

# PINK UP YOUR TOWN



Your step-by-step guide to  
'Pinking Up Your Town'



## Thank you!

Thanks so much for uniting with us in pink this October during Breast Cancer Awareness Month.

Over the past few years, I've absolutely loved seeing communities across Australia come together to 'pink up' and raise funds to help place McGrath Breast Care Nurses wherever they're needed the most.

Improving the lives of individuals and families experiencing breast cancer is at the very heart of what we do – and we simply couldn't do it without your help.

Thank you again for your support,



# Our Story

Ours is a story with simple – but well-known beginnings. It started with Jane and Glenn McGrath's very public experience with breast cancer, and has become one of Australia's most recognised and respected and loved charities.

Some years after her initial diagnosis, Jane's cancer returned. This time, she had a breast care nurse, who both empowered and comforted her, and the entire family.

**This experience set the mission for the Foundation, which has become an enduring commitment to support thousands of women and men every day, no matter where they live – for free.**



# Our Work

McGrath Breast Care Nurses are at the heart of our Foundation. From the time of diagnosis, and throughout treatment, they inform, organise, empower and support people with breast cancer and their families.

We raise money to fund McGrath Breast Care Nurses in communities right across Australia. We currently have 170 McGrath Breast Care Nurses, who help individuals and their families experiencing breast cancer by providing physical, psychological and emotional support, for free.

While over 95,000 families have been supported since 2005, more nurses are needed to meet the growing rate of breast cancer diagnosis in Australia. We are proud to have nurses right across Australia including many regional and rural centres, where breast cancer treatment and support may be harder to reach.







# Pink Up Your Town

## What is Pink Up Your Town?

Pink Up Your town has the power to bring people, communities and whole towns together. It is an incredible fundraising activity that calls for an entire town to 'pink up' - not only to raise funds to support our specialist McGrath Breast Care Nurses, but to create a visual show of support for local families experiencing breast cancer.

## How does it work?

Pink Up Your Town relies on volunteer committees to form and 'pink up' their entire town – which means planning a calendar of fundraising events throughout the month of October. From local businesses to schools and community organisations, this activity has the ability to bring the whole community together!

# Local Legends

Mudgee, NSW was the first town in Australia to turn pink for the McGrath Foundation.

Over the past two years, the passionate Pink Up Mudgee Committee has encouraged over 280 local business and organisations to jump on board to create a month long calendar of fundraising events during October.

From morning teas, pink menu items at the local Café to the Pink Mudgee Gala Ball – the town has collectively raised over \$800,000 to support McGrath Breast Care Nurses.

As well as generated a huge amount of focus on their back yard with over 300 pieces of media (TV, radio, print and online) from their activities.



“It was extremely gratifying to see a whole community in unity. Over 280 businesses, organisations, service groups and sporting groups were united for the one purpose – McGrath Breast Care Nurses”

Hugh Bateman, Chair of the Pink Up Mudgee Committee

# How to Paint your Town Pink

Pink Up Your Town this October and help make life that little bit easier for individuals and families experiencing breast cancer. We're looking for movers and shakers to come together, form a committee and Pink Up their entire town during Breast Cancer Awareness Month.

## **Pink Up Your Town Committee - Overview**

Creating a committee in your own backyard is a rewarding way to bring your local clubs, businesses, schools, neighbours and community together to make a big difference.

Volunteer committees are the heart of the McGrath Foundation's Pink Up Your Town Campaign. Committee members are from all backgrounds, professions and walks of life and are responsible for organising all fundraising activities in their local area – including the lead-up, organisation and execution of all events.

Each Pink Up Your Town Committee commits to a fundraising goal and 'pinks up' their entire local area; planning activities and events such as:

- Launch event for the whole community; think gala ball, community BBQ or cricket game
- Outreach to local community groups and businesses to recruit them to go pink and raise funds throughout the month of October for the McGrath Foundation
- A closing event; to announce the fundraising goal reached and thank the entire community for coming together to Pink Up



# Starting a Committee

Starting a committee in your local area is easy.



The first step is to get the right mix of people on board; we recommend between 5 - 7 volunteers, who can take on a range of roles.

