



## Planning your event - checklist

While there are many different types of Things to Do, when the Thing revolves around an event the planning considerations tend to be pretty similar. Here's an overall checklist, with some special points at the end for anyone looking to do the Hair Thing.

### 1. Pick the team

Form a fundraising group - it's very tough doing everything yourself. Ideally they'll be passionate, experienced in fundraising and have good contacts. Most importantly, they should be able to dedicate time and effort.

### 2. Set your targets

How much do you hope to raise? Be realistic. What will your costs be? Try to limit your costs by asking for venues, prizes and services to be donated in return for promotion. Create an event plan and give everyone involved a copy. This will help keep you motivated, and let your supporters know what you're working towards.

### 3. Think about a venue

Investigate suitable venues (if you need one). Consider things such as parking, wet-weather, catering requirements and audio-visual equipment. Book the venue well in advance and confirm the reservation closer to the time.

### 4. Check approvals

Make sure you've signed the Fundraising Agreement and received your Authority to Fundraise from Cancer Council. Remember to get permission before using or publishing Council name or logo.

### 5. Arrange any permits

Check insurance requirements for your Thing and make sure you have any necessary Council or other approvals. Remember to read up on guidelines surrounding raffles and issuing tax-deductible receipts.

### 6. Start the publicity

Promote your fundraiser, using your own existing networks of friends, work mates and recreational clubs. Consider using the internet, email, posters, flyers and word of mouth. Use your local media too - download the radio and press contact lists at [doyourthing.com.au](http://doyourthing.com.au) to get you started.

### 7. Check risk management

Consider for any potential risks associated with your Thing (i.e. injury, image/ reputation, financial loss) and plan what you will do to reduce or eliminate these risks.



## 8. Start banking the funds

The sooner you give the money you raised and people donated to Cancer Council, the sooner it can start working to fight cancer! Legally, funds must be given to Cancer Council within two weeks of completing your Thing. There are various ways you can deposit your money:

**BANK:** Deposit it directly to Cancer Council bank account using the deposit slips provided.

**BPAY:** Payment made from your bank account.

**CHEQUE:** Send a cheque to the Fundraising Co-ordinator at your local Cancer Council office.

**CREDIT CARD:** Call your local office directly to make a credit card payment.

**CASH:** Drop cash, cheque or money order into your local Cancer Council office.

**ONLINE** Your supporters can donate on your personal web page using their credit card.

**ONLINE (ON BEHALF OF OTHERS)** If people have donated cash to you directly, you can make a payment via credit card on your personal web page.

We would like to thank you appropriately for your contribution, so no matter how you back your funds, please also complete the Return slip and send it back to Cancer Council.

## 9. Take lots of photos

Your Thing can be an inspiration to other people, so remember to capture the event on video or photos and email them to [events@nswcc.org.au](mailto:events@nswcc.org.au) with a completed consent form for their use.

## 10. Say Thanks

Make sure everyone is recognised and appreciated for their help with fundraising and their financial contributions to fight cancer.

## 11. Send everything back to Cancer Council

Please complete the online survey (sent to you after your event) and return any receipt/ raffle books issued or donation sheets used along with the Return slip. Completing the survey is your chance to tell us your ideas, suggestions and experience about Doing Your Thing for Cancer Council.



## Doing the hair thing?

1. Recruit some brave people to have their heads shaved, hair coloured, or their body waxed! Perhaps ask the club chairman, CEO or the “rogue” to gain more interest in your event.
2. Ask a qualified barber or hair stylist to perform and oversee the actual head shaves.
3. Arrange temporary floor coverings, ensure you have plenty of garbage bags, a broom & dust pan to minimise the mess and clean up.
4. Be sure to have enough towels, chairs, tables, clippers, disinfectant for clippers, hair colour, power boards and extension cords to make everything run smoothly on the day.
5. Conduct the event with laughter and theatrics, consider a “master of ceremonies”.
6. Take plenty of photos or video to record events.