

national
chaplaincy week



Resource Pack

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

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To all of our wonderful chaplains across Australia - thank you for all you do to selflessly serve your school communities across our nation!

You make a positive and powerful difference in the lives of so many children, young people, and families.

As we look ahead to this year's National Chaplaincy Week, your wider SU Australia team is continuing to pray for you; and looking forward to celebrating this time with you!

For our new chaplains, who may not have experienced Chaplaincy Week before, this week is all about YOU - and celebrating the vital role you play in our school communities.

It's also an opportunity to raise funds and awareness in support of your vital work. To help you make your Chaplaincy Week a special one, you'll find plenty of helpful tools and tips to get your creative juices flowing.

Take this opportunity to reach out to your connections, church contacts, and supporters to make the most of this great week. Think outside the box, stretch yourself, and engage others to help you. Take time this week to also acknowledge those who make your service possible. We know that chaplaincy is more than just an individual, there's a village of support behind each chaplain - and that's what makes your role so special.

So this Chaplaincy Week, I encourage you to have fun! Let your hair down, cover it in glitter, or shave it off (if that's more your style), but also reach out and raise funds, awareness and community goodwill to help make the great work you're already doing go even further.

If you come up with something extra creative and newsworthy, contact our team at stories@su.org.au or phone 0439 672 467. The team is always eager to hear from you!

And remember to make use of your Chaplaincy Week Pack resources (see the QR code below). If you need further help, please contact the team at any time.

Thank you so much for all you do to help students, staff and families in your community discover life!

God bless,

Alison Hunter
CEO, SU Australia

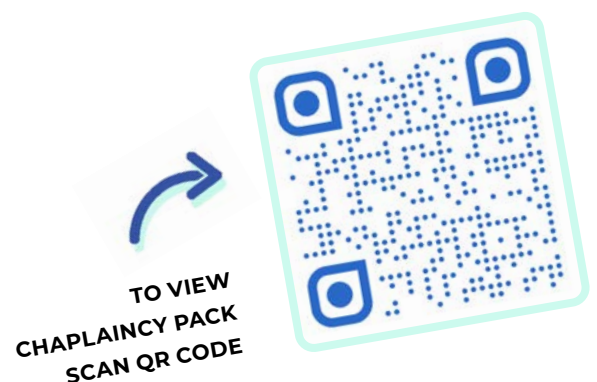


TABLE OF CONTENTS

FAQS ABOUT CHAPLAINCY WEEK	4
What is Chaplaincy Week?	4
How can I promote Chaplaincy Week?	4
Who to ask if I have questions?	4
Key dates for 2024	4
CHURCH PARTNERSHIPS	6
Chaplaincy Sunday	6
Church newsletters	6
Asking for volunteers	7
MEDIA KIT	8
Talking to the media	8
The Media Process	8
A few quick tips	9
Talking points about School Chaplaincy	10
Radio Stations	11
Video Promotion	11
COMMUNITY PARTNERSHIPS	12
Breakfast events	12
Invite community leaders now	12
Managing your event	13
Business Sponsorship	13





CHAPLAIN BREAKFAST/DINNER FUNDRAISERS 14

OTHER WAYS TO GET THE WORD OUT 14

Get the students involved!.....14

Shout it from the rooftops.....14

Things to remember.....14

LCC / SCC approval14

Queries or advice.....14

CREATIVE IDEAS / FUNDRAISING 16

Chaplain Challenge.....16

Chaplain Shave.....16

Miracle Marathon.....16

Brain Drain.....16

Swim Star.....16

Day of Honour.....16

Colour Fun Run.....17

Colouring-In Competition17

Where to from here?17

Start now!.....17





FAQS ABOUT CHAPLAINCY WEEK

What is Chaplaincy Week?

Chaplaincy 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 Chaplaincy Week, but if you aim to tick off the following things, chances are you'll have an awesome week:

Chaplaincy 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 Chaplaincy 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. Chaplaincy 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 Chaplaincy Week queries, but if you've got an idea that might include the media or extra promotional material, contact our [team](#) or call 0439 672 467.

