PINK HERO

YOUR EVENT GUIDE



nbcf.org.au
#NBCFPinkHero

National Breast Cancer Foundation

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DON'T FORGET
to check out all of the downloadable and creative materials online at:
nbcfpinkhero.org.au



THANK YOU FOR HELPING SAVE LIVES

You've just made an amazing decision. As a National Breast Cancer Foundation (NBCF) Pink Hero, you've joined a movement of life-saving individuals – individuals who are committed to taking action towards Zero Deaths from breast cancer.

With your fundraising support, we can continue to identify, fund and champion world-class breast cancer research. Research that will help detect tumours earlier, improve treatment outcomes, and ultimately – save lives.

NBCF relies on the generosity of the public, like yourself. The work we do would not be possible without the support and efforts of people like you.

So thank you again for joining our movement. As a Pink Hero, your support will help save lives.

We'll be in touch in the lead up to your event but call us whenever you need help.

The Pink Hero Team
1300 708 763
communityfundraising@nbcf.org.au

RESEARCH GETS RESULTS. LET'S END THIS TOGETHER.

WHERE THE MONEY GOES

NBCF funds world-class breast cancer research focused on **four core objectives:**

PREVENT
Breast cancer through precision prevention.

DETECT
Breast cancer as early as possible and before it progresses.

BREAST CANCER IS THE SECOND MOST COMMON CAUSE OF CANCER DEATHS AMONG WOMEN IN AUSTRALIA

1 IN 7

AUSTRALIAN WOMEN WILL BE DIAGNOSED WITH BREAST CANCER IN THEIR LIFETIME

AROUND

1 IN 600

AUSTRALIAN MEN WILL BE DIAGNOSED WITH BREAST CANCER IN THEIR LIFETIME

EVERY YEAR, OVER

3,300

PEOPLE IN AUSTRALIA (INCLUDING 40 MEN) DIE FROM BREAST CANCER

9

AUSTRALIANS STILL DIE EVERY DAY FROM BREAST CANCER



STOP

Progression and recurrence of breast cancer.



TREAT

Hard-to-treat and metastatic breast cancer.

GETTING STARTED ONLINE

Here's how to get the most out of your **Pink Hero** online fundraising page.

Make your page your own

Make your **Pink Hero** page stand out from the crowd with a photo of yourself and some information about why you're taking action towards Zero Deaths from breast cancer. Your story is special and so are you. The more people know about you, the more money you'll raise for life-saving breast cancer research.

Set a goal and go for it

The fundraising goal you set is entirely your choice, you can make it higher or lower any time you like. Whatever goal you set, remember the only way to achieve it is to share it! Kickstart your fundraising by making the first donation to your page.

Spread the word

Once you've added some personality to your Pink Hero fundraising page, spread the word by sharing it with everyone. Remember to ask friends and family to share your **Pink Hero** fundraising page through their own social media and workplaces. The more that people know about you and your **Pink Hero** fundraising page, the more donations you'll get.

Download your online materials

Log into your **Pink Hero** page to download plenty of helpful fundraising materials. You'll find posters, tips, games, social posts, and more!

"I reached out to work colleagues, friends and family. Cancer doesn't discriminate – so everyone dug deep."

– Leon, NBCF Pink Hero, raised over $6,000

THINKING BIGGER

The most successful Pink Heroes are the ones that make the most of their fundraising events. They make them fun, engaging and interactive for everyone – so people keep coming back year after year.

Wondering how it's done?
Here are some great ways to take your event plans to the next level.



Assign roles

Share the load by asking your best friends or closest family members to help you plan. You can assign fun, specific roles like; Chief Promoter, Sponsorship Guru, Logistics Mastermind, and more. Your event will be more fun to organise as a team – and by assigning individual tasks, you'll make sure each element is planned to perfection.



Make it themed

Australians love a dress up, so why not consider a theme. You can make your theme the feature of the event with a catwalk toward the best dressed king or queen. You can also raise more money by penalising those who don't dress up with a gold coin donation.



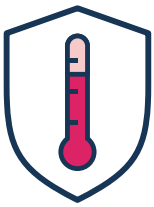
Get crafty

Saving costs on your event means more money for research. Make some origami table decorations. Create pretty donation boxes decorating empty jars. Or, borrow a chalkboard for signage at your event. The more personal, the better.



Get social

Create a buzz about your event before it begins by sharing your story and **Pink Hero** fundraising page on social media. Some more creative ways to build excitement include 'update' emails, email signatures, text messages, and social media groups. Don't forget to download the resources on your **Pink Hero** fundraising page, and tag us and hashtag on social media too **@nbcfaus #NBCFPinkHero**.



Increase your goal

Each time you reach your goal, celebrate and then increase it. You can easily change your goal by logging into your online **Pink Hero** fundraising page.



Keep your fundraiser breast cancer friendly

If you're serving up food, try to make sure that your menu includes a balance of fresh fruit and veg. We know everyone likes a drink now and again – just make sure your fundraiser includes a responsible service of alcohol and provide non-alcoholic beverage options too. Brush up on NBCF's ethical guidelines for more information.

