

pinkletics

FAQs

ABOUT/PINKLETICS 2012!

1. What is Pinkletics?

Pinkletics 2012 is an initiative of the McGrath Foundation and Little Athletics Australia encouraging Little Athletics centres nationally to turn pink in support of the McGrath Foundation. This year is the first year that Pinkletics 2012 will be happening and we can't wait to turn centres around the country pink!

As of August 2012, the McGrath Foundation has helped support over 16,000 Australian families experiencing breast cancer, with 77 McGrath Breast Care Nurses working in communities right across Australia. We are halfway to their goal of 150 McGrath Breast Care Nurses to help ensure that every Australian family experiencing breast cancer has access to a breast care nurse, so we need your help!

The first 200 clubs to register for Pinkletics 2012 will receive a Pinkletics 2012 Team Kit, valued at over \$500. By registering the centre is agreeing to fundraise on behalf of the McGrath Foundation to raise a minimum of \$500 to raise more than \$100,000 to support families through a breast cancer experience.

2. What is in the Pinkletics 2012 Team Kit?

- 50 pairs of hot pink McGrath Foundation shoelaces
- 50 Pinkletics temporary tattoos
- 50 pink face paint sticks
- 50 participation ribbons
- 50 hot pink McGrath Foundation balloons
- 3 collection tins



3. How much do I need to fundraise?

To help us raise \$100,000 all clubs that register must agree to raise a minimum of \$500 to help us cover the costs of the Pinkletics 2012 Team Kit.

The highest fundraiser to remit on or by the 31st of December 2012 will receive a special gift from the McGrath Foundation as a way of saying thank you!

4. What happens if I don't raise \$500?

Being a charity, we need to be able to ensure that we are able to cover the costs of the Pinkletics 2012 Team Kit, so if you don't raise \$500, to fulfil our charitable licensing agreement we will invoice you the remaining amount.

Don't worry though, there are so many easy ways to fundraise and we will give you support around this to help you reach your target!



pinkletics FAQs

5. What are some fundraising ideas?

Remember we are here to help! We have developed a Tips and Tricks document that can be found on the home page where you registered. It is full of easy ideas to help you fundraise Pinkletics 2012 day. Of course, we are here to help you, so any ideas you have and you want to talk them through, just give the Community Friends Team at the McGrath Foundation a call on (02) 8962 6100 or email us at pinkletics@mcgrathfoundation.com.au.

Once you register for Pinkletics 2012, you will automatically receive an online fundraising page, which is an easy way to simply share your link with all of your friends, family, colleagues through your social media networks (Facebook, Twitter and email) and ask them to support your day. You can even connect your Facebook to your online fundraising page and share this with your network and this will help you smash your target of \$500 and raise additional funds to help the McGrath Foundation reach our goal.

Another great idea is to approach local businesses in your area to support your day by donating prizes to help you with fundraising on the day (raffles, auctions, lucky door prizes etc) and sticking up the posters everywhere in your local town so they can come down and support your Pinkletics 2012 day!

If you decide to host a raffle, it is important to get in touch with your local authorities to make sure you are aware of the guidelines, as every state and territory has different raffle guidelines.

On your Pinkletics 2012 day clubs are encouraged to invite family and friends to wear pink on the day and arrange fundraising activities such as gold coin donations, sausage sizzles, cake stalls, face painting and having volunteers roam the field with collection tins for donations.

6. What happens if it rains on our designated Pinkletics 2012 day?

We know we can't control the weather, as much as we would like to! If you have to postpone your day to another day in November, don't worry - just let us know so we can update our records.



7. What support will I receive from the McGrath Foundation?

The team here at the McGrath Foundation are here to support your Pinkletics 2012 day and no question is too big or small – so please ask.

We will happily provide you with all the information along the way to assist you with your Pinkletics 2012 day. We are a small, but dedicated, team at the Foundation so we will do our best to get a response to you as quick as we can.

