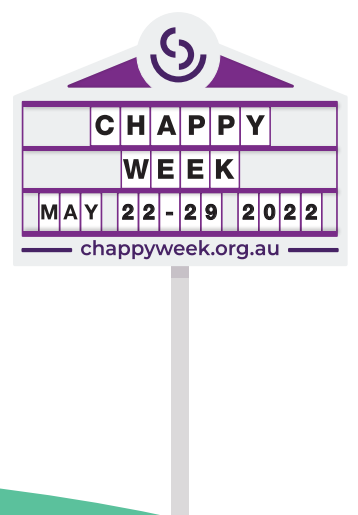


GUIDE BOOK

EASY GUIDELINES AND IDEAS TO MAKE
YOUR CHAPPY WEEK ONE TO REMEMBER!

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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 in your community.

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. 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 extra creative and newsworthy, contact our Marketing and Communications team on 0439 672 467. The team are always eager for your stories!

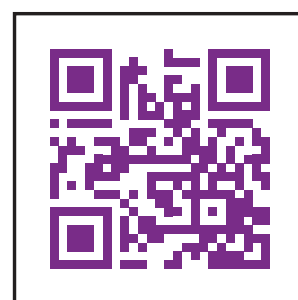
The Chappy Pack has some great resources so please make the most of it (*see the QR code below*). If you need further help, please contact the team at any time.

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

God bless,



Peter James,
Group CEO, SU Australia



**VIEW CHAPPY PACK
SCAN QR CODE**



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FAQS ABOUT CHAPPY WEEK

WHAT IS CHAPPY WEEK?

Chappy Week is an annual celebration of you (chaplains) and the part you and your volunteers play in championing your community. There's no right or wrong way to run your Chappy Week, but if you aim to tick off the following things, chances are you'll have an awesome week:

Chappy Week is about:

- » Raising the profile of chaplaincy,
- » Raising funds and,
- » Celebrating the amazing work you and your volunteers do for the young people in your community.

HOW CAN I PROMOTE CHAPPY WEEK?

Pages 16 & 17 of this booklet have some fun ideas to get you started! But remember, you know your community best so it's really up to you how you'd like to invest your time and energy throughout the week. Chappy Week is meant to be a celebration, so explore what that looks like for you!

WHO TO ASK IF I HAVE QUESTIONS?

Your Field Development Manager (FDM) is your go-to person for Chappy Week queries, but if you've got an idea that might include the media or extra promotional material, contact our Marketing and Communications team at media@suqld.org.au or call 0439 672 467.

KEY DATES FOR 2022

Some key dates to note down are:

Chaplaincy Sunday = May 22 or 29*

Chappy Week = May 22 to 29

*You'll find more information about how to promote Chappy Week at churches on page 6.



CHURCH PARTNERSHIPS

CHAPLAINCY SUNDAY

DATE: Either May 22 or May 29.

AIM: Chaplaincy Sundays are an opportunity to connect with your local churches, meet like-minded people and invite others to get involved with your community vision.

We recommend that you start talking to your local pastors and ministers now, and ask if their Sunday service (on either May 22 or May 29) could incorporate a chaplaincy theme. This gives you an easy leg-up to share about what you do in your school, and also gives you the chance to invite members of the congregation to “join the team.”

Every Chappy Week we encourage you to share chaplaincy stories with church congregations and ask your brothers and sisters in Christ to pray, volunteer or donate to support school chaplaincy. This year is no different, and we hope you take this opportunity to engage with your church community.

Here are some helpful resources:

- » **PowerPoint Presentation:** If you're after a visual aid, we have provided a presentation for you to customise as you like. This is available in the resource section on chappyweek.org.au
- » **Chaplaincy Snapshot:** View our latest Chaplaincy Snapshot which is full of up to date chaplaincy facts. Visit: suchaplaincy.org.au/snapshot

CHURCH NEWSLETTERS

Ask your local churches if they would promote Chappy Week and your particular school chaplaincy program in their weekly communications. Most churches are happy to help out in this way!

