

#PMVTSleepIn



Pre-Campaign

- Secure a location for the sleep-in with adequate heating, space and access to toilets
- Allocate permission slips to students and ensure they have been signed by parents and returned
- Ensure each student has been given a sponsorship card and the number has been recorded
- Ensure promotional posters have been placed around main areas of the school
- Secure 1 Garda vetted staff member/parent for every 10 students participating if taking place on school grounds
- Divide participating students into 3 separate teams - Entertainment team, fundraising team & communications team
- Entertainment team:**
 - Provide entertainment suggestions on the night of the sleep-in.
- Fundraising team:**
 - Contact local community groups, businesses etc. and ask them to support
 - Secure raffle prizes from local businesses to be raffled on the night
- Communications team:**
 - Raise awareness and gather support in the lead up to the campaign as well as informing local media, radio stations etc.
 - Secure radio interviews and local newspaper articles
 - Use the hashtag #PMVTSleepIn throughout the campaign to help promote the event

On the night

- Ensure a roll call takes place before, during and after the sleep-in
- Ensure each participant has a sleeping bag/blanket/item of warmth etc.
- Ensure there is additional food/snacks
- Ensure there is a first aid kit on site
- Entertainment team:**
 - Provide entertainment on the night
- Fundraising team:**
 - Conduct the raffle
- Communications team:**
 - Promote the campaign via social media and radio

Post-Campaign

- Ensure all sponsorship cards have been returned
- Ensure all donors have been thanked
- Ensure money has been counted and lodged

For more information, contact us today on
+353 (0)1 823 0776 or fundraising@pmvtrust.ie

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