

TOGETHER WE CAN OUTSMART CANCER

HOST GUIDE

Help equip the brightest brains with the tools they need to outsmart cancer for good.

acrf.com.au

AUSTRALIAN
CANCER
RESEARCH
FOUNDATION



Welcome

Thank you for hosting an event for the Australian Cancer Research Foundation (ACRF).

We believe that together we can outsmart cancer – all cancers, for all Australians – and we won't stop until we do.

ACRF was founded in 1984 with the mission to fund research which will bring an end to cancer. Thanks to people like you, ACRF has awarded 73 grants totalling \$153.2 million to world-class Australian research initiatives.

As an independent charity we rely on money raised from Australians like you. Holding an event for ACRF is a great way to raise money and awareness for cancer research while getting together with family, friends and work colleagues.

TOP TIP



The most important thing you can do right now is get started!

If you need any help, we have resources available to help ensure your event is a big success.

Email us anytime at info@acrf.com.au or call 1300 884 988 during office hours for support.

HOW TO USE THIS GUIDE

To make hosting your event easy, we have separated this guide into four sections.

1. Get Started



- Imagine your event
- Register with ACRF
- Build your fundraising page
- Invite guests

2. Plan for Success



- Plan your event
- Recruit support
- Set your budget
- Tell the world you're helping to outsmart cancer

3. At the Event



- Welcome your guests
- Say a few words
- Enjoy your event

4. After the Event



- Count the donations
- Thank everyone, and tell them what you raised together
- Deposit the funds to ACRF



THE LEGAL STUFF

ACRF is a registered Health Promotion Charity. According to the Charitable Fundraising Act, you must receive approval from a registered charity before you conduct any fundraising activity.



GET STARTED

It's so easy to get your event started, and we're here for you every step of the way.

1. Imagine your event

Imagine your ideal event in as much detail as possible. Draft your event fundamentals, including:

What: Morning tea, afternoon tea, brunch, lunch, barbeque... Self-cater vs catering? Everyone brings a plate?

When: Date and time

Where: Location

Who: Guest list

Why: Share your story about why you want to help outsmart cancer

It's all pretty easy and it is always best to keep things as simple and achievable as possible.

2. Register your event

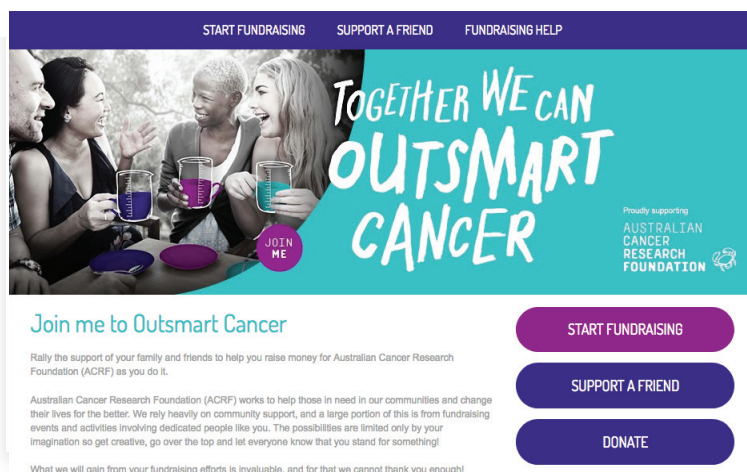
Register your details at acrf.com.au/get-involved to request approval. During this process you will need to select a date and location.

Once your event is approved, you will be legally authorised to fundraise on behalf of ACRF.

You will also receive our full support for your fundraising journey.

3. Build your fundraising page

Simply visit <http://homeevent.gofundraise.com.au/> to personalise your own fundraising page which makes asking for donations easy, trackable and transparent. When you're done, share your page with your friends.



GoFundraise Page

4. Invite your guests

Let the fun begin. Get your invitations prepared ready to send. Use our tools that include editable PDFs for emailing or printing. You can also handwrite the personal details and post or drop on people's desks. Sharing your fundraising page is an easy way to invite people.

Top left: Workplace Invitation

[Click to download](#)

Bottom left: Home Invitation

[Click to download](#)



PLAN FOR SUCCESS

The main goal for your event is to raise as much funds as possible to help equip the brightest brains with the tools they need to outsmart cancer for good. The best way to achieve this goal is with some simple planning to avoid any surprises.

1. Plan the event

The best way to plan is to use our simple Planning Chart which you can download from our website. Make sure you start at the event date and work back, noting the deadlines for each stage of the event plan, who is responsible and what information is needed to complete each task.