Add some games

Bring out your inner child and add some games to your event to keep everyone laughing. Childhood classics like bobbing for apples, the three legged race, or musical chairs are always a hit. Charge a gold coin donation for every game entry to help you reach your goal.

Organise a raffle

An easy way to add fun to your event is with a raffle. Reach out to local businesses to get prizes donated. You can set the price yourself and make sure you include a bargain price for anyone who buys a few tickets (eg. 1 ticket for $5 or 3 tickets for $10).

Ask your community to dollar match

Ask your workplace or your favourite local business to match your donations – this way, every $1 you raise becomes $2! You'll be surprised by how many businesses might be willing to help. And if you need a special dollar matching letter from us – just ask.



"I was 35 when I was diagnosed and I am hearing of more and more young women being diagnosed with breast cancer. It is a terrible thing to go through so I wanted to help by donating towards research so hopefully we can get the statistics down."

– Emma, NBCF Pink Hero, hosted 'BoobaPalooza' to celebrate finishing her breast cancer treatment and raised $310

WRAP IT UP!

When your fundraiser is over, celebrate and tell everyone what you have achieved.

SAY THANK YOU

Nothing shows appreciation like a heartfelt thank you. Thank everyone who donated, volunteered or gave prizes. You can say thanks on social media, in cards or use the certificates from your downloadable resources.

CELEBRATE YOUR SUCCESS

Let everyone know how much you raised together. Share photos with some extra thank you messages to sponsors and be proud. You're helping stop deaths from breast cancer.

DONATE ANY CASH COLLECTED

Don't forget to bank any cash collected in person. You can send it straight to NBCF:

1. **Online**
   Donate directly to your online **Pink Hero** fundraising page using your debit/credit card. This is the easiest way to show everyone how much you have raised together.

2. **Visit a Westpac branch or pay by BPAY**
   Contact us for details – **communityfundraising@nbcf.org.au**

"My favourite part of fundraising is raising awareness and giving women back their confidence through my hair and beauty Bollywood themed fundraising events."

– Dharshini, NBCF Pink Hero, Raised $700

FREQUENTLY ASKED QUESTIONS

Do you have any materials to help me with my event?

Yes we do, just log into your fundraising page to find all of your downloadable materials including posters, games ideas, and more.

Can I change the date of my event?

If you change your event date, you'll need a new Authority to Fundraise with your new date printed on it. Just drop us an email or call us.

Can I give receipts to people who donate?

Yes you can. Encourage people to donate to your online **Pink Hero** fundraising page and they'll automatically receive a receipt. If you require a receipt book, just drop us an email or call us.

How can I get prizes?

You can reach out to local businesses for prizes using your Authority to Fundraise. You can scan, print off or email this around to let everyone know that you are an approved NBCF fundraiser.

Can I use the NBCF logo?

Sure! The NBCF logo is available upon request, just drop us an email or call us.

Can I change my fundraising goal or URL?

You can change your goal or URL at any time. Just log into your online **Pink Hero** fundraising page to make these changes.

We are here to help you reach your goal.

If you have any questions please call the **Pink Hero** Team on **1300 708 763** or drop us an email on **communityfundraising@nbcf.org.au**



"Cancer is writhe in our family. Our niece has recently been diagnosed with breast cancer and is currently having treatment."

– Nel, NBCF Pink Hero, shaved her head and raised $14,765



"Mum was diagnosed with breast cancer earlier this year and I felt helpless. Creating awareness and raising funds made me feel like I was helping."

– Renee, NBCF Pink Hero, hosted an event and shaved her head and raised $15,239



"Breast Cancer is a horrible disease that impacts so many of the people we love, and we at Sunbury Football Club are proud to have been able to support and raise awareness for something so close to all of us."

– Sunbury Football Club, NBCF Pink Heroes



"I feel extremely fortunate that my mum survived breast cancer, however so many other people are not so lucky."

– Rhianna, NBCF Pink Hero, hosted an end of semester dance event and raised $16,538.18



"We may be young, but we really wanted to take a stand, support others and make a difference. We really believe that every little bit counts and can help saving lives."

– Abigail and Adel, NBCF Pink Heroes, hiked and raised $6,640



"Everyone seems to have their own story, and is affected by breast cancer in some way. It is just so shocking how common it can be these days, for both men and women."

– Christie, NBCF Pink Hero, hosted an event at her gym and raised over $1,000

THANK YOU FOR BEING A PINK HERO



Thank you for taking action towards Zero Deaths from breast cancer. By raising funds for world-class research, **you can help us change the stats.**

We're here to help

Call us on 1300 708 763 or email communityfundraising@nbcf.org.au for support

Share your story on Facebook, Instagram or X using **@nbcfaus** & **#NBCFPinkHero**

nbcfpinkhero.org.au

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ABN 37 144 841 707

National Breast Cancer Foundation