



Overview

This document outlines a proposal for a multipurpose news and fundraising website and suggestions on how to run it.

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Key stakeholders:

Name	Role
Belinda Perih	Principal
Lisa Williams	Deputy Principal
Jenifer Vincent	Chair P&C
Karen Laing	Fundraising coordinator
Robert Khoury	FARE coordinator
Celia Morris	Sustainability coordinator
P&C committee and sub committee members	
Kegworth Exec	

The aims of the website are:

- To give Kegworth a platform to share school news, as told by the students.
- To provide useful information to parents/families in the area
- To provide a platform to advertise school fundraising events
- To enhance our offering to Autumn FARE sponsors

How will it work?

- **Kegworth Press Gang**

I will run a weekly lunchtime news club of year five and six students. The students will drive content, with guidance from me (and other parent volunteers).

Content can be uploaded during the session with help/supervision from me/a parent volunteer.

- **Parent writers/bloggers volunteers**

I will manage a team of parents who can write content aimed at parents/local community.

What will we publish?

- **School news**

Reporters will attend events (anything from public speaking to sports carnival to mufti day) and write short news stories about them.

- **Eco Warriors**

Weekly column looking at sustainability

- **Profile/Humans of Kegworth**

A weekly feature on a 'human of Kegworth'. This could be as simple as a Q&A with a nice photo. Teachers, students, other Kegworth staff, P&C members and ex-Kegworth students who can tell us about what the school used to be like

- **Reviews**

New movies, toys, games, places, camps

- **Parent content**

School holiday guides (potential to share discount codes), tips for kindy parents, lunch box ideas and recipes, news stories for parents.

- **Sponsored content**

In the run up to the Autumn FARE we can offer our sponsors an article to promote their business. This can be an interview with a Kegworth reporter and branded side bar.

Social Media

We can use the school (parent led) social media platforms to share website content and build an audience for the site.

I suggest either:

- Change the Facebook page 'Kegworth Autumn FARE' and Instagram account '@KegworthPS' to 'Kegworth Times'

Or,

- Create new Facebook page and Instagram account

Cost

The biggest cost of this project is time! I am happy to oversee it for at least 12 months. I will also recruit a team of parent volunteers and a succession plan. Volunteers don't need media experience – most of the writing will be formulaic and simple.

Benefits

- An extra curricular activity for senior students (team building, responsibility, critical thinking, creativity, asking questions)
- A way to share Kegworth news with the local community and promote great work the school is doing
- A way to promote sustainability in the community
- A way to built community spirit
- A way to provide a platform to reward Autumn FARE sponsors
- A way to grow the Kegworth social media platforms (the higher the reach the more we can promote our fundraising events)

FAQ

What will the site look like?

- I will use a simple platform such as Square Space or Wordpress to create a site that is professional looking and easy to use.
- I will put a call out for graphic designer in Kegworth community to help with branding (the header to this document is an extremely rough idea)

What will happen to the Autumn FARE and P&C websites?

- I suggest that we keep the Autumn FARE and P&C websites, but have them redirect to the Kegworth Times. P&C and Autumn FARE can have dedicated pages. Advantage is that all traffic directed to same place.

Action Plan

Phase	Actions
Stakeholder and community engagement	Key stakeholders to read proposal and feedback to Cat. Cat available for 1:1 meetings to talk through questions
Engage Kegworth Press Gang	Letter home to year 5 and 6 students asking for expressions of interest. We will outline responsibilities and expectations. All welcome. Cat can draft letter / Belinda to approve Cat and Belinda (or other Kegworth rep) to

	<p>meet with Press Gang to start planning content.</p> <p>Roles assigned (News editor, sports editor, Food editor etc.)</p>
Engage parent writers/ supporters	<p>Facebook post to explain the purpose of the Kegworth Times and ask for volunteers. Will be looking for a handful of people to write parent content, support students (attend press gang meetings), take photos and ad hoc help such as logo design.</p>
Get website up	Get website up and populate with content
Launch website	<p>Potential morning tea/assembly to launch the site and introduce the press gang to the school.</p>
We are live!	<p>Start holding weekly press gang meetings so that content is refreshed daily.</p> <p>(Sounds a lot but we really only need 7 stories a week.)</p>
Ongoing	<p>Liaise with P&C re important events to promote.</p>
Autumn FARE Kick-off meeting	<p>Liaise with Autumn FARE coordinator re;</p> <ul style="list-style-type: none"> - General promotion - Sponsored posts