



DUNDEE & ANGUS
Developing the
Young Workforce

Cash for Kids has a mission for schools!

Project

You are the Charity Fundraiser for Cash for Kids and you have been tasked to create a **marketing campaign** to promote an **online fundraiser** for Radio Tay's Cash for Kids Mission Christmas appeal. You will have to come up with a **fundraising idea that can be delivered virtually** and then put together a marketing plan to demonstrate how you would promote the fundraising event. If you have time, it would be great if you could put your plan into action and follow it through from beginning to end!

Aim

To come up with creative ways to fundraise online for Radio Tay's Mission Christmas campaign.

Background

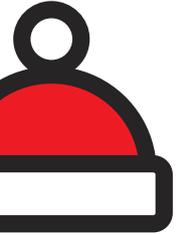
Mission Christmas is Cash for Kids biggest campaign of the year. It launches on the 16th November and runs up until Christmas. The aim of the campaign is to ensure every child wakes up to a gift on Christmas morning.

There are many families struggling financially and we want to support them in ensuring they can give their child/children a gift this Christmas.

Fundraising activities such as holding a fundraising ball or hosting a quiz or coffee morning in your local community centre won't be possible this year. Equally, a lot of people are working from home so can't hold fundraising events in their office so the team at Cash for Kids need ideas to encourage people to fundraise online instead.

Audience

Everyone - you could decide to target a specific age group for example, teenagers, or you create something aimed at families. The choice is yours!





Budget



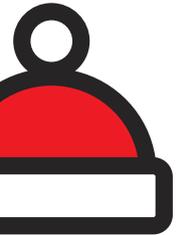
As a charity, there is no budget for this so the challenge is to create something using materials you already have and putting your own skills/those of your class mates to good use!



Deadline

Entries must be submitted no later than **5pm on Monday 30th November.**

All entries should be emailed to contact@dywda.co.uk



More Details

- This mission is open to all **Primary** and **Secondary** pupils in **Dundee & Angus, Perth & Kinross and North East Fife.**
- Class or individual entries are welcome.
- A winner will be selected at random after the Mission Christmas appeal has ended and will **win the opportunity to have a video call with one of Radio Tay's Presenters.** Pupils will have a chance to ask the Presenters questions and will have a virtual tour of the Radio studio in the New Year!
- If teachers would like to speak to Cash for Kids before submitting their entry, the team are happy to try and arrange a video call on the **28th/29th October.** Email contact@dywda.co.uk to arrange.

