



The easiest fundraiser
your community will
ever run



✓ No events ✓ No upfront cost or admin ✓ Useful
Courses parents actually want to take

For schools, PTAs, clubs & community groups across New Zealand

Welcome to Pipi Learning Cove



Fundraising can be hard. Too often it relies on:

- the same volunteers
- selling things people don't need
- giving up evenings and weekends

Pipi Learning Cove offers a new way to fundraise. Your community supports your school, club or organisation by doing something genuinely useful: learning new skills

No products. No sausage sizzle. No baking. No events. No pressure on kids. And the best part? 50% of every course goes directly back to your community.

This fundraising toolkit gives you everything you need to launch your fundraiser confidently and easily.

About Pipi Learning

The Pipi Learning whānau brings more than 50 years of combined experience across primary, tertiary and vocational education. Our team includes tutors, researchers, health professionals, psychologists, librarians and nurses, with expertise in online learning design and eLearning development for education, health and industry organisations.

We're also working mums who understand the reality of fundraising, school events and volunteering alongside busy lives. That's why we created the Pipi Learning Cove: practical, easy-to-use support designed for school communities like yours.

Why choose Pipi Learning Cove



Easy to run

No events, logistics or complicated planning



No selling

No chocolates, sausage sizzles or tea towels



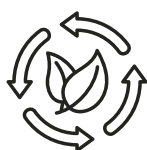
No pressure on kids

Fundraising doesn't rely on children asking for money



Real value for your community

Courses people actually want to take



Sustainable

No waste, no physical products



No risk

A fundraiser people feel good about supporting

A fundraiser people feel good about supporting

How a Pipi fundraiser works

Setting up your Pipi Learning Cove fundraiser is quick and easy. Our friendly team is always happy to help you get set up.



Sign up on our website

Create your fundraiser in just a few minutes.



Share your link

Send it to your school, club or community using our ready-made content or your own communication.



Motivate your community

Run a campaign. We provide you with everything you need.



Earn money

50% of every course purchase goes directly back to your organisation.



What you could raise

- 50 course purchases = \$625
- 100 course purchases = \$1,250
- 200 course purchases = \$2,500

What you gain: A community that has better skills for a wide range of topics.

Learning that helps your community

All Pipi Learning Cove courses are short, practical and online, designed to fit into real life. Topics include anxiety and wellbeing, ADHD and neurodiversity, online safety, learning support and first aid, with new courses being added regularly. Each course takes about an hour and is created by experienced educators and reviewed by subject matter experts.



Click, Swipe, Thrive - Building Digital Confidence



Click, Swipe, Thrive - Essential Digital Skills for Kiwis



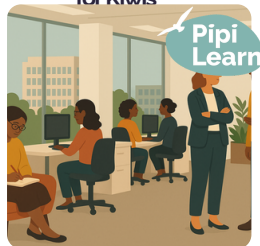
Cybersecurity 101



Cybersecurity 102 - Keeping Kids Safe Online



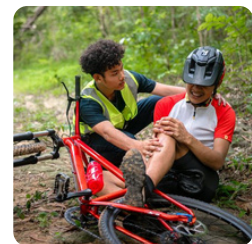
Kupu Kura - Building Confidence with School Words



Kupu mō te Tari - Words for the Workplace



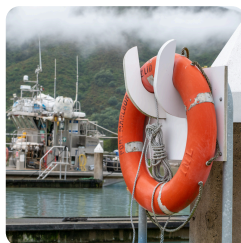
Providing Basic Life Support



Providing First Aid for Accidents & Injuries



Providing First Aid for Illnesses and Medical Conditions



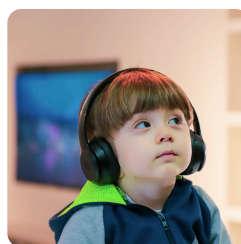
Safety at Sea



Understanding ADHD



Understanding Anxiety



Understanding Autism



Understanding Bullying and Antisocial Behaviour



Understanding NCEA



Understanding Neurodiversity

Your Pipi campaign

The moment you have signed up your organisation, you can get started. You can send a link, tell them about Pipi Learning Cove and your community can sign up and start learning immediately.

Why targeted campaigns work better

However, we found that targeted campaigns often work better to get your community on board. Here is an example on how to run your campaign. Tweak as it makes sense for you and your organisation. You will find a series of links to Canva templates you can use. If you need any help, our friendly team is always happy to help you.

The best Pipi campaigns are usually the simplest ones. You don't need a big marketing plan, lots of volunteers or constant posting.

