

Event Checklist

You've registered your fundraiser, now what? It's officially time to start planning your event, check out our quick checklist to help you plan your activities!

Tick the boxes

- Once you've decided on your fundraiser, make sure you lock in your date early, so you have plenty of time to share the news and to plan your event.
- Set your fundraising target ... and aim to beat it!
- Think big! Share your pink passion with others to get your whole community involved.

Talk it up

- Excitement is contagious, so shout out about your event anywhere you can. Check out our Resources Page for some great ideas and materials, including posters, you can download or visit our Shop Pink website to purchase pink items.
- Get Online. Your socials media channels and website are one of the best ways to let people know about your fundraiser. Don't forget to add the hashtag #pinkisthecolour so we can follow the fun too!
- Tell the media. We've drafted a media release for you to download from our Resources Page. Just fill in the blanks, put your own spin on it and send it to your local paper or radio station.
- Don't forget your friends, family, customers and members - nothing is more effective than the support of those closest to you.
- Get creative! We've got some fantastic ideas to help raise more money at your event, just head to our Resources Page and look for 'fundraising ideas'.

Start raising funds

- Get the ball rolling. Make the first donation yourself, then share your fundraising link around and encourage others to follow your lead.
- Sponsor up. We've also prepared a letter that you can download and customise to reach out to potential sponsors, including local businesses and organisations, to request contributions like prizes or financial support.

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Event Day

- Make a pink statement. No matter what type of event you hold, Pink is The Colour of fun... so be sure to make your event the pinkest yet. Bright pink decorations, balloons and flowers can make big impact - just like our McGrath Cancer Care Nurses.
- Scan to support. Make sure you print off posters with your personalised QR code to collect donations on the day.
- Share our purpose. We raise money to fund McGrath Cancer Nurses right across Australia and deliver world leading cancer nursing services to support people experiencing cancer and their families. So, make sure your supporters know about the incredible impact their donation makes. You can download Information Posters from our Resources Page, or if you have a personal connection, share your story.

Banking the Results

- Send a personalised thank you! Remember everyone who donated and supported you to make your fundraiser a success. You can download a customisable thank you certificate on our Resources Page - and don't forget to let everyone know how much was raised.
- Make a deposit. Deposit any funds raised to your online fundraising page. As soon as we receive your donations, we can allocate them towards funding McGrath Cancer Care Nurses.
- Congratulate Yourself! Pat yourself on the back and feel good about the great work you've done. It's supporters like you that help us ensure that no one goes through cancer without a McGrath Cancer Care Nurse. Thank you!