Key dates for 2024

Some key dates to note down are:

Chaplaincy Sunday = 19 or 26 May

Chaplaincy Week = 19 to 26 May

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





CHURCH PARTNERSHIPS

Chaplaincy Sunday

DATE: Either 19 May or 26 May.

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 19 May or 26 May) 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 Chaplaincy 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 suchaplaincy.org.au/branding
- » **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 Chaplaincy 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 Chaplaincy Week, provide your local congregations with:

- » Chaplaincy Week dates – Sunday 19 May to Sunday 26 May 2024
- » Website: suchaplaincy.org.au/branding
- » SU Chaplaincy logo available at suchaplaincy.org.au/branding
- » A list of your own particular Chaplaincy 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 chaplain, who likely got into the job to serve other people. But depending on what extravagant plans you've cooked up for your Chaplaincy 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 19 May.

* 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 Chaplaincy 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 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 [su.org.au/chaplaincyweek](#).
- » 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 [su.org.au/chaplaincyweek](#)), then email it to your local media **before your Chaplaincy 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 / SCC 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 some community radio stations, so our [team](#) will coordinate this relationship. Contact our team on 0439 672 467 for any matters relating to radio media contact.



Please contact our [team](#) with any stories you feel would be particularly suited to a wide distribution in a publication like major newspapers! **Please note you are encouraged to contact your local papers.**

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 2024)



- » If you have the opportunity to speak with local media during Chaplaincy Week, we've included a few helpful tips below. For more chaplaincy information - download the 2024 Chaplaincy Snapshot at su.org.au/chaplaincyweek.

Chaplaincy has widespread support from the public and from schools

- » More than 1,029 schools across Australia have a school chaplain, which is their choice to make
- » There are chaplains working in primary schools, secondary schools, special schools, early childhood, and universities across the country.

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, 79% 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 Chaplaincy 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 community radio stations in various parts of Australia. If you are interested in radio opportunities, please contact our [team](#) or phone 0439 672 467.



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 Chaplaincy 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 su.org.au/chaplaincyweek) with the following info:
- » Chaplaincy Week dates – Sunday 19–26 May 2024
- » Website: su.org.au/chaplaincyweek
- » 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 Chaplaincy 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 ***



Chaplaincy is
connecting
communities
together!

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 Chaplaincy 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 su.org.au/chaplaincyweek.
- » 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 your relevant Department of Education 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.



CHAPLAIN BREAKFAST/DINNER EVENTS

This is your opportunity to thank business and community leaders for their support, to inspire them with your stories and/or to raise funds where appropriate. 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 Chaplain Breakfast/Dinner one day. You may be able to organise with them to pay only cost value for the meal. If fundraising, 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 Chaplaincy 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 Chaplaincy Week. Wording could be as simple as: “**Chaplaincy Week – 19–26 MAY**”.

Ask for this to start the week before Chaplaincy 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 su.org.au/chaplaincyweek)

LCC / SCC approval

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

Queries or advice

If you have any queries or need advice about **media involvement or contacts**, please contact our SU Australia [team](#) or phone 0439 672 467.



Get involved
and be creative
in Chaplaincy
Week!



CREATIVE IDEAS / FUNDRAISING

Chaplaincy 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 chaplains..*

Chaplain Challenge

Aim: To raise awareness and funds (where applicable).

Chaplain 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 Chaplain Challenge. Each challenge could be as varied as the students' imaginations... and your courage! Chaplain Challenges may be conducted in front of the school assembly, on the sports oval, or with a local radio station. You could hold one Chaplain Challenge each day, or just one for the week.

Some examples include:

Chaplain Shave

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

Miracle Marathon

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

Brain Drain

Students ask the chaplain a series of trivia questions.

Swim Star

Chaplain to swim 50 or 100 laps of a pool – with students sponsoring the chaplain 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 / SCC 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 (where applicable)

- » 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 / Art Competition

Aim: Raise awareness and have fun

- » Colouring-in or art competitions are always a hit, especially in primary schools! We have made a mock-up Chaplaincy Week design which you can download from su.org.au/chaplaincyweek.

We recommended printing out a big stash and displaying them in your Chaplain's 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 Chaplaincy Week endeavours, and have full confidence that you'll make 19 – 26 May 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 Chaplaincy Lounge.

Start now!

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