You just need to:

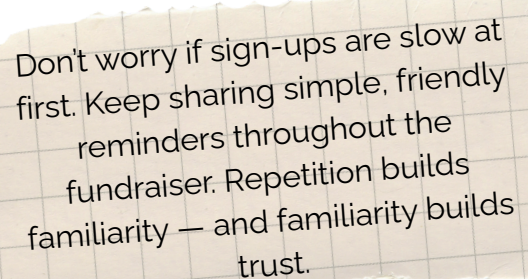
- let people know what Pipi Learning Cove is all about
- remind them a few times
- and make it easy to take part

Most people need to see something a few times before they act, so gentle reminders and regular updates really help. Having a defined fund-raising goal also helps to get people on board.

Your campaign made easy

We know you're busy, so we've created ready-made messages, templates and graphics to make this easy.

- Phase 1: Launch & Awareness
- Phase 2: Build interest
- Phase 3: Remind & encourage
- Phase 4: Celebrate & thank



Don't worry if sign-ups are slow at first. Keep sharing simple, friendly reminders throughout the fundraiser. Repetition builds familiarity — and familiarity builds trust.

Phase 1: The big announcement

This phase is all about helping people understand the fundraiser. People are much more likely to support something when they know exactly what they're helping with.

Instead of:

"We're fundraising for the school/club"

Try:

"We need \$1000 for new sports uniforms"

"We need \$5000 towards our new playground"

"We're fundraising for camp transport"

Because this is a new style of fundraising, many people may not realise how easy it is. Keep messages simple and repeat them often.

What to do:

- Share the fundraiser in newsletters and social media
- Explain how it works
- Encourage families to browse the course topics
- Let people know there's nothing physical to sell or organise

EXAMPLE



"We need \$1000 for new equipment. We're trying a different kind of fundraiser this year - no selling, baking or volunteering required."

Simply choose a short online course that is relevant to you at Pipi Learning Cove and part of your purchase comes directly back to our club."

If every family does one course we can buy our new equipment and our community has gained some valuable skills.

Everyone wins! Sign up today at Pipi Learning Cove"

Phase 2: Build Interest

Now it's time to help people find a course that feels relevant to them. Many families will support the fundraiser once they see the topics available and understand the courses are practical and easy to complete.

Focus on topics your community cares about. We have lots of courses to chose from including:

- ADHD and neurodiversity
- Online safety
- Practical skills like car maintenance
- First aid
- Te reo Māori

What to do

- Highlight one course topic each week
- Share short testimonials or examples. There's nothing better than someone familiar recommending course!
- Remind families courses are short to fit into busy lives. They are also mobile-friendly, so they can learn on the go - on a phone, tablet, or laptop.

EXAMPLE



“Join us at Pipi Learning Cove and help us raise money for new equipment for our tamariki. You don’t have to volunteer, bake or sell anything.

Simply choose a short online course that is relevant to you at Pipi Learning Cove and part of your purchase comes directly back to our school.

Developed by experienced educators and endorsed by experts in each field, these short course help you parent or teach you something new.

Choose your course at Pipi Learning Cove and support our school.

Phase 3: Remind and encourage

People are busy and often need a reminder before taking action.
Keep communication friendly, positive and low-pressure.

Remind your community what you are fundraising for and how they can help by taking a course.

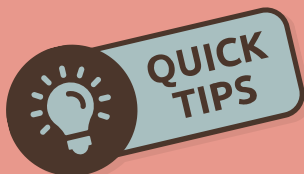
"No meetings, no baking, no selling - just choose a course, support our school/club/community and learn something that is useful to you!"

What to do

- Post countdown reminders
- Celebrate progress
- Repeat how easy participation is
- Make participation feel achievable

Remind your community:

- courses take about an hour
- they can complete them anytime
- they're created by experienced educators



Ask a few key people personally

This is one of the most effective things you can do.

Send a quick message to:

- engaged parents
- committee members
- coaches
- teachers
- community supporters

Ask them to:

- complete a course
- and share it with others

Remind them:

- at pickup time
- during training
- in meetings

"There's still time to support our fundraiser. No raffles, no shifts, no awkward selling — just choose an interesting online course and support our school at the same time."

Finish and celebrate

Finish the fundraiser by celebrating the community effort.

What to do

- Share fundraising totals
- Thank families and supporters
- Mention how funds will help
- Celebrate trying a new fundraising approach
- Encourage everyone to share the courses they enjoyed



Congratulations!

You've done your first campaign with the Pipi Learning Cove but it's not over.

Now that your community has seen first hand how easy contributing to your organisation while learning some handy skills really is, you can just keep going.

Include the link in all your newsletters and we'll transfer the money your community creates every month.

Easy!





Get in touch with Pippi Learning Cove today!

Sign up in minutes and launch a fundraiser that supports your community while giving families access to practical, useful courses.

www.pipilearningcove.com

hello@pipilearningcove.com

Any questions?
Find our FAQ on our website

SIGN UP!