

HARVEY NORMAN & CUSTOMERS

Harvey Norman



Help our Paralympians get to Rio 2016
Donate in store or online

FUNDRAISING

3 MONTHS | 39 STORES & ONLINE | 1700 STAFF

OBJECTIVE: Activate Harvey Norman customer and supplier network in aid of Paralympics New Zealand and show the retailers commitment to New Zealand communities.

FUNDRAISING TACTICS:

- Sell merchandise at Point of Sale
 - PNZ Pins @ \$10
 - PNZ Wrist Bands @ \$5
- Encourage donations with purchase (“up-sell”)
- Internal fundraisers (e.g. bake sales, quiz night)
- Seek supplier contributions
- Leverage other partnerships (e.g. with The Warriors)

COMMUNICATION:

- Instore – Dress extensively with Spirit of Gold branding
- Online/Digital – Advertising, social media campaign, TradeMe auctions & newsletters
- Print, Radio & TV – Add dual branded closing frame/quote/logo to existing advertising
- PNZ training video to educate sales staff

RESULTS:

- Total fundraised: **\$320,000**
- Cheque presented at Rio 2016 Farewell at Sky City



Help Our Paralympians
Get To Rio 2016!
ADD A DONATION TO YOUR
ORDER TODAY.
[LEARN MORE](#)

Proudly Supporting
our Paralympians

**ON THEIR ROAD
TO RIO 2016**

Harvey Norman
AVAILABLE IN STORE AT HAMILTON

**HELP OUR PARALYMPIANS
GET TO RIO 2016**

Add a donation to your purchase or
purchase specially marked products and
we'll make a donation on your behalf!

**DON'T MISS HOT DEALS IN STORE
THIS SATURDAY 28th MAY**
ACROSS FURNITURE, BEDDING, ELECTRICAL & COMPUTERS!

In store activities...

8am - 2pm - Meet some of our local Paralympic Stars!
11am - 1.30pm - Meet some of the Waitato Bay of Plenty Magic team!
Photo booth, sweet station, sausage sizzle and face painting
on-site for the kids!
We're OPEN from 2am this Saturday!

PLUS every purchase that
adds a donation will get you
100 points! Full T&Cs apply.

