



12 – 18 November 2018

charitizer
Shop. Sell. Donate.

Schools Big Thrift

The Charitizer 'online thrift store' lets your pupils sell 2nd hand items and raise funds for your school or Planet Ark.

Schools Big Thrift

- The Planet Ark 'Schools Big Thrift' is an initiative aimed at selling unused items using www.charitizer.com. Charitizer provides a platform where users can sell unused items and donate a % of the sale to a cause.
- The initiative encourages students to buy/sell second hand where possible to reduce our impact on the environment. We provide an education pack to instruct students on how to buy and sell online.
- Students can raise money for your own school through a specially created cause page or for Planet Ark by selecting their charity page.
- All donations and achievements are clearly visible and measurable for your school and students. Items are visible and available to all other schools and general Charitizer users.
- Schools Big Thrift will commence on the 1/11 and ramp toward national 'Buy it Back' day on the 17/11. The target for schools is 200 listings.



The *Schools Big Thrift* is an exciting world first initiative involving school students all over Australia!

Students have the chance to connect with each other, give unused items their next life and learn basic business skills. All while helping out a great cause.

We aim to make this an annual global event so we appreciate your support in getting the movement started in Australia on the exciting new interactive Charitizer platform.



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What is Charitizer?



How it works:

STEP 1

Register your involvement in the *Schools Big Thrift* via the Schools Recycle Right Challenge website. Here you will be able to find lots of other great activities to participate in.



The screenshot shows the registration page for the Schools Recycle Right Challenge. At the top, there are logos for National Recycling Week, Planet Ark, and Schools Recycle Right. A navigation menu on the left includes links for Home, Register Your School, Coordinators Home, Competitions, News, Media, and Contact us. Below the menu is a 'Coordinator Login' section with fields for Username and Password, a 'Remember Me' checkbox, a 'GO' button, and a 'Forgot Password?' link. The main content area is titled 'Register Your School In The Challenge' and features a photo of children holding recycling materials. Below the photo, there is a paragraph explaining the challenge and a 'Register free now' button. A 'Free Resources' section lists various educational materials available to registered schools. At the bottom, there is a footer with logos for sponsors: Planet Ark (Major Sponsor), BINGO INDUSTRIES, mobile muster, Australian Recycling Label, CARTRIDGES 4, and Planet Ark (Supporting Sponsor). The footer also includes copyright information and links for Page updated, Contact Us, Privacy Policy, Site map, and Short URL.

STEP 2

Students, teachers and classrooms can register online at www.charitizer.com.au or download Charitizer in the app stores. Users select the specific Planet Ark or School fundraising pages.

The screenshot shows the Charitizer website interface. At the top, the Charitizer logo is on the left, a search bar in the center, and 'Login', 'Sign up', and a 'Sell' button on the right. Below the header is a navigation menu with categories: 'Clothing', 'Electronics and Computer', 'Home and Garden', 'More categories', and 'About us'. A status bar on the right indicates 'So far you've Charitized: \$0'. The main content area features a '<< Return' link and a 'Description' section for Planet Ark, which includes the Planet Ark logo and a text description of the organization. To the right of the description is a map of Sydney, NSW, Australia, with a red location pin. Below the description is a 'Donations' section with a table showing a donation from 'getstuff' for \$1178. On the far right, there is a 'Planet Ark' charity card with the logo and a link to 'View all causes for this Charity >>'. At the bottom right of the page, there is a banner for 'NATIONAL RECYCLING WEEK' and 'PLANET ARK' from 12-18 November 2018, along with the Charitizer logo and tagline 'Shop. Sell. Donate.'

STEP 3

Participants can upload an item (at no charge) by including an image, description, and percentage of the sale price to donate to our partnership total. The item will appear for all Charitizer users to purchase.

The screenshot shows the Charitizer website interface for posting an item. At the top, there is a search bar with the text "What are you looking for?" and a magnifying glass icon. To the right of the search bar are icons for chat, notifications, and a user profile, along with a red "Sell" button. Below the search bar is a navigation menu with categories: "Clothing", "Electronics and Computer", "Home and Garden", "More categories", and "About us". On the far right of the navigation menu, it says "So far you've Charitized: \$0".

The main heading is "Post your item. It's free!" followed by the instruction "Provide detailed information about your item and upload good quality photos".

