



DAY FOR DANIEL

EVENT GUIDELINES



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Thank you very much for considering organising a Day for Daniel event or activity in support of the Daniel Morcombe Foundation.

The Daniel Morcombe Foundation has developed the below guidelines to help you plan a small to moderate-sized Day for Daniel event or activity. If you are planning to hold a Walk for Daniel please refer to the Walk for Daniel Guidelines.

1. About the Daniel Morcombe Foundation

The Daniel Morcombe Foundation is a registered not-for-profit organisation, established in 2005 by Denise and Bruce Morcombe following the tragic abduction of their 13-year-old son, Daniel, in 2003.

The Daniel Morcombe Foundation objectives are:

1. To educate children regarding their personal safety (including abduction)
2. To assist victims of crime, particularly where crime involves children
3. To remember Daniel with suitable child safety community events
4. To support the families of missing persons particularly where that involves children

We achieve these objectives through the development and provision of free Keeping Kids Safe Resources, which can be used by teachers, parents, carers, or community members to educate children on their personal safety.

In partnership with Act for Kids, the Daniel Morcombe Foundation also funds the Walk Tall program, providing counselling and emotional support to young victims of crime on the Sunshine Coast, Ipswich, and Caboolture.

The Daniel Morcombe Foundation also actively facilitates our Victims of Crime Program, providing assistance for young people who have been abused or where a family member has been murdered. Assistance is provided through the sourcing items and services to further assist the children to better their life and situation. The Daniel Morcombe Foundation also actively supports families of missing persons.

2. About Day for Daniel

Day for Daniel is the Daniel Morcombe Foundation's national day of action for child safety awareness and education. Day for Daniel is held annually on the last Friday of October in honour of Daniel.

Wear Red, Educate, Donate is the catch cry for Day for Daniel as we strive to take action and conduct child safety activities in our local community to help in 'Keeping Kids Safe'. Children are educated about their personal safety to empower them to **Recognise, React and Report** if they ever feel unsafe, or that something is not right.

Millions of people across Australia participate in the day throughout schools, early learning centres, businesses, and communities. Day for Daniel is the largest annual fundraising event for the Daniel Morcombe Foundation each year.

The objectives of Day for Daniel are:

1. To raise awareness about child safety and protection and to promote a safer community for children
2. To educate children regarding their personal safety and empower them to **Recognise, React and Report**
3. To honour the memory of Daniel Morcombe
4. To raise funds to continue to produce and distribute free educational resources

3. How to hold a Day for Daniel event or activity

How exciting, you've decided to host or organise your very own Day for Daniel event or activity! You might be holding this event at your school or learning facility, at community organisation or business, or just with friends and family.

A step-by-step guide is outlined below for the basic organisation of your event. As all events and activities can differ, please select the elements of these guidelines that will apply to your event.

Always remember the motto **Wear Red, Educate, Donate** and think how you will incorporate this into your activity or event.

Step 1: Register with the Daniel Morcombe Foundation

All learning facilities, businesses or individuals holding an event or activity should register online. Registering will ensure we can send you great resources to hold your event and communicate with you as the day gets closer. By registering, you will also help us calculate how many wonderful people participate in Day for Daniel.

To register, use the following steps:

1. Visit www.DanielMorcombe.com.au, and click the 'Day for Daniel' tab. On this page, you can select to register your School, Early Learning Centre, Business or Workplace, or a Private Event or Public Event.
Please note: If you are holding a public event, approval will be required from the Daniel Morcombe Foundation. Once your public event has been registered and approved, you will receive supporters' logos and a letter of authority and support will be provided where required.
2. Complete the online registration form.

If your school or learning centre has registered for Day for Daniel in the past, you do not need to register as an event, as learning facilities only need to register for day for Daniel once. If you're unsure, please email us at events@danielmorcombe.com.au and we can check the current details for your facility or school.

Other members of the community can register as a business or workplace, or as a Public or Private event. Businesses, workplaces, and public or private events need to register each year.

Step 2: Nominate a Day for Daniel Coordinator

Your Day for Daniel Coordinator will most likely be you! If you are not the person in charge of the event, you should use the coordinator's information when registering.

