

# Fundraising Toolkit

FOR SCHOOLS

GROW YOUR IMPACT.  
FUND YOUR PLANTING.  
INSPIRE YOUR STUDENTS.

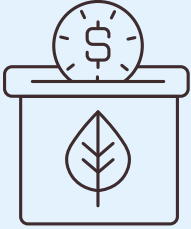


National  
Tree Day

PLANET ARK

# Welcome

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## GROW YOUR IMPACT ON NATIONAL TREE DAY

National Tree Day is celebrating its 30th anniversary - 30 years of growing, restoring and connecting communities with nature.

Now, we're planting for the next 30 years.

This toolkit is designed to help your school raise funds to support your own planting activities—whether that's buying seedlings, tools, mulch, or creating a long-term green space.

Fundraising isn't just about money—it's a chance to:

- Empower students with real-world skills
- Build community connections
- Deepen environmental learning
- Create a sense of ownership over your planting project



### Acknowledgement of Country

Planet Ark acknowledges the Traditional Owners of the places in which we live, work and plant. We recognise the enduring relationships they have with their lands and waters, and we pay our respects to Elders past, present and emerging.



# Fundraising Steps

## STEP 1: REGISTER YOUR EVENT

Before you begin fundraising, make sure your National Tree Day site is officially registered. You can register your site [here](#).

### WHY REGISTER?

Registering your site unlocks key tools and support to help you succeed:

#### COORDINATOR HUB ACCESS

The Coordinator's Hub is a central place for resources, guides, promotional materials, and planning tools.



#### STRONGER CREDIBILITY

Being part of National Tree Day helps build trust with donors, partners, and your local community.



#### VOLUNTEER INSURANCE

Planet Ark has arranged volunteer insurance coverage all year round to enable public plantings to occur on any day of the year.



#### SHOW YOUR IMPACT

Registered events ensure that your volunteer and planting numbers are included in our national tally!



## STEP 2: SET YOUR FUNDRAISING GOAL

Start with a clear, achievable goal. Ask:

- What do we need? (e.g. 200 native seedlings, gloves, soil)
- How much will it cost?
- By when do we need the funds?

#### EXAMPLE GOAL



Raise \$1,000 to plant 150 native trees and shrubs for National Tree Day.

\$250

TARGET  
\$1,000



## STEP 3: CHOOSE FUNDRAISING ACTIVITIES

Pick activities that suit your school community, time, and resources. Ideas include:



### PLANT PARTNER

- Partner with a local nursery for discounted stock
- Give the nursery recognition in your school newsletter



### GREEN MUTFI DAY

- Students wear green and bring a gold coin donation
- Tie into environmental education activities



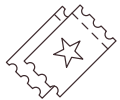
### "SPONSOR A TREE"

- Families donate to sponsor a tree for your planting day
- Provide a certificate or recognition



### "STEPS FOR TREES"

- Walkathon where students get sponsored per step count
- Connect to health + environmental education



### RAFFLE OR SILENT AUCTION

- Source prizes from local businesses
- Promote community involvement

#### TIP

*Local businesses may also like to directly support your tree planting and be involved on the day.*

## STEP 4: GET STUDENTS INVOLVED

Make fundraising part of the learning experience.

Ways to engage students:

- Assign student fundraising teams
- Create posters and social media content
- Run classroom challenges
- Incorporate into curriculum (maths, sustainability, business studies)



#### TIP

*Give students ownership—it boosts engagement and results.*



## STEP 5: PROMOTE YOUR FUNDRAISER

Spread the word to maximise participation:

### CHANNELS

- School newsletter
- Email to parents and carers
- Social media
- School website
- Assembly announcements

### KEY MESSAGES

- What you're raising funds for
- Why it matters (environmental impact)
- How people can get involved
- Key dates
- Parents and carers welcome

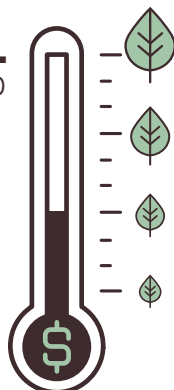
### SAMPLE FUNDRAISING MESSAGE



*“Our school is getting involved in National Tree Day! To help create a greener, healthier environment, we’re raising funds to support our planting activities. Every dollar will go towards trees, plants and materials to grow our school’s green space. Join us in planting for the next 30 years!”*

## STEP 6: TRACK YOUR PROGRESS

**GOAL**  
\$1,000



Keep momentum high by celebrating milestones.

- Create a fundraising tracker chart
- Share updates in assemblies or newsletters
- Celebrate when you hit key targets

#### TIP

*Friendly competition between classes can boost results.*



## STEP 7: SAY THANK YOU

Recognition is key to building ongoing support.

Thank you ideas:

- Certificates for contributors
- Social media shout-outs
- Thank you wall at school
- Invite supporters to your planting day



## STEP 8: MAKE IT COUNT ON NATIONAL TREE DAY

Bring your fundraising efforts to life:

- Show students what their funds achieved
- Highlight the number of trees planted
- Capture photos and share impact stories

### FUNDRAISE FOR THE SEEDLING BANK

To make your impact even bigger, turn your National Tree Day event into a fundraiser for The Seedling Bank. Established in 2019, The Seedling Bank is Planet Ark's nature restoration grants initiative. We provide funding to community groups and schools to buy native seedlings for local planting projects. Over 280 school and community groups have planted 145,000 trees, shrubs and grasses since the program's inception.

Turn your event into a fundraiser by displaying one of our posters for The Seedling Bank. Attendees simply scan the QR code to make a donation, and know that their gift will help get even more trees into the ground!



DOWNLOAD POSTERS



The  
Seedling  
Bank  
PLANET ARK



# Need support?

The National Tree Day team is here to help with resources, ideas, and guidance to support your fundraising and planting success. Visit our online toolkit or email us.

[ONLINE TOOLKIT](#)

[EMAIL US](#)



## FINAL TIP

*Start where you are. Even small community efforts can grow into powerful environmental impact and inspire others to take action.*