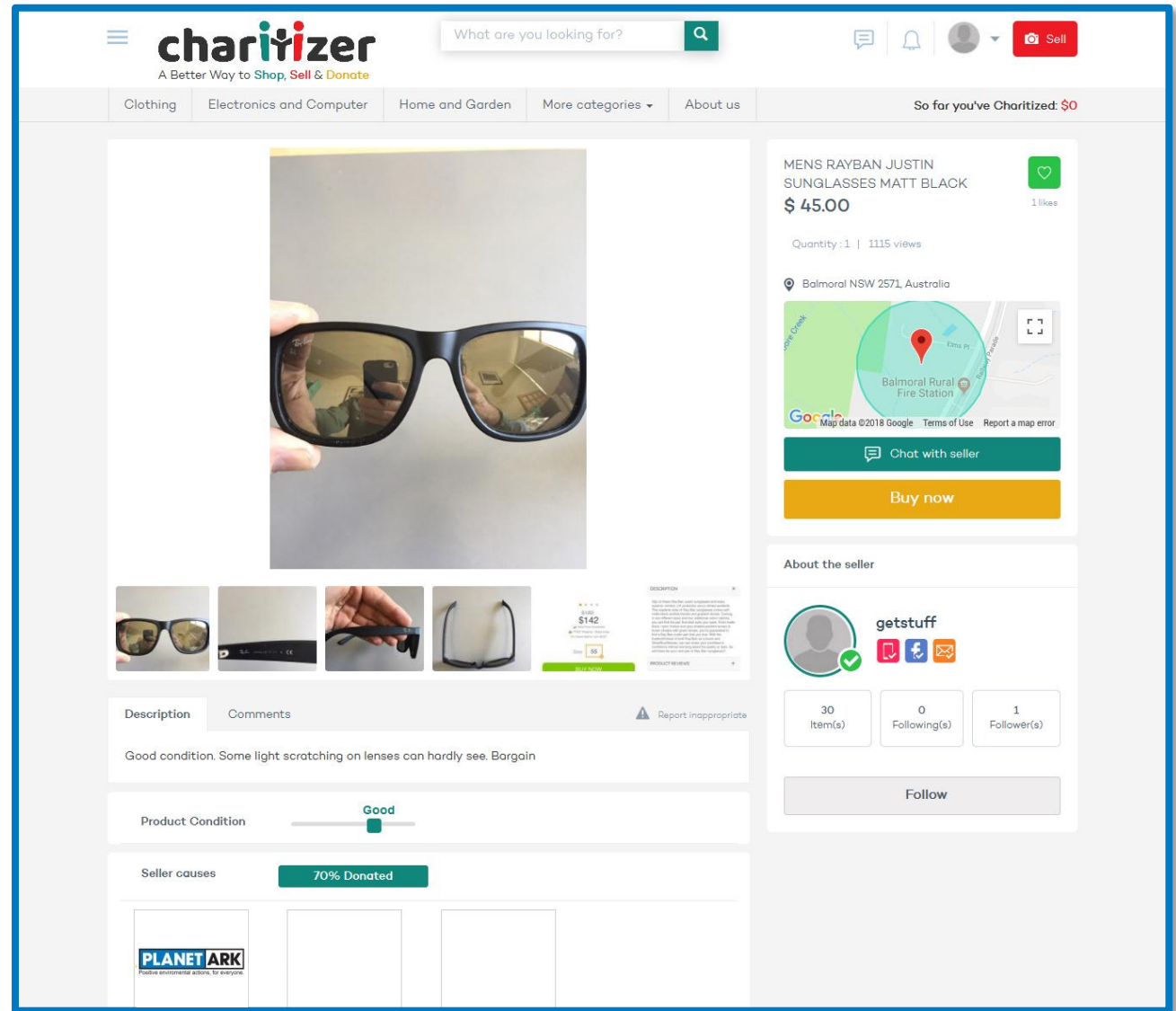
The form includes a "Donation" section with a progress bar. The bar shows "I'm keeping 0%" in red and "I'm donating 100%" in green. Below the bar is a checkbox labeled "If you want to set this percentage as default donation please check the box".

There is an "Add photos" section with a placeholder image box containing a plus sign and the text "Maximum photo size allowed: 5MB".

The form also has several input fields: "Category" (a dropdown menu with "Select Category" as the placeholder), "Subcategory" (another dropdown menu), "Product title" (a text input field with "Title" as the placeholder), and "Description" (a larger text input field).

STEP 4

Once the item is sold, the donation is immediately shared with Planet Ark or the school cause page and tagged to the partnership. Participants can see real time updates of total funds raised.



