

PINK RIBBON BREAKFAST

Supporting breast cancer research
to save lives.

LET'S GET STARTED

You've taken the first step
by registering to host a
Pink Ribbon Breakfast event.
So, what's next?

JOIN THE BREAKFAST CLUB

**Why not raise the stakes and
pledge to raise \$1,500 for world-
class breast cancer research?**

Not only will you be going above
and beyond to support the 1 in 7
women diagnosed with breast
cancer in their lifetime, you will
also gain access to our new and
exclusive VIP club 'The Breakfast
Club'. As soon as you unlock the
\$1,500 milestone, you will see
your name in shining lights on our
online Hall of Fame page, receive
an exclusive Pink Ribbon Breakfast
apron and unlock
VIP recognition
across your
fundraising page.

**We hope you'll
join the club!**



**National
Breast Cancer
Foundation**

YOUR FUNDRAISER GUIDE

Welcome on board for
Pink Ribbon Breakfast 2026

TIPS FOR YOUR ONLINE FUNDRAISING PAGE



Your fundraising page is a great way to share why you have
chosen to take part as well as maximising your fundraising.
Here are our top tips for making the most out of your
fundraising page.



Personalise your fundraising page

Make sure it's personalised with a photo
of yourself and some details on why breast
cancer research is so important to you. Your
story is special. Sharing it will encourage more
people to donate.



Set a goal and go for it

Set an ambitious but achievable goal. Kick off
your fundraising by making the first donation.
Don't forget you can change your fundraising
target at any time. Remember the higher the
goal, the more research we can fund.



Tell everyone!

When your page is ready, start sharing it
and spreading the word! Tell everyone about
your event and exactly how they can help stop
deaths from breast cancer.



And don't forget...

The best way to maximise your fundraising
is to also encourage everyone who cannot make
it to your event to donate to your page online.
Donating online is so quick and easy, and it's
tax deductible.



#PinkRibbonBreakfast

HOW TO MAXIMISE FUNDRAISING FOR YOUR EVENT

The ultimate goal is to raise funds whilst having fun. Here are our top tips for making your Pink Ribbon Breakfast event a fundraising success.



Ticket sales

Selling tickets to your event is a great way to help with costs and leave more proceeds to go to your fundraising target. Remember, the more items/services that you can get donated or discounted for your event, the more research we can fund. It's entirely up to you what you think is appropriate for your guests and event. You can choose to manage ticket sales yourself or use a ticketing site such as Eventbrite.



Raffles

A raffle is a great way to maximise income and provide excitement in the lead-up and during the event. To make your raffle successful, it is important to have prizes that are attractive to your audience (preferably all donated), at the right ticket prices as well as creating excitement around your raffle.

You can choose to hold the raffle online using a raffle ticketing site such as RaffleTix or hold a raffle on the day of the event.



Auctions

When deciding if an auction is right for your event, it is important to consider your audience, auction items and venue. The most common auctions are:

Silent auctions

Typically best for larger events with low- to mid-priced items and when there are many items to bid on. The items are displayed on the table at your event – all you have to do is create a bidding form to be displayed with each item.

Live auctions

A great way to get everyone involved and, if done right, engage your guests for a short period of time. Generally, they work best at larger events with high ticket items and just a few items to bid on. A professional auctioneer or strong MC is essential to capturing the audience's attention and achieving the highest amount for the items on auction.



Games and competitions

Make your event interactive, entertaining and a fundraising success by adding games and competitions. There are many to choose from but here are a few of our hosts' favourites:

WHY NOT TRY
turning your event into a trivia or bingo themed event.



Heads or tails

Easy and engaging, ask your guests to donate to play. Your guests just need to guess whether the coin flip will result in heads (put hands on head) or tails (put hands on tail). This keeps going until one person remains standing. The winner gets a prize.

Who has the key?

For larger scale events, get a box with a key lock (and lots of different keys) and fill the box with a mystery prize. Then, ask your guests to purchase a key for a chance at winning the mystery prize inside. At the end of the event, allow everyone to try their key until you find the lucky winner.



A TIP!

Think of your audience when choosing raffle prizes.