TOGETHER WE CAN OUTSMART CANCER
ACRF Event Planning Guide

Date of Event:
Time of Event:

AUSTRALIAN CANCER RESEARCH FOUNDATION

TASK	PERSON RESPONSIBLE	6 WEEKS TO GO	5 WEEKS TO GO	4 WEEKS TO GO	3 WEEKS TO GO	2 WEEKS TO GO	1 WEEK TO GO	EVENT WEEK	1 WEEK AFTER
Get Started									
Register with ACRF	Mary Smith								
Imagine your Event	Mary Smith								
Invite Guests	Mary Smith								
Plan your Event Fundamentals	Mary Smith								
Recruit Support	Mary/John Smith								
Set your Budget	John Smith								
Build your Fundraising Page	Mary Smith								
Tell the World You're About to Outsmart Cancer	Mary/John Smith								
Create some games for fundraising	Jane Brown								
Recruit some volunteer helpers	Jeff Jones								
Remind Guests: 2 weeks to go	Mary Smith								
Remind Guests: 1 weeks to go	Mary/John Smith								
Prepare a few words	Mary Smith								
Confirm guest numbers (RSVPs)	Jane Brown								
Confirm food and drinks	John Smith								
Final check of details, last minute	John Smith								
Welcome your Guests	Mary/John Smith								
Say a few words	Mary/John Smith								
Enjoy your event	Everyone								
Count the Donations	Mary/John Smith								
Thank Everyone	Mary Smith								
Deposit the Funds to ACRF	Mary Smith								

If you make a plan and stick to it then success is almost certain.

Remember, we are always here to help if you need us.

Left: Planning Chart.
[Click to download.](#)

2. Recruit support

Once your plan is finished, it's always a great idea to ask for help. Family, friends, colleagues and local businesses are often keen to support fundraising events - all you have to do is ask.

3. Set your budget

When hosting an event, it's very important to plan and work towards a budget. Keep a close eye on the costs you might incur such as catering, venue hire, entertainment and room decorations. There are lots of ways to avoid or minimise these costs.

Saving money on hosting your event means more funds for cancer research. Be creative and resourceful in thinking of ways to raise money and save on expenses at the same time.

Some suggested ways to save on event costs are:

- Try to get support, sponsorship or donations for food and beverages (you'll be surprised how many people are willing to help)
- Ask guests to bring a plate
- Home-made room decorations can look great while saving money
- Talk with a local florist about donating flowers for tables.

We've put together a simple Budget Tracker to make it easy. [Click to download.](#)

4. Tell the world you're helping to outsmart cancer

With your invitations out and your fundraising page built, it's time to start telling everyone about your event. Use our posters (or make your own). Add our event banner to your email signature and use our social media tiles to amplify your invitation.

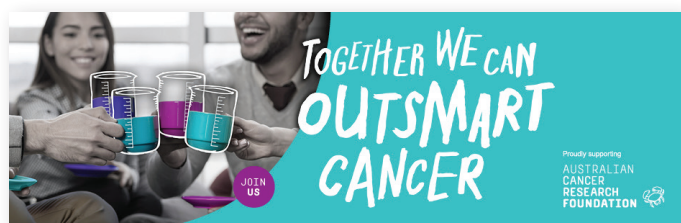
Send the details to everyone invited and more. You can even ask your guests to share it on. Let everyone know that you are hosting an event for ACRF and most importantly tell them why. The more personal the story, the more powerful the fundraising.

We have a range of posters, invitations and social media resources you can use to promote your event and tell everyone how together we can outsmart cancer.



Workplace Poster. [Click to download](#)

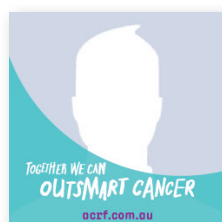
Home Poster. [Click to download](#)



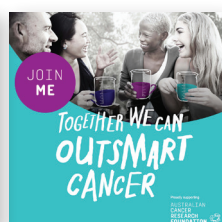
Workplace Digital Banner (for email, Facebook, or as a letterhead)
[Click to download](#)



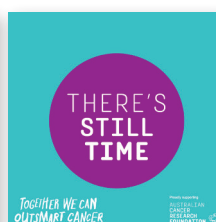
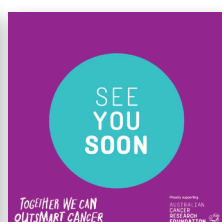
Home Digital Banner (email, Facebook, letterhead)
[Click to download](#)



Facebook Profile Picture Frame
[Click to download](#)



Facebook and Instagram Tiles
[Click each to download](#)



Share your fundraising page on Facebook and encourage your guests to do the same.