A coordinator will likely be responsible for key decisions, including selecting and creating the event or activity, planning and liaising with stakeholders, and managing team, promotion, finances and any regulations or consultation with authorities. If required, you might organise a group of people to assist in delivering the event and implementing the plan.

Step 3: Select or create an event or activity

When creating your event, you could use one of our suggested events or activities or create your own! Keep the theme of the day **Wear Red, Educate, Donate** in mind when creating your event. Below are some ideas.

School or Early Learning Centre Event and Activity Ideas

Wear Red

On Day for Daniel, most schools and early learning centres encourage students and educators to wear red on the day to show their support.

Educate

The key child safety message on Day for Daniel is to teach children to **Recognise, React and Report** if they ever feel unsafe. Child safety education doesn't need to be scary or risk-focused but should highlight topics such as recognising body clues, understanding body ownership, and identifying adults who can help if a child feels unsafe.

Child safety resources developed by the Daniel Morcombe Foundation are evidence-based and engaging. We encourage you to use these, as it is important to teach information that is accurate, and age and developmentally appropriate.

Here are some ways to educate children:

- **Utilise the Daniel Morcombe Foundation's Keeping Kids Safe Resources.** Our resources are free and easy to access on the Foundation's website and are suitable for children of all ages. Resources include fact sheets, activities and videos. We release new resources frequently, so check back with us for the most up-to-date child safety resources.
- **Watch Australia's Biggest Child Safety Lesson.** Each year, we release new video lessons incorporating important child safety topics in an engaging format. Visit the Foundation's website to view the videos and access lesson plans, guides for teacher and parents, and accompanying activities.
- **Utilise the Daniel Morcombe Foundation's Day for Daniel Lesson Plans.** In 2020, the Daniel Morcombe Foundation released free, ready-made lesson plans to assist educators with conducting safety education on Day for Daniel. These lesson plans will cater for classes from Prep through to Year 9.
- **Thats Suss.** Focuses on online grooming. This resource has been developed as an online game similar to a choose your own adventure style interactive and engaging online game.
- **Invite a Police Officer or child safety professional to talk to the children.** You could invite a local police officer or a professional child safety presenter to talk to the children about their personal safety. This is a unique and exciting experience for many children.
- **Access and use the Daniel Morcombe Child Safety Curriculum.** The Daniel Morcombe Child Safety Curriculum was established by the Queensland Government in memory of Daniel and can be accessed by all Australian teachers. This curriculum covers personal safety and awareness, cybersafety, and how to **Recognise, React, Report**. Check out our information sheet to find out how to access this in your state: www.danielmorcombe.com.au/wp-content/uploads/2019/02/Daniel_Morcombe_Child_Safety_Curriculum_Access.pdf.

Donate

Through fundraising, Daniel Morcombe Foundation can continue providing all teachers, parents and carers with free resources to teach children about their personal safety and support young victims of crime.

We have included some fundraising ideas below. What you choose will depend on the engagement of your school or early learning centre.

- 'Wear Red' Gold Coin Donation – encourage students and staff who dress in red to donate a gold coin
- Hold a sausage sizzle or Day for Daniel special at the tuckshop or canteen and donate the proceeds
- Hold a bake sale and donate the proceeds

Business or Workplace Event and Activity Ideas

Wear Red

- Decorate your shop, office, or workplace in red
- Encourage staff to dress in red
- Purchase merchandise or apparel from the Daniel Morcombe Foundation online shop: www.DanielMorcombe.com.au/get-involved/shop-online.

Educate

On Day for Daniel, our objective is to empower children to **Recognise, React and Report** if they ever feeling unsafe. In a workplace or business, you can educate adults about the importance of child safety and raise awareness for education. You can do this by:

- Gathering your staff or colleagues for a morning tea and start the conversation about child safety to create awareness, and discuss the resources and work of the Daniel Morcombe Foundation
- Play a Daniel Morcombe Foundation video or Australia's Biggest Child Safety Lesson to customers or staff
- Promote child safety awareness to clients, customers, and staff, through posters, flyers, or social media

Donate

Through fundraising, Daniel Morcombe Foundation can continue providing all teachers, parents and carers with free resources to teach children about their personal safety and support young victims of crime.

