and use this to contact your local McDonald's.
- **School newsletter voucher:** Place a "voucher" in your school newsletter promoting a deal you and the franchise owner have agreed on. E.g. every student gets a free ice drink with every hot drink purchase during Chappy Week or Chappy Hour. Students must cut out that voucher and take to McDonald's. You can arrange this with the "editor" of your school newsletter. Book it now.
- **Your Chappy Brochures:** Ask the franchise owner if there is anywhere in the restaurant you can place these. You may need to order extras now if the franchise owner agrees to this.
- **Poster:** Ask the franchise owner if you can place a Chappy Week poster on the Noticeboard during Chappy Week (**see poster template in Chappy Week Pack 2017**)
- **Chappy shirts and caps/hats:** Ask the franchise owner if McDonald's staff can wear chappy t-shirts and hats/caps during Chappy Week or even Chappy Hour. Order any extra shirts, caps or hats ASAP.

- **Media Release:** Adapt the draft Media Release (**see template in Chappy Week Pack 2017**) to suit your local arrangements. Once you've included your local details, email it to your local media two weeks before Chappy Week.

### *Start now!*

1. Talk to your FDM and your LCC to decide how best to approach this.
2. Then contact your local McDonald's franchise owner to make an appointment to discuss Chappy Week. You might like to invite your Field Development Manager along, too.
3. Email or take along a letter (**see template in Chappy Week Pack 2017**).
4. Be prepared with a list of names of schools with a chaplain in the area covered by the local McDonald's.

## **The Coffee Club – Chappy-cinos, Chappy Hour and Chappy Breakfast Fundraisers**

A number of Coffee Club cafés are open to hosting Chappy-cinos (cappuccinos) and/or Chappy Hour and/or breakfast fundraisers.

The Coffee Club have long been valuable supporters of school chaplaincy, and you will likely find your local franchise is quite supportive.

### ***The concept***

Talk to the franchise owner about what will work best for his/her store. For example, every student gets a free ice drink with every hot drink purchase during Chappy Week or Chappy Hour. The store may donate \$1 to the LCC for every hot drink or coffee purchased during Chappy Week or Chappy Hour.

### ***Logistics***

One of your roles is to publish a “voucher” in the school newsletter in the lead up to Chappy Week. The voucher will need to be in the newsletter the week before you launch Chappy Week. The voucher should encourage students and parents to visit the local Coffee Club during Chappy Week. Parents and students are meant to cut the voucher out of the school newsletter and take them along to The Coffee Club so the franchise owner sees evidence of Chappy-cino and/or Chappy Hour attracting members of the school community. The franchise owner counts them at the end of the week and works out the agreed donation to the LCC. It may be based on a percentage of sales (e.g. 20%) or a dollar amount per sale. He/She can then make a presentation of a cheque to the chaplain – perhaps at school assembly. The franchise owner may decide to top up this amount with an extra donation to assist the wonderful work of the local chaplains.

### ***Keys to Success***

- One key to long-term partnership with your local Coffee Club is to build a relationship with the owner. Invite him/her to your school to see how chaplaincy is working (remember to follow your school’s guidelines regarding visitors). Tell them stories about how chaplaincy is impacting young lives.
- Another key is to make sure parents and students get involved by going along to The Coffee Club during Chappy Week. This will help demonstrate its effectiveness to the franchise owner. So it’s up to you to make this happen – through marketing and word-of-mouth.

### ***Chappy-cinos***

Raise funds for every cappuccino (“Chappy-cino”) sold during Chappy Week or during Chappy Hour. This may need to be extended to all hot drinks.

## *Chappy Hour*

This concept may work best between 3.30pm and 4.30 pm each day of Chappy Week, when parents are on their way home from school with the kids. They should bring with them the vouchers cut out of the school newsletter – to demonstrate to the franchise owner that parents are coming because of Chappy Week.

## *Chappy Breakfast/Dinner Fundraisers*

Approach the franchise owner about hosting a Chappy Fundraising Breakfast/Dinner one day. You may be able to organise with them to pay only cost value for the meal so, for example, you could invite up to 20 business people and community leaders. Cost: approx \$20/head. The franchise owner may charge you about \$5/head, so you make \$15/head. This is your opportunity to thank business and community leaders for their support, and to tell stories to move them. Invite your school principal and/or a student to talk about how school chaplaincy has helped them and their school. You may need to bring along A/V equipment (e.g. speaker and microphone).

## *Other activities*

Talk to the franchise owner about inviting the school band and/or choir to perform at the store during Chappy Week. This will help attract more parents to The Coffee Club.