In the weeks leading up to Chappy Week, provide your local congregations with:

- » Chappy Week dates – Sunday, May 22, to Sunday, May 29 2022
- » Website: chappyweek.org.au
- » SU Chaplaincy logo available at suchaplaincy.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



ASKING FOR VOLUNTEERS

Asking people for help can be tricky - especially for you as a chappy, who likely got into the job to serve other people. But depending on what extravagant plans you've cooked up for your Chappy Week, it's likely you'll be in need of some volunteers.

It might be as easy as asking someone to flip some pancakes or cook toast during Brekky Club. The key is remembering you're both here to be witnesses of Christ to your community. Take a deep breath, smile and ask if they have some time free the week of May 22.

* We've provided some key talking points about chaplaincy on page 10, so maybe note some of these down to help you in your volunteer-hunting-elevator-pitch.

MEDIA KIT

TALKING TO THE MEDIA

Our CEO Peter James is the only official spokesperson for SU Australia. However, (with permission from your school) you are welcome to let local media know about your Chappy Week plans. It's a great way of letting your local community know about the important work you do.

By speaking to the media 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.

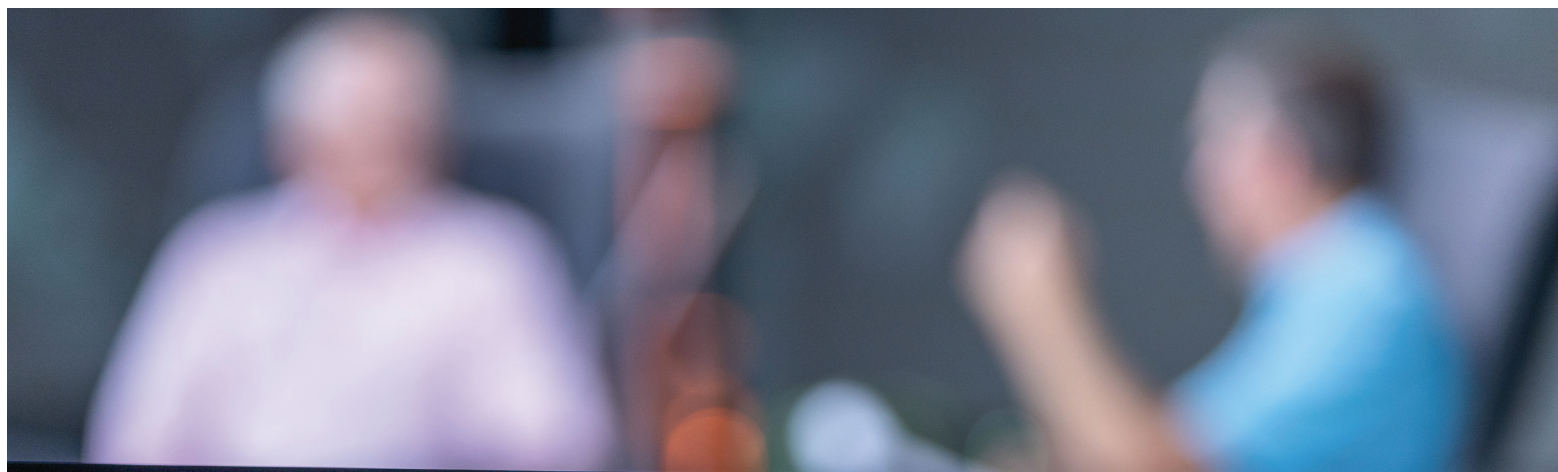
*REMEMBER: Chaplaincy has wide community support but is misunderstood by some. It's important to remember to only comment on your local situation. **Never feel pressured to comment on wider issues** and feel confident to direct them to contact the SU Australia Marketing and Communications team for anything off-topic.*

THE MEDIA PROCESS

- » Before you contact the media, first contact your Field Development Manager (FDM) and let them know your plans.
- » You should, of course, ask your principal for permission before contacting the media. Please also have them sign **the Media Publishing and Marketing Permission Form [School]**, which is available at chappyweek.org.au.
- » Invite local radio and/or newspaper to attend for photos (for newspaper) and/or interviews with a local community leader, you, and a student. Parents and guardians will need to give their consent for their child to participate in advance of the interview/photo).
- » 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 (available at chappyweek.org.au), then email it to your local media **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 two weeks before your event/s to give them time to prepare.

