

Bamboo Toothbrush School Fundraising

Raising funds, educating, empowering, and
taking action on ocean plastics.
With The Turtle Tribe

Everything you need to raise funds for your
school with bamboo toothbrushes

DID YOU KNOW?

- There are 50 trillion pieces of plastic in the world's oceans?
- 8 million more tonnes of plastic waste enter the ocean every year? (equivalent of a garbage truck full every minute!)
- Scientists predict there'll be more plastic in the ocean than fish by the year 2050?
- Ocean plastics kill 1,000,000 seabirds and 100,000 marine mammals every year?



Reducing plastic pollution is an important environmental issue. We make it easy to educate and empower kids, while raising funds for your school at the same time.

In This Pack You'll Find Information on...

1. How bamboo toothbrush fundraising works
2. Why bamboo toothbrushes?
3. Introducing The Turtle Tribe
4. Fundraising success tips
5. How to order



1. HOW BAMBOO TOOTHBRUSH FUNDRAISING WORKS



The Turtle Tribe's bamboo toothbrushes are a healthy and environmentally-friendly alternative to traditional fundraising (e.g., by selling chocolate). Students sell the toothbrushes for \$2.50, with \$1.25 from each brush sold going to your school.

Running a Bamboo Toothbrush fundraising campaign is as easy as 1,2,3.

1. Talk to your students about the issue of plastic pollution and the need to take action to reduce plastic waste (we can help)
2. Order your bamboo toothbrush fundraising packs (of 20) at www.theturtletribe.com.au/fundraising and distribute 1 pack to each student to sell to family, friends and neighbours.
3. After 2 weeks, the students return their money and any remaining toothbrushes.



2. WHY BAMBOO TOOTHBRUSHES?

“There’s no reason to make toothbrushes out of plastic,” says Ned. “They’re designed and recommended to be thrown away after 3 months, and those plastic handles are going to be around for hundreds if not thousands of years. Governments are already banning single use plastics (great!), but plastic toothbrushes, which have a short life before being thrown away, are no different. They should be banned. The ocean can’t afford any more plastic waste, so if something we have to throw away doesn’t HAVE to be made out of plastic, it shouldn’t be.”

Plastic toothbrushes

- ✗ are a short-life disposable plastic item that doesn't need to be made of plastic.
- ✗ break down over 700+ years into micro and nano-plastics, killing marine life and releasing methane.
- ✗ are one of the common items we find washed up on the beach during beach clean-ups.

Bamboo toothbrushes

- ✓ work exactly the same as plastic toothbrushes, but biodegrade when you’re finished with them
- ✓ act as a twice-daily reminder to reduce our plastic use



The Turtle Tribe is rallying cry for #GenerationChange to build a better future. Founder Ned Heaton, 14, shows how young people can use their voice to make a difference. Ned invites you to join him on his mission to reduce ocean plastics, by calling for a ban of not just single-use plastics, but other unnecessary throw-away plastics too. Chief among them – toothbrushes.

3. INTRODUCING THE TURTLE TRIBE

The Turtle Tribe was founded by 11 year old Ned Heaton, on a mission to help reduce ocean plastics, after seeing the scale of the problem first hand during his annual family camping trips on Mulgumpin, in Moreton Bay National Park.



*“Every plastic toothbrush you’ve ever used in your life is still in the world somewhere,” says Ned. “Ocean plastics kill marine life, litter our beaches, pollute our food chain, and release greenhouse gases. Recycling isn’t the answer - only 3% of all the plastic ever made has been recycled. **We have to change. We have to use less plastic, especially throw-away plastics.**”*

Founded in 2018, The Turtle Tribe has grown to be one of the largest bamboo toothbrush suppliers in Australia.

WINNER, 7News/UQ Young Achievers Awards (Queensland) – Create Change, 2022
WINNER, ‘Best Litter Prevention Program by an individual (5-17yrs)’, Brisbane, 2019
WINNER, ‘Entrepreneur of the Year’ in Youth in Business Program, 2019
WINNER, ‘Changemaker of the Year’ at the ‘Be the Change’, London, 2019
WINNER, Best Film ‘Twice a day, every day’, Cicada Film Festival, Brisbane, 2019

Guest Speaker, Brisbane City Council Green Heart Fair, 2022/2021
Guest Speaker, Sea Shepherd Ship-X event, Brisbane, 2020
Guest Speaker, Queensland Government/City Smart Climate Week Speakers Series, 2019
Guest Speaker, gala launch of The Moreton Bay Foundation, 2019

LOTS of media! Discovery Channel (US), The Today Show (Ch9), 9News, 7News, ABC Radio Brisbane, Hot Tomato FM, etc



4. FUNDRAISING SUCCESS TIPS

Thank you for considering our bamboo toothbrushes for your school fundraising campaign. We're here to help you succeed!