We have included some fundraising ideas below.

- 'Wear Red' Gold Coin Donation – encourage those who dress in red to donate a gold coin
- Organise and hold a raffle for your clients, customers or staff and donate the proceeds
- Hold a sausage sizzle or bake sale and donate the proceeds

Public or Private Event ideas

A public event is organised by you, or a group of people, for the wider community, where community members are invited to attend and participate.

Examples of a public event could include:

- A Walk for Daniel (please refer to the Walk for Daniel guidelines)
- Trivia Night
- Community bike ride
- Community bowls day

All public events are subject to approval from the Daniel Morcombe Foundation. If you are holding a public event with the intention to fundraise, it is important you familiarise yourself with the fundraising laws within your state or territory.

A private event is one organised for a specific group of individuals. This could be a private gathering with friends and family. Sometimes, a private event is organised by a club, group, or organisation that isn't categorised as a business, workplace, school, or learning centre.

Examples of a private event could include:

- A morning tea for family and friends at home
- A lunch or dinner party
- A recreational club such as Lions or a sporting organisation holding an event for club members and families

There many options for Public or Private events or activities, and you can create your own! The important thing is to remember to **Wear Red, Educate, Donate.**

You can do this by:

- Encouraging attendees to wear red
- Purchasing decorations, merchandise, and apparel from the Daniel Morcombe Foundation at www.DanielMorcombe.com.au/get-involved/shop-online.

- Sharing information with attendees about the Daniel Morcombe Foundation's Keeping Kids Safe Resources
- Showing the Foundation's educational videos (depending on audience)
- Organising fundraising such as a raffle, auction, selling food and beverage, competitions, or gold coin collecting

Step 4: Select a date, time and venue

As Day for Daniel is held on the last Friday of October, events are generally held to coincide with this, during the same week, or the following weekend. If this is not suitable, you could choose another day during the month of October. The time of your event will depend on the activity you are planning to hold.

Choose a venue suitable to the activities and number of participants in attendance, such as those suggested below:

- Schools will often do Day for Daniel in classrooms, or at a school assembly
- A business or workplace event could be held in a store or shop, and a workplace morning tea could be held in the office or a lunch space
- A public event will usually be in a public place such as a bowls club or park. For this, you may need consider consulting local authorities such as Council or police, as well as land or business owners. You may also need to consider insurance and public liability requirements.
- A private event will typically be held in a private space, or with a private group of people, such as at a sports centre, or within your home

Step 5: Prepare a program, plan and budget

Now that you have confirmed the venue, date and time of your event or activity, you will need to prepare the finer details of the event. For most events, this will be simply creating an overview, or an event plan, for what your event will look like.

Think about what physical resources you might need for the venue, whether you will have food and beverage on offer or for sale, if you want entertainment and speeches, and what the order of proceedings will be.

Step 6: Promote your event or activity

School and Early Learning Centre Events

Ensure teachers, staff, parents and carers receive communication about Day for Daniel in the newsletter or put up posters. You could list the event on your facility's website and share on social media. Make sure you use our hashtag - #DayForDaniel.

Business or Workplace Events

Share information about Day for Daniel with staff, and why your business or workplace is holding an event. Send out calendar invitations or emails.

Share your event with colleagues, customers, or clients and even put up posters around the office or shop.

If you have use social media, you should share that your business is holding a Day for Daniel event or to encourage customers to come in store on the day. Be sure you use our hashtag #DayForDaniel.

Public or Private Events

For a public event, you might make a Facebook event, send out invitations, or put up posters or flyers in your community. Make sure you use our hashtag #DayForDaniel when sharing on social media.

The Daniel Morcombe Foundation may also promote public events on the Daniel Morcombe Foundation website event calendar or social media at the Foundation's discretion. The Daniel Morcombe Foundation does not distribute its database or complete mailouts on behalf of fundraisers.

If you are hosting a public or private event as a club or organisation, invite all those in your database, as well as any supporters and families of your members.

You could also invite local businesses, schools and learning centres, or even local media. You could write a media release to inform local newspapers or magazines, radio or TV stations of your event and what Day for Daniel means.