The Community Friends Team can be contacted on (02) 8962 6100 or you can email us at pinkletics@mcgrathfoundation.com.au

In regards to your online fundraising page, if you have forgotten your password, need some help with your page, our friends at Go Fundraise are here to help you. They can be contacted on 1300 889 272 during normal business hours or you can email them at support@gofundraise.com.au

ABOUT PINKLETICS 2012 REGISTRATION

pinkletics FAQs

1. I don't hold a position within my Little Athletics centre, can I still register?

If you are registering on behalf of your centre or school, just make sure you have asked the right person within your centre or school permission to do so and the whole centre / school is on board to take part in Pinkletics 2012.

2. What happens after I register?

You will receive an automated response back from the website confirming your registration and another email with the details of your online fundraising page.

A member of the Community Friends Team will then be in touch with you to support you around your Pinkletics 2012.

You will then receive a letter in the email that will be your Letter of Authority, which authorises you to fundraise on behalf of the McGrath Foundation and this will also have your unique Pinkletics event number. If you could please use this number on all correspondence with the McGrath Foundation, this will help us track your event as best we can.

3. What do I do if I have lost this Letter of Authority?

No worries, we know these things happen. Just get in touch with a member of the Community Friends Team on (02) 8962 6100 or email us at pinkletics@mcgrathfoundation.com.au and we can issue you another letter.

4. Do I get ID badges to authorise our volunteers to collect donations on the day?

In the admin section of your online fundraising page you will be able to login and print as many ID badges as you need.

If you need help with these and finding them, please don't hesitate to get in touch with our friends at Go Fundraise at 1300 889 272 or email them at support@gofundraise.com.au

5. What do I do in the event that I need to cancel my Pinkletics 2012 registration?

We understand that things happen that are sometimes out of our control. In the unfortunate event where your club needs to cancel their Pinkletics 2012, please contact a member of the Community Friends Team on (02) 8962 6100 or email us at pinkletics@mcgrathfoundation.com.au so we can update our records.

The McGrath Foundation does not send out the Pinkletics 2012 Team Kits from our office, they are sent out from an offsite warehouse, so if you could let us know as soon as possible so we can track where your kit is, it would be greatly appreciated.

If you need to cancel at a late stage, please contact a member of the Community Friends Team and we will give you the return address to return the Pinkletics 2012 Team Kit but please note this will be at your own cost. If you do not return the Pinkletics 2012 Team Kit, we will have to invoice you \$500 for the kit to fulfil our charitable licensing agreement.



ABOUT THE PINKLETICS 2012 TEAM KITS

pinkletics FAQs

1. When will my Pinkletics 2012 Team Kits arrive?

The kit contents are not due to arrive in Australia until the end of October and they will be dispatched as soon as possible. The exact timings of the Pinkletics 2012 Team Kit delivery will depend on your location, but we will work to get them to you as soon as possible.

If you would like the tracking number of your Pinkletics 2012 Team Kit, please send the Community Friends Team an email at pinkletics@mcgrathfoundation.com.au with your Pinkletics unique event number and we will get in touch with the warehouse that are dispatching the kits for us and we will email it back to you.

Based on our experience, there may be some circumstances outside of our control which may see your team kit delayed (such as weather, courier issues, or quarantine issues). Please know we will do everything in our power to ensure your kit arrives on time and we will keep you updated of any delays as best we can.

2. How many Pinkletics 2012 Team Kits will be sent to each club?

Each registered Pinkletics 2012 centre will receive ONE kit. If you know of any other centres or schools that would like to participate, please get them to register separately.

3. Can I order more items from the Pinkletics 2012 Team Kits?

While we only have enough stock for the first 200 Pinkletics 2012 Team Kits we do have some extra participation ribbons we can provide to clubs. If you require these please don't hesitate to get in touch with a member of the Community Friends Team on (02) 8962 6100 or pinkletics@mcgrathfoundation.com.au

4. Can I receive McGrath Foundation merchandise on consignment?

While We are currently reviewing our merchandise on consignment, so unfortunately for Pinkletics 2012 it is unavailable.



5. Will we receive McGrath Foundation merchandise signed by Glenn McGrath for raffles or auction?

As you can understand with 200 clubs expected to participate in Pinkletics 2012 and with such a small team here at the Foundation we are unable to facilitate the signing and dispatch of signed merchandise to clubs.