HOW TO GET STARTED...

- **Determine how much money you will need** to achieve your goal and how many students, classes or years you'll need to involve in the campaign.
- We recommend 1 carry case per student (20 toothbrushes = \$50 sales = \$25 fundraising)
- **Plan your fundraising dates:** two weeks is a suggested amount of time
- **Order your bamboo toothbrushes (minimum 1 month prior to your start date)**

ONCE YOUR TOOTHBRUSHES HAVE ARRIVED...

Ensure the delivery matches your order; if there is any discrepancy or the stock has been damaged in transit, please call us immediately on 0408 22 00 55.

Share your message to promote your fundraiser (e.g. newsletters, Facebook, noticeboards, posters, email or website)

EQUIP YOUR STUDENTS...

- Use our letter templates to communicate the fundraiser.
- Motivate your students with an incentive for selling toothbrushes; eg. what they need to achieve to be awarded a certificate, Best seller at each school wins the copy of Ned's children's book, Say NO to Plastic!
- Allocate & hand out stock to your classes; each carry case includes a seller's information flyer – this helps them remember information about the product and how to introduce themselves to potential customers
- Use our handy tally sheets to keep an accurate record of stock given to each participant.

THE ART OF SELLING...

The most important thing is to smile and have fun!

- Tell people your name and what school you are from
- Share your fundraising cause and that half of the sale price goes directly to your school.
- Say thank you!

WHO CAN YOU SELL TO?

Family, friends, community markets, local events, workplaces and your neighbourhood.

Note personal safety is very important; please make sure parents accompany children if selling to strangers.

TRACK YOUR SCHOOL'S PROGRESS

Throughout your fundraising event, it's great to keep track of your sales results and encourage everyone to keep going to reach your school's target.

FINISHING UP

A few days before the end of your fundraiser, send a reminder to your team with the date you require all money collected and unsold toothbrushes to be returned.

Tally the results and share the success with the school! Acknowledge and award certificates or prizes to high achievers.

Send a thank you letter or email.

Any questions? We'd love to help.

All the best!

Ned, The Turtle Tribe

Call: 0408 22 00 55

Email: Ned@theturtletribe.com.au

www.theturtletribe.com.au

5. HOW TO ORDER



To order, simply:

CALL/TEXT 0408 22 00 55

EMAIL ned@theturtletribe.com.au or

VISIT WWW.THETURTLETRIBE.COM.AU/FUNDRAISING

SCHOOL NAME _____
ADDRESS _____
SUBURB _____ STATE _____ POSTCODE _____
PHONE _____
EMAIL _____

CARRY BOXES	COST PER BOX (INCL GST)	SELL PRICE PER BOX (RRP)	BOXES REQUIRED
20 TOOTHBRUSHES PER BOX	\$25.00	\$50.00	

TERMS & CONDITIONS

Carry cases are ordered in bundles of 10. Minimum order 1x10 carry cases.

Once your toothbrushes have arrived, please ensure the delivery matches your order. If there is any discrepancy or the stock has been damaged in transit, please call us immediately on 0408 22 00 55.

Unsold toothbrushes cannot be returned to The Turtle Tribe. Talk to us and we'll be happy to help you find a solution.

Australia wide, flat rate delivery charge \$6.95

6. OUR EASY TO USE FORM & LETTERS



PAGE 9 TALLY SHEETS

Use one of our tally sheets for each class...

PAGE 10 INTRODUCTION TO FUNDRAISER LETTER

PAGE 11 RECEIVING YOUR BOX LETTER

PAGE 12 SELLER'S INFORMATION FLYER

PAGE 13 FUNDRAISER CONCLUSION LETTER

PAGE 14 THANK YOU LETTER

PAGE 15 MOTIVATION CERTIFICATES

Letter 1 – Introduction to fundraising

Recommended timing: Send 1 week prior to start

(Date)

Dear Parent,

As part of our plan to raise funds for the school, we're trying something a little different - a bamboo toothbrush fundraiser with The Turtle Tribe.

"The Turtle Tribe" is an award-winning company founded by 11 year old Ned Heaton, who's on a mission to help reduce ocean plastics.

We've been discussing the problem of plastic pollution in class, and the children are keen to be part of the solution.

Selling for \$2.50 each, the bamboo toothbrushes are excellent value and half of all sales will go directly to our school.

If you haven't tried a bamboo toothbrush before, they're great to use and a twice-daily reminder to reduce our plastic use throughout our day. By doing this we can help speed the reduction in other plastic waste too. The Turtle Tribe toothbrushes are dentist approved and super high quality, at a very competitive price, and come in four colours.