REMEMBER!

It is important that you check out your local laws and regulations in regards to holding a raffle or auction.



MEET JAYNE, PINK RIBBON BREAKFAST HOST 2024

Jayne's life changed in January 2024 when she was diagnosed with breast cancer. "It felt like a death sentence," she said. The news came as a shock, especially since she had no symptoms. A routine mammogram caught it early, but it still felt overwhelming.

"As tough as my journey has been this year, it could have been a lot worse if it wasn't for the amazing women who have come before me and raised money to support the research that has given me life. Without their hard work through fundraising, I would not have benefitted from the treatments I received, and my chances of recurrence and long-term survival would be much worse. I don't want to just acknowledge and thank those ladies; I want to be one of those ladies for the future generations and hope that whatever I can contribute will ease the burden even further."

With the support of Jayne's husband, friends and wider community, her Pink Ribbon Breakfast event raised an outstanding \$18,000 for world-class breast cancer research.



TOP TIPS FOR FUNDRAISING IN THE WORKPLACE



Ask if you can **advertise your fundraiser** or let all staff know via your organisation's Intranet. Including a video message or pictures to share why it is important to you, is the best way to catch people's attention.



Ask your colleagues to get involved by baking or cooking some delicious treats for your fundraiser. Or give each member of your team a role in your event like Chief Promoter, Sponsorship Guru, Logistics Mastermind are all fun roles that will make sure each element is planned to perfection.



You don't just have to stop with your immediate team, **get everyone involved** by inviting clients, contractors, suppliers and customers to attend your event. Use the email signature banner found in the fundraising downloads section of your page to promote the fundraiser.



Ask your workplace to **dollar match** – this way, every \$1 you raise becomes \$2! Dollar matching is tax deductible and doubles your impact for breast cancer research. You can find a dollar matching letter in the downloadable resources tab of your fundraising page.

YOUR EVENT CHECKLIST

EVENT PLANNING

- ☐ **Get a team together** to help you plan. Assign them with specific tasks related to the event.
- ☐ **Decide who to invite** to your event and how big you want it to be (this will help with your budgeting and venue/location decisions below).
- ☐ **Set a budget** including a list of all expenses. To raise as much money as possible for research, try and source free or discounted services to cut down on your costs.
- ☐ **Lock in your venue/location** and any other suppliers you need.
- ☐ **Be mindful of offerings.** Try to make sure that you offer a balance of fresh fruit, vegetables and beverages in line with managing modifiable risk factors.
- ☐ **Give your event a fab name.** Maybe even consider having a themed event.
- ☐ **Ask local businesses to donate** prizes to your event. These can be used for raffle, auctions or games.
- ☐ **Spread the word** on social media or by sending invites. Ensure you include location, times etc as well as what your guests have to look forward to on the day.

THE COUNTDOWN

Every event differs but here is our handy countdown to hosting the perfect Pink Ribbon Breakfast event.

4–6 weeks to go

- ☐ Send invites and post about your event on social media.
- ☐ Reach out to local businesses to secure all raffle/auction prizes. Don't forget to use your Authority to Fundraise letter on your dashboard to help with this.

3 weeks to go

- ☐ Send a reminder to RSVP to your event and donate if they cannot attend.

2 weeks to go

- ☐ Send a last chance reminder to RSVP to your event.
- ☐ Share your fundraising page for those who cannot attend.
- ☐ Share exciting things about your event i.e. raffle prizes, games, etc.

On the day

- ☐ Enjoy the event and take photos.
- ☐ Thank everyone for their support.

After the event

- ☐ Post your photos to social media.
- ☐ Tell everyone how much you have raised.
- ☐ Send all funds raised to NBCF.



REMEMBER TO THANK ALL YOUR SUPPORTERS

Make it as personal as you can. Record a video message, send a personal email, or express your gratitude on social media by tagging your family and friends.

No matter how big or small the donation, every dollar contributes to ending deaths from breast cancer.

With thanks for the support of our corporate sponsors:

ESTÉE
LAUDER
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ghd
good hair day

TCN | THE CARD NETWORK



**National
Breast Cancer
Foundation**