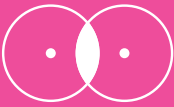


†mater

Chicks  
in Pink



# Fundraising handbook.

Supporting the *superwomen* with breast cancer.



# About fundraising for Chicks in Pink and supporting the *superwomen* with breast cancer.



**Did you know that more than 20,000 Australians are diagnosed with breast cancer every year? Sadly, that number continues to rise.\***

On any given day, **55 Australians will have their worlds turned upside down when they hear the words "You have breast cancer"** and eight women\* will tragically lose their fight against the disease.

These women are our mothers, daughters, sisters and friends—and they need your help.

By raising funds for Mater Chicks in Pink you are making an impact in the lives of these women.

Your fundraising efforts will be helping to fund life-saving research at Mater to better understand and treat breast cancer now and into the future.

Ultimately, you'll be raising funds for women with breast cancer today, to save lives tomorrow.

*We can't  
thank you enough.*

**1 in 7 women are  
diagnosed with  
breast cancer in  
their lifetime.**



**You are helping:**



**Provide  
equipment**



**Fund cancer  
research**



**Provide cancer  
support items**

# Let's get started!



**Set up your fundraising page**



**Share the news**



**Ask for support**

## Inspiration – ways to fundraise

- **Ticket sales**

- Selling tickets to your event is a great way to increase the proceeds to go towards your fundraising target.

- **Raffles**

- A raffle is a great way to maximise your funds raised. Try to get your prizes donated by local businesses and make them attractive to your audience.

- **Auctions**

- You can choose to have an auction at your event. The most common auctions are:
  - **Silent auctions**—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**—generally, they work best at larger events with high ticket items and just a few items to bid on.

- **Head or tails**

- 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.

### How to plan

Need some help with planning your event and budgeting?

### Important but slightly boring bits:

Make sure you familiarise yourself with our terms and conditions, so you can be confident that the time and effort you put into planning will keep you on track.

**You've started!**  
**Now let's promote your activity to take it to the next level.**



## **Share within your community**

Share your fundraising activity with your family, friends and workplace. Let them know why you are supporting Mater Chicks in Pink and why you need their help.

## **Get excited**

Be excited and talk about your fundraiser when you catch up with friends and family. Excitement will catch on and they will want to help or donate.

Remember to take pictures and update your supporters on the progress of your fundraising.

## **Share the thanks**

Don't forget to thank everyone who supported your fundraising.

For your special supporters, write a note to let them know how your fundraiser went, what it meant to you and how their support made it what it was. The simple act of gratitude goes a long way.



**Top tip:** Thank your supporters. Let them know their donation has been noticed and appreciated.

**Thanks for supporting  
the *superwomen*  
with breast cancer.**

## **You have questions? We have answers.**

### **Can I change the date of my event?**

Yes you can. Just send us an email or give us a call and let us know.

### **Can I use the Chicks in Pink logo?**

Yes you can! Just send us an email or give us a call.

### **Do you have any resources available?**

We sure do. Please visit our resources library via the link below.

### **How do I collect donations?**

Your personalised fundraising page is the easiest and simplest way to collect donations. Each donation made to your page will be instantly sent a tax-deductible receipt.





# Thanks for being a *superhero* fundraiser!

**We are here for you, so feel free  
to reach out and ask for support.**

We are only an email or phone call away  
and we would love to help you.

**t 07 3163 8000**

**e [foundation@mater.org.au](mailto:foundation@mater.org.au)**

**w [materfoundation.org.au/breastcancer](http://materfoundation.org.au/breastcancer)**



**"I put my faith in the  
Mater medical team.  
I had very skilled and  
good people treating  
and supporting me.  
I'm very grateful  
for that."**

**– Jo, breast cancer survivor**