Your child will be bringing home a carry cases [at the end of next week]. . Each case contains 20 toothbrushes to sell.

We suggest you sell to family members, work mates, friends and neighbours. For safety reasons, please supervise your children if they're selling to strangers, eg. door to door in your neighbourhood.

Our fundraising drive closes on [date].

Please make sure you mark your calendar and return the money collected to [your child's teacher/ the P&C via the office.]

You'll find that the time until the closing date passes really quickly and urge you to sell the box quickly. If you're experiencing difficulties, please check back with us as early as possible as others may be looking for more toothbrushes to sell.

The child/family who sells the most bamboo toothbrushes will win a copy of the rhyming picture book, 'Say NO to Plastic!' written by Turtle Tribe founder Ned Heaton and his Dad.

If you're unable to take part in the fundraising drive, please let me know no later than Monday of next week.

Fundraising activities like this make an important contribution towards improving our school for the benefit of all present and future students. We're looking forward to a successful fundraising drive.

Thank you for your support,

[Name/number}

P&C Committee

Letter 2 – Receiving your box of toothbrushes

Recommended timing: Send as drive commences.



Dear Parent,

Our “The Turtle Tribe” bamboo toothbrush fundraiser is now underway and you will have just received your carry case of bamboo toothbrushes to sell.

Each carry case contains 20 brushes, to be sold at \$2.50 each. Please make sure to collect your money and return to [your child’s teacher/the P&C via the office] by (closing date and time).

If you sell out and need more toothbrushes, please contact (fundraising co-ordinator/telephone #).

Please remember, if children are selling to strangers, they need to do so under adult supervision, especially if selling door to door.

This fundraising drive will contribute to improvements to our school such as (projects/campaigns/improvements).

Happy selling and thank you for your support!

(signature)

(Name)

(Name of school)



Hi There! I'm from

.....

*To help reduce plastic pollution,
I'm selling bamboo toothbrushes
for \$2.50 each. Half of every
toothbrush sale goes to
my school.*

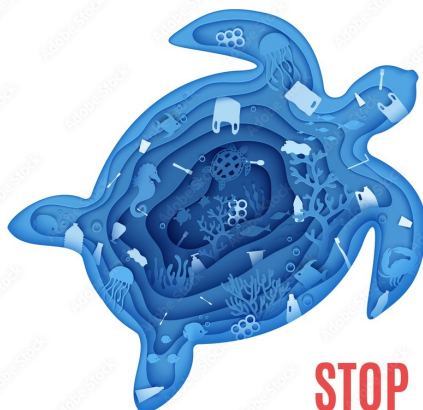
\$2.50 each
RRP



DID YOU KNOW?

- Scientists predict there'll be more plastic in the ocean than fish by the year 2050?
- Every plastic toothbrush you've ever used is still in the world somewhere & some end up in the ocean!

Using a bamboo toothbrush is a twice-daily reminder to reduce our plastic waste. The Turtle Tribe toothbrushes are dentist approved and super high quality, at a great price. Available in 4 colours.



Letter 3 – Fundraiser conclusion

Recommended timing: Send 1 week prior to end of fundraiser.



Dear Parent,

There are only (7 days) left until our bamboo toothbrush fundraiser comes to an end.

Please make sure all money and unsold product are accounted for and returned to [Your child’s teacher/the P&C via the office] by (closing date and time).

If you need more toothbrushes, or have too many, please let me know asap so we can redistribute as necessary.

Thanks for your help!

(Your name)

(Your signature)

(Name of organisation)

Letter 4 – Thank you

Recommended timing: Send as fundraiser concludes.



Dear Parent,

I am thrilled to announce that our bamboo toothbrush fundraiser drive has been a huge success!

Through your hard work we were able to raise (\$ amount) to put towards our school.

(\$x) represents a total of (number of product sold) sold. This is a tremendous effort and we can be very proud of what we've achieved.

I would like to thank you for all your efforts, it was wonderful to see the spirit and enthusiasm that was displayed in supporting our community.

Thank you once again!

(Your name)

(Your signature)

(Name of organisation)

8. MOTIVATIONAL CERTIFICATES...



THE TURTLE TRIBE

SAY NO TO PLASTIC



FUNDRAISING
ACHIEVEMENT AWARD!

AWARDED TO

.....
For a FANTASTIC fundraising effort!

.....
Date

.....
Fundraising Coordinator

15



THE TURTLE TRIBE

SAY NO TO PLASTIC



FUNDRAISING
ACHIEVEMENT AWARD!

AWARDED TO

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Fundraising Coordinator

15