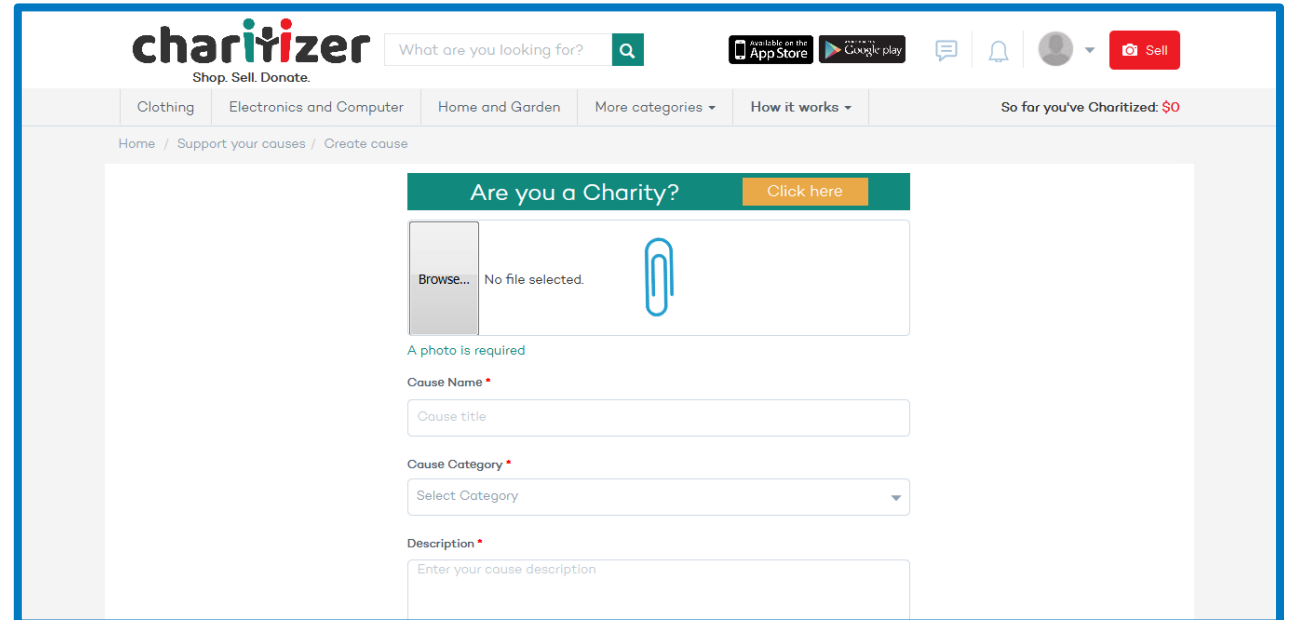
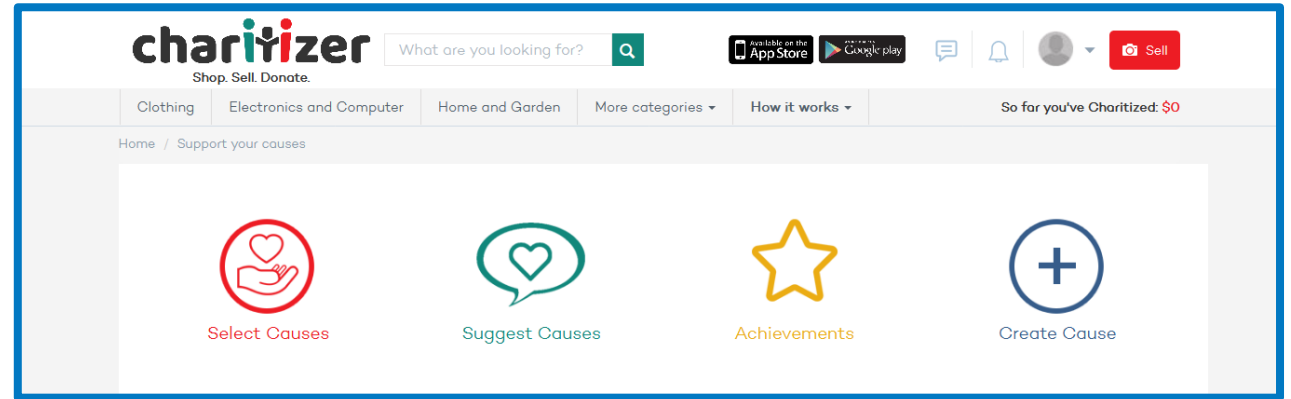
The screenshot shows a Charitizer product listing for 'MENS RAYBAN JUSTIN SUNGLASSES MATT BLACK' priced at \$45.00. The listing includes a main image of the sunglasses, a map of the location (Balmoral NSW 2571, Australia), and a 'Buy now' button. The seller is 'getstuff', who has 30 items, 0 followers, and 1 follower. The product condition is 'Good', and 70% of the funds raised will be donated to Planet Ark. The Charitizer logo and tagline 'A Better Way to Shop, Sell & Donate' are visible at the top of the page.

Benefits

- Schools Australia wide are taking part in this brand new initiative.
- Provide students a fun new way to help the environment, learn new skills and incorporate teachings.
- Planet Ark will provide communications to promote the platform, and to recognise and thank participants that raise funds.
- Encourage re-use through the selling of unwanted items.
- It's free, and simple to get involved!

How to create school cause:

A nominated administrator will create the schools cause on the 'Create cause' section of Charitizer. Enter the school's name, details and image. This will now appear as a 'Cause' in the search results on Charitizer for users to select.



How to sell #1:

School or teacher creates account.

Students can bring an item or a photo to list in the classroom.

All items will appear in the one account so we recommend username for the class or grade e.g. sylvania5g. The account holder will choose the % to donate and the cause/s to support.

All fundraising will be credited to this account.

How to sell #2:

Student creates account.

Student will be responsible for listing the item, selecting causes and shipping. They will be the sole fundraiser for that account and responsible personally.

For further information and technical support contact Charitizer:

Brady Gunn
support@charitizer.com
or call (02) 800 74 111