SU Australia has a relationship with Queensland Radio Station 96.5FM, so the Marketing and Communications team will coordinate this relationship. Contact our team for any matters relating to 96.5FM on 0439 672 467.

Please contact the Marketing and Communications Team (0439 672 467) with any stories you feel would be particularly suited to a wide distribution in a publication like The Courier-Mail. **Please note you are encouraged to contact your local papers. The Courier-Mail is a state-wide newspaper and has a focus on larger scale events. Our media team can liaise directly with local TV stations and The Courier-Mail.**



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.
- » What's the main point 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.
- » 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 my school and how chaplaincy makes a positive difference."*

TALKING POINTS ABOUT SCHOOL CHAPLAINCY

(CURRENT AS OF JANUARY 2022)

For more chaplaincy information - download the 2022 Chaplaincy Snapshot at chappyweek.org.au.

Chaplaincy has widespread support from the public and from schools

- » More than 70% of Queensland schools have a chaplain, which is their choice to make.
- » There are over 500 school chaplains in 904 Queensland schools (out of 1,258 state schools throughout the state).

Chaplains are trained and work in partnership with other caring professionals

- » Think of a time when you 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. However, 89% of chaplains hold higher qualifications in diplomas, bachelors, and postgraduate degrees.

Chaplains provide pastoral care, spiritual support, and referral pathways

- » Chaplains do not provide formal counselling but refer students to the appropriate service. Chaplains are approachable because 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

- » This is evident when approximately 40% of chaplaincy funding comes from the communities they serve.
- » This means we know how to connect students in need with resources and opportunities in the community. Be ready with a story of when 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 well trained and equipped.
- » Religious Education is not a role of school chaplains. Department of Education guidelines prohibit school chaplains from running RE/RI classes.
- » Chaplains are in schools to serve spiritual needs, not impose religious beliefs.
- » Chaplains are there to help and support anyone in the school community, regardless of their beliefs, background, or concern/situation.
- » Chaplains are not imposed on schools – each school chooses whether or not they need a chaplain and voluntarily take part in the program.



RADIO STATIONS

Your local radio station may want to help raise the profile of school chaplaincy during Chappy Week, so make contact with them early to see if they are interested.

If there is a Christian radio station in your area, feel free to approach them.

SU Australia has a partnership agreement in place with Queensland Radio Station 96.5FM (Brisbane), so the Communications team will coordinate this relationship. Please let the Marketing and Communications team know if you have a particular event that you feel would be worthy of some air-time on 96.5FM. You can reach them on 0439 672 467.

VIDEO PROMOTION

On the Chappy Week website, we have included a link to a short video. You may like to play this video during your church visits or at school events during Chappy Week. Have a watch to make sure it's suitable for your purposes, but it summarises the different ministry arms of Scripture Union, and might be a helpful explaining tool when people ask the inevitable, "So, what does a Chappy do?"

COMMUNITY PARTNERSHIPS

BREAKFAST EVENTS

If you run a breakfast program at your school, 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 community leaders who may attend.

Invite community leaders (the mayor, councillors, 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 aec.gov.au. Click on 'Electorates', then 'Electorate Search'.

INVITE COMMUNITY LEADERS NOW

Email your community leaders or send them a letter (you can access the letter template at chappyweek.org.au) with the following info:

- » Chappy Week dates – Sunday, May 22 – 29, 2022
- » Website: 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)
- » Other Chappy Week activities you may be doing
- » In your email/letter to community leaders, 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.
- » Plan out the facilities/equipment required: Sink/wash bowls, soaps, detergent, tea towels, hand towels, plates, cutlery, cups, serving bowls, bread board, plastic gloves, paper towel, napkins, tables and chairs.
- » If cooking any food: Microwave, toaster, fridge, cupboards, and electric frypan or barbecue. Remember to be COVID-safe.
- » Enlist the help of parents, teachers, and other staff to assist in cooking/serving breakfast.
- » Approach local businesses for donations of food/drinks, or for money to purchase these. Breakfast letter template available on chappyweek.org.au.
- » 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.
- » Comply with Workplace Health and Safety requirements (if possible, have a member on the team who holds a Food Handling License – check with your school to find out what is required) as well as the DOE's "Smart Choices" healthy food strategy (red, orange, green food).
- » Comply with your school's COVID-safe guidelines.