## *Marketing tools*

- **Letter to local Coffee Club franchisee:** Adapt the letter to your local Coffee Club franchisee (**see template in Chappy Week Pack 2017**) and use this to contact your local Coffee Club.
- **School newsletter voucher:** Place a “voucher” in your school newsletter promoting a deal you and the franchise owner have agreed on. E.g. every student gets a free ice drink with every hot drink purchase during Chappy Week or Chappy Hour. Students must cut out that voucher and take to The Coffee Club. You can arrange this with the “editor” of your school newsletter. Book it now.
- **Your Chappy Brochures:** Ask if you can place these on “table talkers” on tables and at the counter. Order extras now if you need to.
- **Poster:** Place posters in your local Coffee Club (**see template in Chappy Week Pack 2017**).
- **Chappy shirts and caps/hats:** Coffee Club staff may be open to wearing chappy t-shirts and hats/caps during Chappy Week. Order any extra shirts, caps or hats ASAP.
- **Media Release:** Adapt the draft Media Release (**see template in Chappy Week Pack 2017**) to suit your local arrangements. Once you’ve included your local details, email it to your local media two weeks before Chappy Week, and follow up regularly.

## *Your active involvement*

- Talk to the franchise owner about having you at the store to meet and greet parents and possibly serving customers – while wearing an SU QLD chappy hat/cap and shirt.



- You need to actively promote Chappy-cino and/or Chappy Hour through the school community. To make it worthwhile to The Coffee Club, the store owner needs to see an increase in customers during Chappy Week or Chappy Hour.

### ***Start now!***

Whether your local Coffee Club has already indicated a willingness to partner with you in Chappy Week this year or not, you need to do the following:

1. Talk to your FDM and your LCC to decide how best to approach this.
2. Contact your local Coffee Club franchise owner to make an appointment to discuss Chappy Week. You may wish to invite your FDM along too.
3. Email or provide a letter (**see template in Chappy Week Pack 2017**)
4. Take along to your meeting a chappy shirt and cap/hat for them to show them what you have in mind.
5. Be prepared with a list of names of schools with a chaplain in the area covered by the local Coffee Club.

### **Other Business Partnerships**

The above concepts can be adapted to other restaurants and cafés – especially if your community does not have a McDonald’s or Coffee Club – so feel free to be creative in your approach to these initiatives.

### **Partner with radio stations – all week**

Your local radio station may want to help raise the profile of school chaplaincy during Chappy Week – through daily interviews and “Chappy Challenges”. So make contact with them early, to see if they are interested.

If there is a Christian radio station in your area, you should also approach them.

**Note that SU QLD has a partnership agreement in place with Radio 96.5 (Brisbane), so the Communications Department will coordinate this relationship.** Please let the Partnerships and Communications Team know if you have a particular event that you feel would be worthy of some air-time on 96.5FM.

### **School Signs**

Talk to your school principal now about booking the school sign (at the front of the school) to promote Chappy Week. Wording could be: “CHAPPY WEEK 14-21 MAY”. Ask for this to start the week before Chappy Week.

## Looking for more ideas? Want to share your ideas? Go to the Chappy Lounge

If you've been running your own annual Chappy Week activity unique to your school, then continue to do that. But if you'd like to see what others are doing – or to share your own ideas – go to the online Chappy Lounge: [www.chappylounge.suqld.org.au](http://www.chappylounge.suqld.org.au).

### START NOW!

1. **Lock** Chappy Week into the school calendar today, if you haven't already done so.
2. **Choose** your Chappy Week events and activities.
3. **Discuss** your plans with your Principal, Field Development Manager and LCC.
4. **Start promoting** your Chappy Week events and activities (using the marketing materials recommended).

### *Principal Approval*

- Chaplains **MUST** ensure that all school-based activities are approved by the school Principal.
- All visitors **MUST** be registered with the school following school guidelines.
- Any photography involving students **MUST** have the approval of the Principal and a parental consent form for each student (See attachment in Chappy Week Pack 2017).

### *LCC Approval*

Chaplains should ensure that all activities are planned in consultation with your LCC.

### *Key Dates*

- Thursday 28/04/2017 – Last day to organise photo opportunities
- Thursday 04/05/2017 – Last day to send media releases to local media
- Sunday 14/05/2017 – Media coverage begins, school signs to advertise Chappy Week
- Sunday 14/05/2017 – Chappy Spots in churches
- Monday 15/05/2017 – Chappy Week Launch
- Sunday 21/05/2017 – Final day of Chappy Week

## Queries or Advice

*If you have any queries or need advice about **media involvement or contacts**, please contact our SU QLD Media & communications Team.*

**Email:** [pandc@suqld.org.au](mailto:pandc@suqld.org.au)

**Ph:** 07 3112 6400

*If you require **additional promotional materials or resources**, please submit a Briefing Form as soon as possible by visiting [my.suqld.org.au/applications/marketing\\_brief](http://my.suqld.org.au/applications/marketing_brief).*

For any other enquiries, contact the SU QLD Brisbane Office on 1300 478 753.

**Web:** [suqld.org.au/chappyweek](http://suqld.org.au/chappyweek)