



How to make your event a success

All you need to know!



**Cancer
Council**
Victoria

iWill
for cancer



I Will for Cancer

Fundraising ideas come in all shapes and sizes! Every year we have fantastic supporters who register to fundraise for us through I Will for Cancer. Often this is done in honour of, or to support, a loved one. It doesn't matter whether you choose to cycle across continents or host a local event, every dollar that you raise helps in our fight against cancer.

I Will for Cancer fundraisers play an integral role for Victorians affected by cancer. Fighting cancer is not an easy job and it's one that Cancer Council Victoria definitely can't do alone – so we're hugely grateful for your support. This booklet is full of hints and tips to help you plan for a successful fundraiser.

FUNDRAISER TIP

Did you know you can download more neat things to bring your fundraiser to life? Go to iwill.cancervic.org.au/resources.

Did you know?

84
VICTORIANS
are diagnosed
with cancer every
single day.

10,700
VICTORIANS
lose their lives to cancer
every year – that's more
than 35 times the state's
annual road toll.

**AROUND ONE
THIRD OF ALL
CANCERS**
can be prevented with
simple lifestyle choices like
healthy eating and regular
exercise.

**SURVIVAL RATES
FOR MANY COMMON
CANCERS**
have increased by more than
30% over the past 20 years
thanks to breakthroughs in
cancer research.

How is your money used?

Cancer Council Victoria is an independent not-for-profit organisation which has been leading the fight against all cancers for 80 years. We fund revolutionary researchers, carry out public education programs and support families from the time of diagnosis and treatment through to recovery and beyond.

Here are just some of the ways we are fighting cancer, thanks to our wonderful fundraisers!



Cancer research

We know that research is the key to understanding the causes of cancer and improving treatment options. Every year we spend more than \$23 million on cutting-edge research at leading Victorian universities, hospitals and medical institutes, as well as carrying out our own behavioural research and epidemiology programs.



Prevention studies

A third of all cancers can be prevented, so we constantly work to raise the public's awareness of cancer screening and preventative health measures. Through important prevention programs such as SunSmart and Quit we can help Victorians reduce their cancer risk.



Cancer support

Each year, more than 10,500 Victorians access Cancer Council 13 11 20 which provides confidential information and practical support to cancer patients, their family and friends. We also run programs throughout Victoria to help people at all stages of their cancer.



Advocacy

We also advocate for better local, state and national strategies to combat cancer. This includes policy and legislative change in areas like bowel cancer screening, tobacco control and obesity prevention.

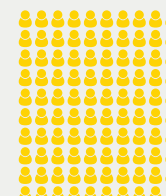
THANK YOU

FOR HELPING US FIGHT CANCER

Thanks to donors like you, every year we are able to:



Support over **30,000** newly diagnosed Victorians their family and friends through...



x 300



10,600 calls to 13 11 20 nurses



123 support groups



Training **131** Cancer Connect volunteers



Helping **100+** cancer patients and their families take a free short break away



Invest over **\$23 MILLION** into researching all cancers



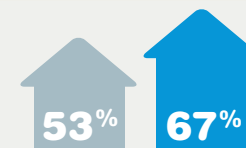
There are **285** researchers looking for the next cancer breakthrough



1/3 OF ALL CANCERS CAN BE PREVENTED. That's why we help people cut their cancer risk with:



IN 1993 FIVE-YEAR SURVIVAL WAS 53% IN 2015 FIVE-YEAR SURVIVAL IS NOW 67%



Together we are making a difference!

How to plan your fundraiser

Some brave people have run marathons while others have gone cold turkey on their morning coffee. People have hosted dinner parties, held bake stalls and ridden bikes for 24 hours. You can do whatever you want!

Set goals

For example:

- “Each team member to raise \$10 a week.”
- “200 people to attend our fabulous fundraising ball.”
- “Ask 30 people for a \$5 donation.”



Plan

You can have so much fun coming up with whacky fundraising ideas! Whether it's with your friends and family or your fundraising committee, get creative and then plan how to realise those ideas.



Support

Working with others can help you reach even more sponsors, donors and supporters outside your own network.



Think big

Holding a dinner dance? Why not include a raffle or an auction into the evening to raise even more funds! Pitting department against department always ignites the competitive fire in people's bellies, or offer a prize as an incentive for the most raffle tickets sold.

The formalities

Raffles sometimes require permission to conduct. Visit Consumer Affairs Victoria at consumer.vic.gov.au and click on 'Clubs and not-for profits' to find out if you need to register.



Get a sponsor on board

Securing sponsorship through companies is a great way to receive goods, services, products and prizes. A good tip to remember before approaching them is to decide if there are any benefits you can offer them in return. Check with the I Will for Cancer team if you're not sure if the sponsor is the right fit for your fundraiser.



Check out our great range of posters

We want to make your life as easy as possible so we have created a great range of resources including bunting and posters for you to use.

Visit iwill.cancervic.org.au/resources for details and even more fundraising tips.

Make the most of your online fundraising page

Did you know the most effective way to fundraise is online? Here are some simple steps to get the most out of your online page.

