



**SOCK
OUT
SUNDAY**



HIGH SCHOOL FUNDRAISER GUIDE

[LIFECHANGER.ORG.AU/SOCKOUTSUNDAY](https://lifechanger.org.au/sockoutsunday)

WELCOME STUDENTS!



Sock Out Sunday is your chance to make a difference for youth mental health, while having a great time with friends and your school community. Fundraising for Sock Out Sunday helps LifeChanger deliver powerful programs that empower young people with social, emotional and resilience skills for life.

We've put together this guide to help you smash your fundraising goals. Remember, it's all about creativity, teamwork, and sharing your story!

A photograph of three female students in school uniforms (dark blue blazers, white shirts, and dark skirts) standing and talking. The student on the left is gesturing with her hand. The student in the middle is wearing glasses and smiling. The student on the right is also smiling and gesturing. They are standing in front of a plain grey wall.

“I have struggled with my mental health and I feel that I have the skills to cope now.”

– Year 8 Student

GETTING STARTED



1. REGISTER FOR SOCK OUT SUNDAY

As a LifeChanger Challenge participant, you will receive a personalised fundraising portal where supporters can donate directly to your cause. Here's how to make the most of it:

- Head to the official [Sock Out Sunday](#) website to sign up and create your personalised team fundraising page.
- Make it your own! Add a fun profile picture, write about why this cause matters to you, and set a fundraising target.



2. SET YOUR TARGET

Aim high and don't be afraid to challenge yourself.

Explain what your goal represents (e.g., "I want to raise \$440 to help provide mental health workshops for 30 young people—the same size as my school class.")



3. ORDER YOUR SOCKS

- This one is CRITICAL, you want to make sure you and your team have exclusive LifeChanger Stand Together Socks for the day. Jump on the website and order yours before the cut-off date, to ensure they're in your hands before Sunday the 4th of May.
- If you miss out - it's not the end of the world. Get out there with the wackiest socks you can find and get some pics to send to us!



4. PICK YOUR SPOT

If you're not joining us at AAMI Park, think about parks near your school or ones that are easy for your friends and family to get to and make sure you add it to your team page. Don't forget this one!





5. SPREAD THE WORD

- Share your fundraising page link far and wide with friends, family, and teachers through messages, emails, and socials (if you're on it).
- Talk to your school about sharing the event in their communications to parents - be sure to explain to them why it's important to you and how you're bringing the community together!
- Get creative with a few posters to pin up around your school.
- If you're on socials, add the link to your Instagram and TikTok bios, and keep your followers updated.
- Challenge your friends and even the teachers to get involved and see who can raise the most!



PLANNING YOUR OWN SOCK OUT SUNDAY EVENT



If you're ready to go all out and host your own Sock Out Sunday event at a local park, here are some things to keep in mind:



1. FINDING THE PERFECT PARK

- **Pick a Spot:** Think about parks near your school or somewhere that's easy for your friends and family to find and get to.
- **Permissions:** Some parks need a booking or permission from the local council. Visit their website or call them to ask if you need permission to host your event.
- **Facilities:** Make sure there's enough space for everyone to walk or run. Also, check if there are toilets and water fountains nearby.



2. SETTING UP THE EVENT

- **Plan Your Route:** Mark out a 2km, 5km, or even a 10km path if you're feeling adventurous!
- **Create Signs and Markers:** Use bright signs or chalk to guide participants along the route.
- **Bring Essentials:** Water, snacks, a first-aid kit, and a speaker to play music can all make the event more fun and comfortable.



3. MAKING IT FUN

- **Theme the Day:** Obviously you want as many people as possible in official LifeChanger Stand Together Socks, however it can be fun to encourage everyone to wear crazy socks and offer a small prize for the wackiest pair.
- **Scavenger Hunt:** Hide items or clues related to LifeChanger's Five Pillars and offer prizes to those who complete the hunt. Have a chat to your school or even a local business to see if they would be willing to sponsor some prizes.
- **Photo Booths:** Create a 'Crazy Socks Selfie Station' where participants can take fun pictures and share them online with hashtags #SockOutSunday #LifeChanger #StandTogether and #YouthMentalHealth.
- **Live Music or DJ:** If you can, get someone to provide music to create a fun atmosphere!



4. FUNDRAISING ON THE DAY

- **Donation Jars:** Set up a few around the park for anyone who wants to give on the spot.
- **QR Codes:** Print these off and place them all over the park so people know how to donate and make a difference.
- **Thank Everyone:** Don't forget to thank everyone who joins or donates to your event!