AT THE EVENT

Get excited for your event. Gathering family, friends or colleagues is always enjoyable, and everyone attending is there to support your ACRF event and raise much needed funds to help outsmart cancer.

1. Welcome your guests

It's important you welcome your guests, or delegate this to someone confident and outgoing. Anyone responsible for welcoming the guests should also be ready to answer questions, guide them (to refreshments, bathrooms etc) and most importantly introduce other guests. Make sure everyone has someone to chat to.

2. Say a few words

We recommend saying a few words to remind everyone why you have gathered, covering four key points.

(1) About ACRF

The Australian Cancer Research Foundation was founded in 1984 with the mission to fund research which will bring an end to cancer. Thanks to our generous supporters – people like you, the Australian Cancer Research Foundation has awarded 73 grants totalling \$153.2 million to world-class Australian research initiatives.

Today we are raising much needed funds to extend this critical work. Your donations will help equip the brightest brains with the tools they need to outsmart cancer for good.

More information about ACRF is available at acrf.com.au. If you need some help putting together a short speech, we're here to help you.

(2) Your story – “Why I want to outsmart cancer”

Share why you're hosting the event and what it means to you. Perhaps it is a family member, friend or colleague who has been touched by cancer? By keeping it real and personal you can't go wrong – because it is your story. To ease any nerves, write some simple talking points on a card, and practice, practice, practice.

(3) Ask for donations

Your guests want to support you and your goal to raise money for cancer research. Asking for a donation is expected by those attending. You can make donating fun with simple games that require small donations to play, such as:

- Run a raffle or lucky door prize: ask for prizes to be donated
- Party games with a “pay to play” rule (paper planes, mini golf...)
- Lucky envelope game, everyone buys an envelope, with one lucky winner.

Please check your state-based laws regarding competitions or gaming regulations. If you need assistance please call our team on 1300 884 988 or email us anytime at info@acrf.com.au.

And be sure to record details of anyone wishing to receive a receipt using the Donations Record [here](#).

(4) Thank everyone

Be sure to thank everyone who has contributed to your event: your volunteers, your guests, those who donated goods in kind, the venue, sponsors and your generous donors.

3. Enjoy your event

What you imagined all those weeks ago is coming to fruition. Enjoy the warmth and support of your guests. Feel proud knowing that with every dollar raised you are helping to outsmart cancer.



Contact us to receive your free ACRF donation box.

TOP TIP



Make sure you take lots of photos to share with ACRF and your guests. They're great to include in your post-event thank you.

Tag your photos #TeamACRF and join our online community.



AFTER THE EVENT

Congratulations! Thanks to your careful planning, skilful delegation and warm hospitality, everyone has had a great time and most importantly, together you raised critically needed funds to help outsmart cancer.

1. Count the donations

Now it's time to collate your funds and send them to the Australian Cancer Research Foundation. Combine the donations raised online via your Go Fundraise page and any cash donations from your event.

2. Thank everyone, and tell them what you raised together

Once you have collected all the funds raised, be sure to tell everyone who attended, sponsored or volunteered at the event what you achieved together.

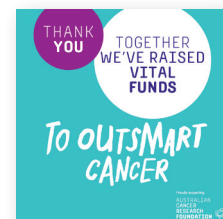
Make a point of officially thanking everyone who was involved in your event by sending them a personalised thank you. Posters, notes and social tiles can be used to know how much money you raised (after any reasonable expenses have been deducted) and congratulate everyone for playing their part.



Thank you Poster
[Click to download](#)



Thank you Note.
[Click to download](#)



Thank you
Facebook and
Instagram Tile
[Click to download](#)

3. Deposit the funds with ACRF

Our preferred way of receiving funds from an event is through the Go Fundraise platform or by direct deposit into the ACRF bank account.

Please use your donor number as a reference on direct deposits so we can match the funds to your event. Email us anytime at info@acrif.com.au or call 1300 884 988 to receive your donor number or for help.

Our bank account details

ACRF Trust Account (Commonwealth Bank)
BSB: 062 000
Account Number: 0080 1595

4. Celebrate and feel proud

Congratulations on supporting Australian cancer research! You should feel very proud to be investing in the health and well-being of all Australians. ACRF will make sure the funds you raised are invested in the most innovative cancer research projects in the country. Together we can outsmart cancer – all cancers, for all Australians.



If you're hosting an event at work, you may be able to ask your employer to dollar match the funds raised. It is a super simple and quick way to double your fundraising success and make everyone at work feel proud.

THANK YOU

TOGETHER WE CAN
OUTSMART
CANCER

Host Help Line: 1300 884 988
Other Enquiries: 02 9223 7833

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