Make it interesting

Add photos, videos and comments to your online fundraising page to let people know what you're doing. We've included a blank poster in your kit to write on and take a photo of yourself to get started!

Be the first!

By donating to your own fundraising page, you're showing your commitment to your fundraising and setting the benchmark for the family and friends who come to your page to make a donation.

Remember to upload a profile photo

People want to see who they're donating to (and it helps create a connection!).

Update your fundraising page!

Keep your family, friends and colleagues updated with your training and fundraising progress:

- How are you going?
- What obstacles have you come across?
- What are you really enjoying?

Tell your story

Let your family and friends know **WHY** you're doing what you're doing. They want to know your story, so go ahead and share your passion!

If you hit your target, or you're close to reaching it... increase it!

If your network think you're close to your target, they might not donate as much as they originally intended.

Facebook, Instagram and Twitter

- Share your fundraising page link!
- I Will for Cancer is on Facebook too! 'Like' our Facebook page and post on our wall.
- Keep us in the loop on Twitter @CancerVic
- Don't forget to Instagram photos of your event #IWillForCancer #Cancervic

Update your followers

Check out iwill.cancervic.org.au/resources for images you can share when you hit a milestone, reach your target and when it's time to thank your supporters.

Get online and go viral



Facebook

Create an event on Facebook and invite all your family and friends to join

- Tell people what you're doing and why it's important to you.
- People love to hear the reasons behind your endeavour so be personal!
- What you're doing is brilliant and you shouldn't feel shy about sharing it with your friends.

Post your fundraising page link to your Facebook wall.

- Let everyone know what you're doing.

- And if they're unable to donate themselves, ask them to share your page link to their own network – gain an even further reach!

Upload photos, share yourself in action with your Facebook friends!

- Show pictures of the cause you care about and inspire them with your passion.

Everyone's on Facebook

- I Will for Cancer is on Facebook too! 'Like' our page and post on our wall.

Instagram:

Capture your passion!

- Take photos that show the reason behind your decision to raise funds.
- Choose powerful images which represent the cause you care about.
- Let your supporters know why you're fundraising and the importance of your cause.

Show what you've done:

- Upload photos of your event.
- This will really help when asking for donations just after the event has taken place.
- Proof of what you did and the fun you had doing it.

Hashtag your photos:

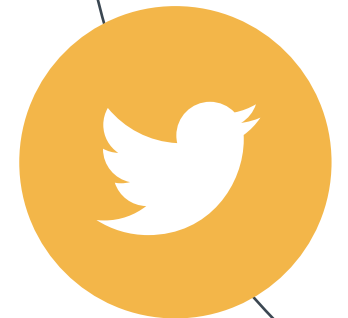
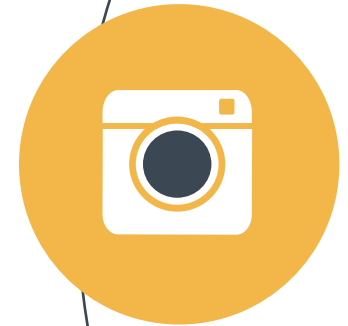
- Hashtags that are relevant to your event and cause so that your images pop up in other people's Instagram searches.
- Don't forget to use #IWillForCancer

Screenshot your fundraising page:

- Putting up a photo of your page is a brilliant way to show your followers how they can get involved and donate.
- Just remember to include your page link in the accompanying comments.

Twitter:

- Tweet your fundraising page link to your followers and tag @cancervic.
- Ask followers to retweet your message.
- You can share your page link more than once, but remember not to bombard your followers.



Raise money at work



A day's wage

Donate a day's wage and encourage others to follow your awesome example.

Bake sale

Everyone likes cake – host a morning or afternoon tea at your workplace and sell each piece for \$2-\$4 and raise over \$50!

Bring a plate

Get colleagues to cook a dish each and hold a staff lunch event, charging an entrance fee.

Dress up

Whether it's a Casual Friday or a Glamour Day, ask your boss if they'll let employees ditch their office attire, and ask for a gold coin donation.

Jellybean

Set up a jellybean jar at work and ask colleagues to guess how many there are for a fee.

Match giving

Ask your employer if they have any match-giving schemes or if they are willing to donate to your supporter page – it may be tax deductible and a large one-off donation can be really motivating.

Morning coffee

Ask your colleagues to give up their morning coffee for one day a week and donate the money instead.

Raffle

If your workplace has carparks, consider raffling one off for a day. Or offer to fetch morning coffee for a week.

Be healthy and active in your fundraiser

Everyone loves getting together over some drinks in the sun, but with a few simple steps you can lower your risk of cancer. Follow these tips to keep your fundraising nice and healthy and help promote Cancer Council Victoria's positive lifestyle messages at the same time.

Make it smokefree

Smoking is known to increase your risk of cancer so all events supporting us must be free of cigarettes.

Be SunSmart

Reduce your risk of skin cancer and sun damage by remembering to: Slip, Slop, Slap, Seek (shade) and Slide (on sunglasses).

