



**PULL ON  
YOUR  
SOCKS**



## EVENT CHECKLIST

**Now that you've put your best foot forward, it's time to start planning your Pull On Your Socks event so you can smash your fundraising goal!**

### 1. TICK THE BOXES

- Book! Make sure your venue, date and time are all locked in.
- Set your fundraising target ... and aim to beat it!
- More is more. Don't feel you have to do it all yourself. It'll be more fun, and you'll raise more money, if you have some help. So grab a few people, give them jobs to do and agree deadlines so everything runs smoothly.

### 2. TALK IT UP

- Put up posters around the venue and at local businesses so everyone knows about your event. Excitement is catching...so let people know. Check out our Resources Page for some great ideas and materials you can download.
- Shout about your event on your website and social media channels – use the hashtag #pullonyoursocks 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.
- Get everyone on the team involved in thinking up fundraising ideas (and make sure they happen!)

### 3. PUT THE 'FUN' IN FUNDRAISE!

- Set up and send your online fundraising page to friends, family, workmates, friends of friends, people you met once, and anyone you can think of – the more people you ask to contribute, the more you'll raise!
- Share your online fundraising page on Facebook – when you're logged in, just click 'Facebook Connect' and clever technology will do the rest.

We've got some great ideas to get you started – download our POYS FUNdraising Tips from the Resources Page

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. THE BIG DAY**

Remember Pull On Your Socks is all about having fun!

Print off your more posters to help pink up your game

Fold all of the collection boxes you have, and make sure you've got plenty of volunteers – dressed in pink of course – to ask your crowd to dig deep to help place McGrath Breast Care Nurses in communities around Australia!

Hey. This is actually pretty important. We're all about nurses, and awareness. So make sure everyone attending your event knows that the money raised will fund specialist nurses that help make life a little bit easier for families going through breast cancer. Thanks!

#### **5. DRUM ROLL PLEASE...BANKING THE RESULTS**

Say thank you – and remember everyone who made a donation or supported you! Great team effort all round.

Let everyone know how much you raised – every little bit helps.

The sooner we get the funds raised we can put it towards funding McGrath Breast Care Nurses. So fill in your remittance form and transfer the funds today.

Tell yourself the McGrath Foundation thinks you're a legend. Thanks so much for organising and running a Pull On Your Socks!

Put a note in your diary to register for 2018 – and set yourself a target that's even better than this year's fundraising efforts!