**Think about the movers and shakers in your community, such as:**



- Members of your local Chamber of Commerce
- Members of your City Council
- Employees at your Regional Tourism Office
- Individuals that run or are active within key community based clubs, meet-up groups or organisations
- Your local Real Estate Agents
- Local event planners, business owners and 'well-connected' individuals
- Your own family and friends



**Tip:**

Taking a personalised approach is the best way to invite someone to join the Pink Up Your Town Committee.

Reach out via phone, email or ask for a face-to-face meeting to invite someone to participate. Make a list of who you'd like to approach, gather their contact details and start asking!



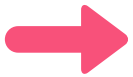
# Committee Structure

Each Pink Up Your Town Committee will be as unique as their local area.

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We suggest the following committee structure to be used as a guideline to ensure you have enough helping hands to cover all the basics.

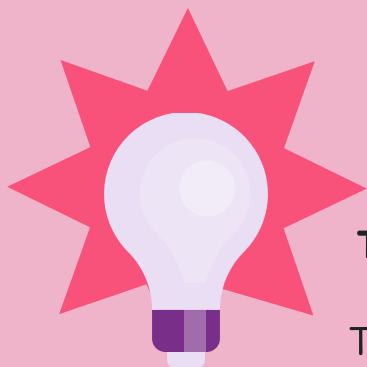
### Suggested Roles:



- Committee Chair
- Special Events Chair
- Event Co-Chair (activities / logistics)
- Fundraising Chair (Sponsorship / Donations)
- Fundraising Co-Chair
- Publicity / Promotion Chair
- Admin and Finance Chair



*Pink up Griffith Committee 2017*



### Tip:

The above roles can be amended to suit your group. Committee members may hold more than one position or some positions may be combined depending on the size and needs of your specific location.





# Benefits of Participating

By taking part in Pink Up Your Town, you are coming together to help make a difference.

People join committees for many reasons. It may be to support a cause you are passionate about, such as the McGrath Foundation or to engage in your community further. We notice a subtle shift in ourselves when we volunteer. We feel more connected to others, and we become less absorbed in the normal stresses of daily life. We share our experiences with others and want to help more. But, there are even more benefits to joining a committee, such as;

- Offers incredible networking opportunities
- Helps you retain and sharpen old skills
- Perfect place to acquire other specialised knowledge and develop new skills
- Opportunities to practice skills in a relatively risk free environment
- Expand your horizons and explore new options that otherwise wouldn't be available to you
- Give you the satisfaction of knowing you are doing good and being involved in your community
- Gives you visibility
- Can be energising/renewing
- Demonstrates workplace skills/management skills/customer service skills/leadership skills that can be documented in a CV
- Network expansion with new contacts
- Improves Self-Esteem
- Teamwork experience if you are too used to working alone



# FUNDRAISING IDEAS!

1. **Sausage sizzle:** Keep the crowds fed and they'll stick around – the sausage sizzle has long been a favourite at any fundraising event for good reason
2. **Lawn Bowls or Ten Pin Bowling:** Organise a competition and people pay to participate
3. **Morning Tea:** Invite friends around to your home or at the local park and ask for donations
4. **Hold an Online Auction:** Ask local businesses to donate things and organise an online auction for everyone to bid on
5. **Bake sale:** Whip up some delicious cakes and have a bake sale. You could also ask your local bakery to donate a percentage of sales
6. **Pink Up!:** Get someone in your community to colour their hair, beard or even moustache a fetching shade of pink, and encourage your community to sponsor your transformation. Maybe you'll go pink for a week – but if you hit a particular fundraising target, you'll maintain it for a month
7. **Organise Competitions:** Plan a range of fun competitions for the whole community to take part and charge a fee for participation.
8. **Give it Up:** Get sponsored to give something up eg. coffee for a month

# Register Your Interest Today

Let's do this!

To register your interest in forming a local volunteer Pink Up Your Town Committee today,

**Please contact:**

**McGrath Foundation Campaigns Team**

**02 8962 6100**

**[Pinkupyourtown@mcgrathfoundation.com.au](mailto:Pinkupyourtown@mcgrathfoundation.com.au)**

**Visit: [www.pinkupyourtown.com.au](http://www.pinkupyourtown.com.au)**



**Thank you for your Support!**  
**Together we can make a difference.**