



**Waikato/Bay of Plenty Division
Cancer Society of New Zealand
Inc.**

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Students Hone Skills Through Daffodil Day Business Pre-sell Campaign

Students will be contacting Hamilton businesses next week to help raise money for the Cancer Society's Daffodil Day fundraising campaign.

New Zealand Management Academy (NZMA) contact centre students will be calling local businesses to pre-purchase bunches of 30 daffodils for \$30. The bunches will be delivered early on in the week of Daffodil Day – celebrated on Friday 31st August.

Margaret Cox, contact centre tutor, says the students are really looking forward to being involved in the campaign.

"Its something we're very committed to. The Cancer Society does a huge amount in the community and it is a cause very dear to everyone's hearts."

The campaign will offer students the chance to take part in a 'real life' outbound calling campaign.

Margaret says it will give them a feel for the reality of contact centre work particularly with the level of professionalism required for a campaign of this kind.

"Not only will they be able to meet their unit standards required through taking part in the campaign but it is also a chance to give something back to the community and the Cancer Society.

"We are hoping it will go really well next week. Businesses are usually very receptive about purchasing daffodils when they receive the call so we are planning to make some record totals next week."

More

Daffodil Day regional spokesperson Jo Bell says the NZMA make a huge contribution to the Daffodil Day collection by donating their time and skills to the campaign.

“In the past we have run the campaign with volunteers in our office but utilising the NZMA’s contact centre as well as the student’s skills and enthusiasm is wonderful for our cause.”

Jo says Daffodil Day, now into its 17th year, is a very important event for the Cancer Society.

“Not only is it our major fundraising day but of equal importance it is a time for raising awareness of cancer and all that the Cancer Society does in the community.

The Cancer Society receives no direct government funding and is entirely reliant on fundraising, with Daffodil Day being the main national appeal day.

Jo says all the funds raised locally are used to provide services and support within the local community.

For more Daffodil Day information, visit: www.daffodilday.org.nz or to find out more about the Waikato/Bay of Plenty Cancer Society, visit: www.cancersociety.org.nz

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For further Daffodil Day information please contact:

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