TOP FUNDRAISING IDEAS FOR STUDENTS

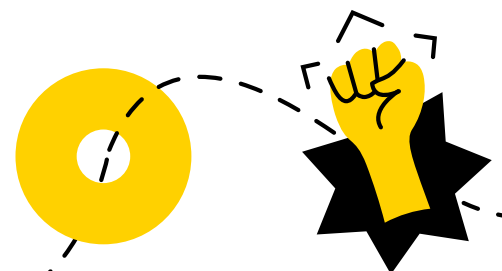
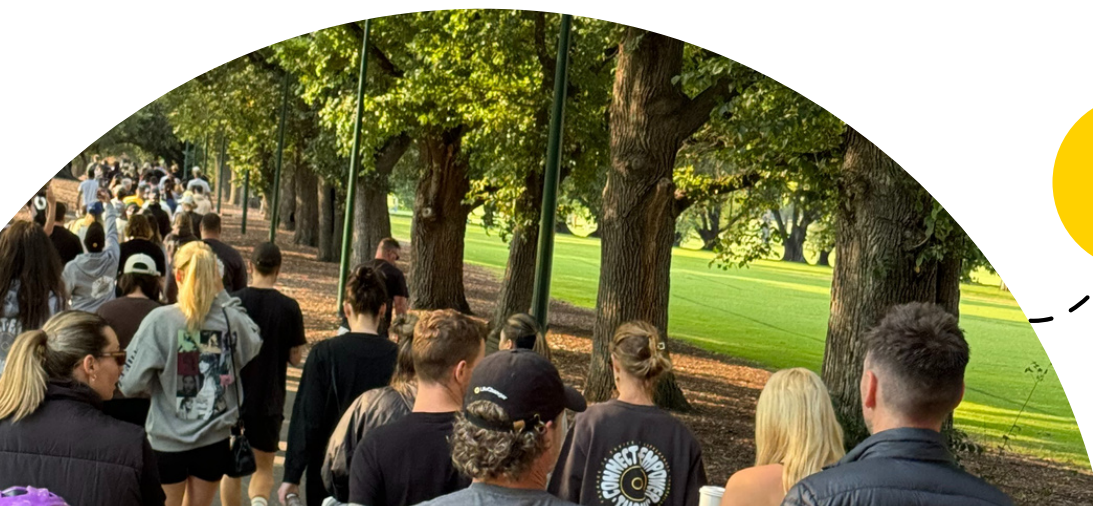


Sock Out Sunday is a fantastic day to get your school community together, show support and raise funds to tackle the youth mental health crisis together—but it can be more than just the one day, one event.

Take a look at some of the ideas you might consider to Stand Together with LifeChanger.

1. SCHOOL CHALLENGES AND COMPETITIONS

- **Sports Challenges:** Organise a soccer, basketball, or netball match and charge a small entry fee to participate.
- **Walk-a-thons and Fun Runs:** Set up your own challenge to walk or run as many laps as you can in a set time. Get sponsorship for every lap!
- **Sock Fashion Day:** Organise a special dress-up day where everyone wears their craziest socks, with a gold coin donation to join.
- **Class vs. Class Competitions:** Compete to see which group can raise the most money, with a fun reward for the winners.





2. RAFFLES

- **Raffles or Auctions:** Organise a raffle with donated items or experiences. Approach local businesses for contributions!
- **Bake Sales:** Sell baked goods at school with all proceeds going towards your fundraising target.

3. EVENTS & ACTIVITIES

- **Movie Nights:** Host a movie night at school or at home and charge entry fees.
- **Trivia Competitions:** Set up a themed trivia game—make it fun with a focus on mental health, youth empowerment, and LifeChanger’s Five Pillars.
- **Art & Talent Shows:** Encourage students to showcase their talents and charge admission fees to raise funds.

4. COMMUNITY INVOLVEMENT

- **Approach Local Businesses:** See if local shops, gyms, or cafes will sponsor your efforts or allow you to place a donation jar on their counter, or even better have their staff come along on the day.
- **School Partnerships:** Work with your school’s administration to set up fun, school-wide events like ‘Casual Clothes Day’ for a gold coin donation.

TIPS FOR SUCCESS



Start Early

The sooner you start, the more time you have to reach your goal.



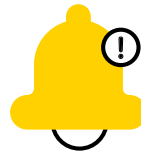
Get Personal

Share your story and why this cause matters to you.



Thank Your Supporters

Always thank anyone who donates—publicly if possible!



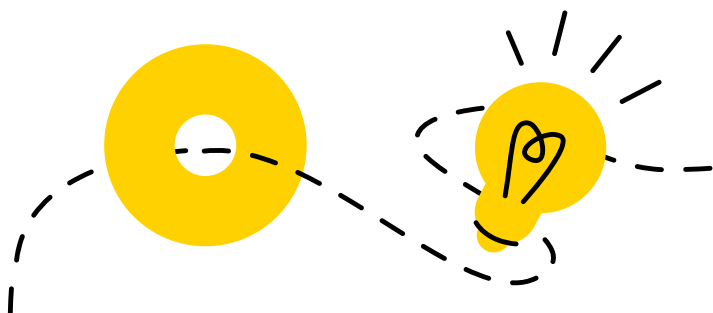
Be Persistent

Remind people along the way. Sometimes all it takes is a friendly nudge.



Ask Us!

We're here to help you with anything you might need - don't hesitate to reach out if you want some help!
info@lifechanger.org.au



READY TO MAKE A DIFFERENCE?



Sock Out Sunday is about standing together to support youth mental health. Whether you're going all out with school-wide activities or just rallying your friends, every dollar you raise will make a huge difference.

Now get out there and have fun while making an impact! 💪👟

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