

# Pink For a Day



Your support will help fund education,  
life-saving research, and support services  
for breast cancer patients and their families.

**Host Guide**  
**2024**

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# October is Breast Cancer Awareness Month



Every year, more than 3,500 women and 25 men are diagnosed with breast cancer. Tragically, around 650 Kiwis will die from this disease each year. We believe that one day, our vision of zero deaths from breast cancer will be a reality, but we can't do it on our own. That's why your support is so important.

**Breast Cancer Awareness Month in October is the perfect time to go pink to show your support. The money you raise will help...**

- Educate New Zealanders on, and help raise awareness of, the importance of early detection (survival rates are much higher when lumps are found earlier).
- Invest in innovative research that could improve treatments and find cures.
- Improve the quality of life of people with breast cancer by funding nurse lead support services.



All you need to do is organise a pink inspired event for Breast Cancer Awareness Month – it could be a mufti day, a pink dress-up day, a morning or afternoon tea, raffle, sausage sizzle – whatever works for you!

By taking part in Pink For A Day, you are also making sure your team has access to important breast health information. We have organised our incredible nurses to host a webinar on our official Pink Day 24 October so come along and learn about breast health with your co-workers.



# How to use your (new and improved) host page



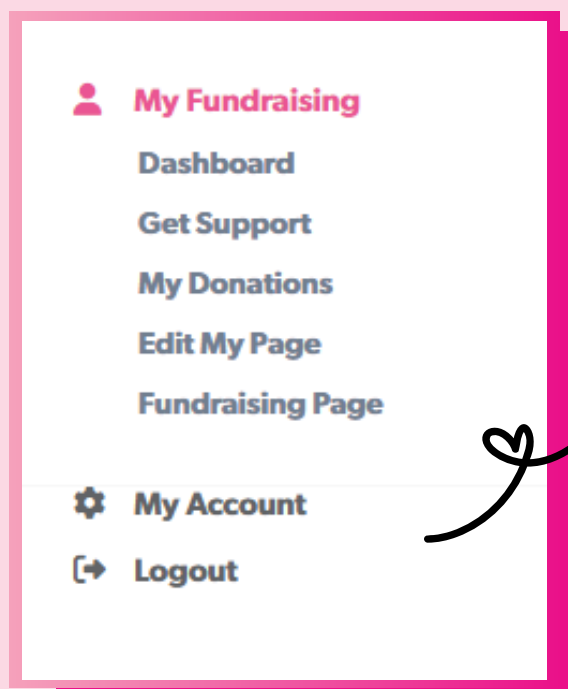
*When you registered, you were automatically set up with an online fundraising page, which is the easiest way to collect donations – people who donate online are automatically emailed a donation receipt and the money comes straight to the Foundation.*

*Just head to ..... and log in here to get started.*

## Not sure where to start?

**No worries! We'd recommend spending a bit of time on the site having a play around to check out all of the new features.**

**The best thing to do first is edit your fundraising page** – the more personalised it is (with an image and updated description) the more likely people are to donate. Let them know why you're fundraising, what you're planning on doing and if you have a personal connection to the cause.



Your **dashboard** is where you can track your fundraising progress, see your impact, access host resources and more

**Get Support** is where you can share your page on social media, download a QR code that goes straight to your online fundraising page, and find email templates to ask for support.

**My Donations** is where you can view all of your donations, thank your donors, and add cash that you've collected at your event

Change the name of your fundraising page, update the description, edit your url and change your fundraising target on **Edit My Page**

Click on **Fundraising Page** to see what your fundraising page looks like when you share it with your friends and family. You can also add updates and images from your event

# October is Breast Cancer Awareness Month

## What to do?

### Decide on a date

You can hold your event on any day and at any time that suits you but this year we have an official Pink Day - 24 October!

### Use your online fundraising page

This makes it easy to send out a link electronically, so that people can donate online.

### Tell people what you're doing

Use our online resources and put up posters, send out emails, use our digital banners and social templates, share your fundraising link on social media and include it in your email footer. Whatever you can do to get the word out.

### Hold your event

Decorate your office, make sure the staff are on board and have some fun!

A screenshot of a website's 'My Donations' page. At the top, there are navigation links: a home icon, 'GET SUPPORT', 'MY DONATIONS' (highlighted in pink), and 'EDIT MY PAGE'. Below the navigation is the title 'My Donations' and a sub-header: 'Add a donation you have received in cash for this event using the "Add Offline Donation" button.' A large pink button with a heart icon and the text 'ADD OFFLINE DONATION' is centered on the page.A screenshot of a 'Select amount to donate' form. At the top, there are three icons: a dollar sign, a person, and a credit card. Below the icons is the title 'Select amount to donate' and a sub-header: 'can help cover the cost of one call to our free 0800 advice line.' There are four buttons for donation amounts: '\$27' (highlighted in pink), '\$53', '\$88', and '\$129'. Below these is a text input field with a dollar sign icon and the placeholder text 'Or enter an amount'. A large pink 'DONATE' button is at the bottom.

## How to collect donations

Sponsors can donate via your fundraising page, super quick and easy! They just need to fill out a their details and the donation will be uploaded onto your fundraising page.

To bank funds, you will need to share your personalised reference number and our banking details. You will be able to find these details by heading to your dashboard and selecting add an offline donation.

# FREQUENTLY Asked Questions

## **Is there a official Pink Day?**

Yes! We are hosting our very first Pink Day on Thursday 24 October. We know that date might not suit everyone so you're welcome to hold your fundraiser on another day in October if that works better for your workplace, after all it is Breast Cancer Awareness MONTH!

## **Where does my fundraising money go?**

Every dollar raised through Pink For a Day helps fund breast cancer education, life-saving research, and patient support.

## **Can I host a Pink For a Day virtually?**

Absolutely! We understand that lot's of workplaces have adapted a work from home policy but don't let that stop you from participating in Pink For a Day. You can host a virtual event and invite everyone to a video call; we've even set you up with an online fundraising page to make it as easy as possible.

## **How much money do I have to raise?**

There is no set amount that you must raise, but remember that every dollar counts. No matter how small or large, your fundraising will help our mission to prevent New Zealanders from developing and dying from breast cancer and to support those with the disease.

## **Are there Pink Packs available?**

We will be sending out a pack to the first 200 companies that sign up. Your Pink Pack will be delivered via Post Haste Couriers to the address you gave us when you registered, so please get in touch if this has changed. Remember that Post Haste cannot deliver to PO Boxes, so please register using a physical address. If you miss out on a pack do not worry! We have printable resources available online, just visit our community fundraising site.

## **I've lost my reference number; what do I do?**

Head to My Donations and click Offline Donation on the drop-down menu. Our bank account details and your personalised reference number are here. Please use this reference number when you deposit funds so we know they're from you.



### **Pink For a Day Coordinator**

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Sophie Thomson

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☎ 0800 902 732

*Hi! I'm Sophie,*

*Your Pink For a Day Coordinator.*

*Please reach out to me if you have any questions. I'm happy to help and look forward to seeing you go Pink this October.*