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.

CHAPPY BREAKFAST/DINNER FUNDRAISERS

This is your opportunity to thank business and community leaders for their support, and to inspire them with your stories. 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 AV equipment (e.g. speaker and microphone).

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. For example, you could invite up to 20 business people and community leaders and charge \$20/head, the franchise owner may charge you about \$5/head, so you make \$15/head.

OTHER WAYS TO GET THE WORD OUT

GET THE STUDENTS INVOLVED!

Talk to the franchise owner of your local business about inviting the school band or choir to perform at the store during Chappy Week. This will help attract more parents to the venue. Remember that students will need parent-approval to participate in outside-of-school-hour activities.

SHOUT IT FROM THE ROOFTOPS

Talk to your school principal now about booking the school sign to promote Chappy Week. Wording could be as simple as: "CHAPPY WEEK – MAY 22 - 29".

Ask for this to start the week before Chappy Week.

THINGS TO REMEMBER

- » Principal approval
- » Chaplains **MUST** ensure that all school-based activities are approved by the 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 (you will need to organise [STUDENT] media permission forms to be signed by every parent/guardian. These are available to download at chappyweek.org.au)

LCC APPROVAL

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

QUERIES OR ADVICE

If you have any queries or need advice about **media involvement or contacts**, please contact our SU Australia Marketing and Communications team.

Email: media@su.org.au

Phone: 0439 672 467



CREATIVE IDEAS / FUNDRAISING

Chappy Week is all about spreading good cheer and encouraging your community to get excited about the positives of school chaplaincy! One of the best ways you can do this is by organising a couple of events to run throughout the week.

Below we've listed some tried and tested ideas, but you know your community best, so don't be afraid to put your creative hats on! **These ideas can be adapted for both primary and high school chappies.*

CHAPPY CHALLENGE

AIM: To 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.

Some examples include:

CHAPPY SHAVE

Agree to shave your head when a certain dollar value is reached.

MIRACLE MARATHON

Chappy to run a half marathon - competing with the school's best long distance runner.

BRAIN DRAIN

Students ask the chappy a series of trivia questions.

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.

DAY OF HONOUR

Aim: To 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 and involve the students.
- » Present the Principal and staff with a Certificate of Appreciation signed by the LCC and yourself. The following year, honour a particular staff member rather than all staff again.
- » Offer to wash staff cars in the afternoon, and get the students involved.
- » Tie an SU Australia balloon (with a personal note of thanks) to every staff member's chair. Involve your students.

COLOUR FUN RUN

AIM: Raise awareness and funds

This colourful event is a great way to spread the word about chaplaincy and raise funds for your service. Visit the website : schoolfundraising.com.au/crazy-colour-day

COLOURING-IN COMPETITION

AIM: Raise awareness and have fun

Colouring-in competitions are always a hit, especially in primary schools! We have made a mock-up Chappy Week design which you can download from chappyweek.org.au.

We recommended printing out a big stash and displaying them in your Chappy Room. At the end of the week, host a mini-competition (you might want to separate this into grades).

WHERE TO FROM HERE?

We are cheering you on in your Chappy Week endeavours, and have full confidence that you'll make May 22 - 29 into a celebratory week for your community!

If you'd like to see what others have planned - or you'd like to share your own ideas - go to the online Chappy Lounge: chapplounge.suqld.org.au

START NOW!

1. **Lock** Chappy Week into your school calendar today
2. **Choose** your Chappy Week events and activities
3. **Discuss** your plans with your Principal, Field Development Manager and LCC
4. **Start promoting** your events and activities (using the marketing materials recommended)