For a private event, you may create a private Facebook event to invite your guests or send out email or physical invitations to friends and family, or your club contacts.

Below is a schedule you could use for invitations to a public or private event:

1. Date Claimer – send this once you have confirmed basic details including the date, time and venue
2. Invitation with complete details
3. Reminder about the event
4. Post-event thank you and information

Step 7: Gain support from the community

Having the support of your local community can help make your Day for Daniel event a great success. You can involve the community in a variety of different ways.

Examples might include:

- Guest Speakers such as local police or popular local figures
- Attendance of VIPs such as local council or parliamentary representatives
- Sponsorship of the event, in cash or in-kind with product and/or services, such as sausages for a sausage sizzle, or prizes for a raffle
- Shops and businesses promoting the event by putting up posters
- Local community members or businesses sharing your Facebook event and social media posts
- Local artists, amusement operators or entertainers providing entertainment

If you wish to have VIPs, celebrities, or other public figures attend your event, plan to invite them at least three months prior to the event.

Step 8: Deliver your Day for Daniel Event or activity!

Now you have planned your event or activity, all you need to do now is deliver it!

During the event, be sure to take lots of photos and share them with us or post on social media using the hashtag #DayForDaniel. Be sure to **Wear Red, Educate, Donate!**

4. Merchandise

The Daniel Morcombe Foundation has a wide range of merchandise is available for purchase online from www.DanielMorcombe.com.au.

Merchandise items include:

- Our signature red Day for Daniel t-shirts
- Polo shirts and singlets
- Accessories such as hats, badges, and ties
- Merchandise such as wristbands and drink coolers
- Promotional materials such as flags, bunting, and balloons
- Stationery such as stickers and pens

If you are interested in purchasing merchandise, please allow plenty of time for postage. Day for Daniel is a peak shopping period for the Foundation.

5. Post-Event

Thank you

It is important to recognise the support of everyone who helped your event come to life, including sponsors, volunteers, special guests, and businesses. We recommend sending a thank you, whether it is an email or letter, to show your appreciation.

Evaluation

For large scale events, you may hold an event de-brief with key stakeholders a week or two after the event. This is beneficial if you plan to hold the event again. You can obtain feedback about the event's successes, identify any issues, and suggest improvements for future events. You might even send a survey to participants or attendees.

Banking your fundraising

Thank you for fundraising for Daniel Morcombe Foundation! Every dollar raised helps provide free resources for teachers, parents, and carers to teach children about their personal safety and helps us to continue supporting young victims of crime.

Online: Proceeds from fundraising, for example, gold coin donations and merchandise or food sales, can be deposited online at www.DanielMorcombe.com.au.

Electronic or Bank Deposit: Fundraising can also be deposited by electronic transfer or bank deposit with the below details:

Bank: Westpac Bank Nambour

Account Name: Daniel Morcombe Foundation Inc

BSB: 034204

Account No: 345698

For all electronic transfers and bank deposits, please email your full contact information and payment details to donations@danielmorcombe.com.au for reconciliation.

One School: For schools using the One School system, the Daniel Morcombe Foundation's Payee ID is S00058472.

Cheques: Cheques payable to Daniel Morcombe Foundation Inc can be posted to PO Box 565, Palmwoods QLD 4555. When sending a cheque, please email your full contact information and payment details to donations@danielmorcombe.com.au for reconciliation.

Please note that money raised for the Daniel Morcombe Foundation is generally distributed and allocated following regulations set out by the relevant legislation that we, as an incorporated entity, must operate under and comply with.

Daniel Morcombe Foundation Inc. ABN: 35 086 611 943

6. Thank you from the Daniel Morcombe Foundation

The Daniel Morcombe Foundation greatly appreciates you participating in Day for Daniel, our national day of action of child safety education. Day for Daniel is an incredibly special day on our calendar, and the aims of the Foundation would not be met without the ongoing support of kind-hearted Australians. We are truly grateful for your support.

Please do not hesitate to contact the Foundation for general advice and informational materials for your Day for Daniel event or activity. We are more than happy to assist where we can to make your event as successful as possible.

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