

# EVENT CHECKLIST

It's time to start planning your 'Pink Up Your Town' event here's a quick checklist to send you on your way to planning your activities.

## 1. TICK THE BOXES

- Decide what you're good at. If you're a local baker, turn a loaf pink. If you are a member of a club; host a pink lunch and if you are whiz on the grill, throw a good ole sausage sizzle. Whatever you do well – do that!
- Book! If you need a venue or larger community space, make sure you lock it in the calendar early.
- Set your fundraising target ... and aim to beat it!
- Think Big. Get the whole street involved – it's more fun when you can share your pink passion with others, go all out.

## 2. TALK IT UP

- Put up posters around the venue and at local businesses so everyone knows about your event. Excitement is catching...so let people know. Check out our Resources Page for some great ideas and materials you can download or visit our Shop Pink website to purchase pink items.
- Shout about your event on your website and social media channels – use the hashtag #pinkupyourtown so we can follow the fun!
- Let local media know about your event! We've drafted a media release – you just need to (download it from the Resources Page) fill in the blanks, put your own spin on it, and send it off.
- Tell your best friends, family, customers and members. Nothing is more effective than the support of your near and dearest. Whatever you do, you are sure to get the support of the ones closest to you.

## 3. PUT THE 'FUN' IN FUNDRAISE!

- Jump online, find your local committee and register your event. Once you have your very own fundraising page, you can pass around the link and start getting donations for your efforts.
- Share your online fundraising page on Facebook – when you're logged, in, just click 'Facebook Connect' and clever technology will do the rest.
- We've got some great ideas to get you started – head to our resources page to get your creative juices flowing.
- We've also written a letter you can personalise and send to potential sponsors – businesses or services in your community – to ask for a contribution.



#### 4. LAUNCH DAY

- Decorate. Whether you're hosting a one-off event or going pink the entire month of October, Pink Up Your Town is all about making a big, pink statement. Bright pink streamers, balloons and flowers go a long way.
- Need more posters? Print off more posters and downloadable resources from the Pink Up Your Town Page to help you make your space festive.
- Fold all of the collection boxes you have, and make sure you've got plenty of volunteers – dressed in pink of course – to ask your crowd to dig deep to help place McGrath Breast Care Nurses in communities around Australia!

We're all about nurses, and awareness. So make sure everyone attending your event knows that the money raised will fund specialist nurses that help make life a little bit easier for families going through breast cancer. Thanks!

#### 5. DRUM ROLL PLEASE...BANKING THE RESULTS

- Say thank you – and remember everyone who made a donation or supported you!
- Let everyone know how much you raised – every little bit helps.
- The sooner we get the funds raised we can put it towards funding McGrath Breast Care Nurses. So fill in your remittance form and transfer the funds today.
- Put a note in your diary to register for 2020 – and set yourself a target that's even better than this year's fundraising efforts!

