

EVENT CHECKLIST ✓

It's time to start planning your event. Here's a quick checklist to send you on your way to plan your activities.

1. TICK THE BOXES ✓

- Once you have decided on your fundraising plans, make sure you lock in the calendar early.
- Set your fundraising target...and **aim to beat it!**
- Think Big.** Get the whole community 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 contagious...**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 out your event on your website and social media channels –use the hashtag **#pinkisthecolour** 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 nearest and dearest. Whatever you do, you are sure to get the support of the ones closest to you.

3. START RAISING FUNDS \$

- Firstly, you can self-donate and you can pass around the link to your fundraising page and start getting donations for your efforts.
- We've got some great ideas to help you raise more funds – head to our [Resources Page](#) and look for 'fundraising ideas' 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. EVENT DAY 😊

- Decorate.** Whether you're hosting a one-off event or going pink the entire month, Pink Is The Colour is all about making a big, pink statement. Bright pink decorations and flowers go a long way.
- Need more posters? Print off posters with your personal QR code to collect donations on the day or use the brand new informative poster to show your supports where their dollars go. This is all downloadable from our [Resources Page](#).
- We're all about **nurses**, and **awareness**. So, make sure everyone attending your event knows that the money raised will fund specialist McGrath Breast Care Nurses to ensure no one goes through breast cancer without care.

5. DRUM ROLL PLEASE... BANKING THE RESULTS

- Say thank you – and remember everyone who donated or supported you! We have a customisable thank you certificate on our resources page.
- Let everyone know how much you raised – every little bit helps.
- The sooner we receive the funds raised we can put them towards funding McGrath Breast Care Nurses.
- Deposit the funds raised to your online fundraising page today.
- Enjoy! Feel good about the great work you have done! Every dollar raised helps our cause so thank you for fundraising for us.