Keep food light

Provide plenty of healthy snacks and minimise foods that are high in fat, sugar, kilojoules or salt. Check out www.livelifighter.com.au for great recipes and healthy lifestyle tips.

Offer drink alternatives

When serving refreshments, offer plenty of non-alcoholic alternatives like water, reduced fat milk, coffee and tea.

Get your supporters involved

Consider an active fundraiser that will get everybody moving. To reduce the risk of cancer and other diseases it's important to do 30 minutes of physical activity most days.

Your \$ counts

Every single dollar you raise is put to good use in the fight against cancer. Better still, if you raise \$5,000 or more, you will be eligible for a Cancer Council Research Award, refer to your research award brochure in your kit for more details



FUNDRAISER TIP

If you've never held a fundraiser, having others help can make the world of difference to the amount raised and the experience you have.

Logo and branding

Everyone should know that you're holding an amazing fundraiser for us, which is why we can provide you with Cancer Council Victoria's community supporter logo to endorse your event. In return we ask that you send us your promotional materials to check its all in tip top shape before print and distribution.

'Proudly supporting Cancer Council Victoria' or 'funds raised help Cancer Council Victoria in the fight against cancer' look great on a poster!

Authority to fundraise

If you're fundraising for us, don't forget you can show your donors and sponsors your Authority to fundraise letter, included in your kit, which proves you're a registered Cancer Council Victoria fundraiser.

Start fundraising today!

Can I involve the media?

Local newspapers, radio and TV stations are always on the lookout for stories that involve local residents, especially if there's a particularly unique, interesting or quirky angle. We've included a 'Media Tips' document in your kit or you can visit iwillforcancer.org.au for media resources.

TOP TIP

Asking for donations can be scary but if you are clear on what you are asking and why, people are generally supportive.

Email us at iwill@cancervic.org.au for the logo. These are the two options to choose from.



Horizontal version of the logo



Vertical version of the logo

Please note: The logo must have a 'clear space' the height of the Cancer Council 'C' around the logo.



Frequently asked questions

It's a wrap!

Once the streamers have been set up and the paparazzi have left it's time to finalise your fundraiser. Here are a few final tips:

Banking

If you received cash or cheques from your donors you can download the Pledge form from your Everyday Hero fundraising page

Receipts

Donations of \$2 or more are tax-deductible! Fill out the relevant details on the donation record sheets in your kit. Once you deposit your funds, send the completed record sheets to Cancer Council Victoria or email details to us at iwill@cancervic.org.au.

REMEMBER

All online donors will receive an automatic tax receipt via email.

Finances and records

It's a good idea to keep accurate records of your financial dealings during your fundraiser in case Cancer Council Victoria needs details of the income and expenses associated with your effort.

Unfortunately we can't pay expenses incurred during the organisation and running of your fundraiser, but you can deduct necessary expenses from the proceeds you raise (as long as they are properly documented).

If you have any questions or need support contact us on 1300 65 65 85 or email iwill@cancervic.org.au

Greg Lawson

Support is more than just fundraising

Greg lost his wife Jill to a long battle with melanoma. Sadly today, Greg is fighting his own battle with the same disease. Despite everything he's been through and continues to go through, Greg is a remarkably positive person and has an amazing outlook on life.

"Jill was first diagnosed with a melanoma on her ankle in the late 90's, which she had cut out. She was then monitored every six months for the next eight years," Greg recalls.

"She was eventually given the all clear and we weren't too concerned. We were then over in Europe in 2008 and noticed a lump on her shin – we had some analysis done on it and at the time the results came back negative, it wasn't cancer.

"We were getting married later that year and Jill decided she didn't want that unsightly thing on her leg. She got it cut out, then the biopsy results came back... it was, in fact, melanoma.

"Over the next two or three years, they discovered many more melanomas on Jill."

“ Who would have thought that mole just above her ankle would be the thing that would take her life? ”

Unfortunately when Greg and Jill were growing up in the 1960's and 70's, the SunSmart messages that we see everywhere today just didn't exist.



"Jill was a real sun bunny. Who would have thought that mole just above her ankle would be the thing that would take her life?"

Greg himself is a committed Cancer Council Victoria supporter having raised more than \$5,000 for cancer research as part of our Victory Against Cancer fundraiser.

Victory Against Cancer gave our fundraisers the opportunity to play in a celebrity soccer match with people such as George Calombaris, Andrew Gaze, ex-Melbourne Victory stars Danny Allsopp and Grant Brebner, and a host of other celebrities.

Greg has great memories of the evening: "It was a real buzz and you could see the passion and enthusiasm that was surrounding the whole promotion. I got to meet the CEO of Cancer Council Victoria as he was captain of the team, and it was good to see the top level playing and participating. It was a great great day and as a curtain raiser for a Melbourne Victory match it certainly topped it all off as well," he recalls.

Thanks!

With your help we can continue to fund world-class research, educate the community about cutting their cancer risk and support Victorians affected by cancer.



Cancer Council Victoria
615 St Kilda Rd, Melbourne VIC 3004
Phone: 1300 65 65 85 | Email: iwill@cancervic.org.au