However we can give you additional fundraising ideas, so please don't hesitate to get in touch with a member of the Community Friends Team on (02) 8962 6100 or email us at pinkletics@mcgrathfoundation.com.au

6. Why do I need a receipt book?

Receipt books will be issued upon request as charitable licensing laws require receipts of donation \$2 or more to be issued if requested by the donor. Please note all receipt books must be returned to the McGrath Foundation after your Pinkletics 2012 day even if you haven't used it. We know this might seem time consuming, but we need to keep them on file for auditing purposes.

If you would like a receipt book, please don't hesitate to get in touch with a member of the Community Friends Team on (02) 8962 6100 or email us at pinkletics@mcgrathfoundation.com.au

ABOUT HOW DO I PROMOTE MY PINKLETICS 2012?



pinkletics FAQs

1. What collateral is available to help promote our Pinkletics 2012?

To promote your Pinkletics 2012 day we recommend you download and print the Pinkletics 2012 poster that you would have been sent in your automated response after you registered for Pinkletics 2012. You can also utilise your social networks and use your online fundraising page to generate interest – a sure-fire to let your friends, family and colleagues know about your event.

If you need some other ideas on how to promote your Pinkletics 2012 day, a member of the Community Friends Team on (02) 8962 6100 or email us at pinkletics@mcgrathfoundation.com.au

2. Can I use the McGrath Foundation logo?

If you would like to use the McGrath Foundation Community Friends logo, please get in touch with a member of the Community Friends Team on (02) 8962 6100 or email us at pinkletics@mcgrathfoundation.com.au and we will be able to send it to you.

Please note that any promotional material using the McGrath Foundation Community Friends logo, but be sent to the McGrath Foundation for prior approval before any printing or distribution.

3. How do I engage the local media?

To help you spread the word about your centre's Pinkletics 2012 day in your community, we've drafted a template media release which will provide journalists with all the relevant information about the Pinkletics 2012 initiative and will allow you to tailor information to your club's specific event. The link to this media release can be found in the automated email you received when you registered.

Once you've filled out all the template release, you can contact your local media outlet and send it to them. It's always best to follow up with a phone call to make sure they have received it.

In addition to promoting your event in advance, it's also important to call media and invite them to come to your event so they can document all the fun on the day.

4. Can we make changes to the Pinkletics 2012 media release?

As this is a national event of Little Athletics centres right across Australia coming together to support the McGrath Foundation, the media release has been locked to ensure consistency of messaging nationally. However, there are fields in the release which will allow you to tailor information specific to your club and your Pinkletics event.

For any help with the media release, please contact our Communications Officer Colin Lieu on (02) 8962 6100 or email him at colin@mcgrathfoundation.com.au referencing your unique Pinkletics 2012 event number.

5. Can a McGrath Breast Care Nurse attend my club's Pinkletics 2012 day or feature in any promotional activity such as media opportunities?

The McGrath Foundation will alert local McGrath Breast Care Case Nurses that there may be Pinkletics 2012 events happening in their community, but we cannot guarantee involvement or attendance.

However, if we know there is a McGrath Breast Care Nurse planning on attending your club's Pinkletics 2012 day, we will be in touch with your club to coordinate timing.

6. Can a member of the McGrath Foundation attend my day to speak on behalf of the McGrath Foundation?

As much as we would love to come to all of the Pinkletics 2012 days around the country, we are such a small team and with 200 centres participating, this is just not possible. Make sure you take lots of photos from your day though as we would love to see them and pop them up on our Facebook!



ABOUT REMITTANCE

pinkletics FAQs

1. How does remittance work?

All funds raised through your online fundraising page will automatically come through to the McGrath Foundation so you don't have to worry about any online funds. Funds raised on the day in cash or cheque will need to be collated and deposited at the bank. Please refer to the remittance document for instructions.

We will send you some instructions closer to the date to make the process as easy as possible for you for the funds you raise on the day (through the collection tins, raffles, auctions etc).

2. When do I need to remit the funds by?

To fulfil our charitable licensing agreement, we need all funds to be remitted 4 weeks post your event. Plus if you remit by on or by the 31st of December 2012, the highest fundraiser will win a special thank you gift from the McGrath Foundation.

ABOUT THE MCGRATH FOUNDATION

1. Where does the money go?

100% of the funds raised on Pinkletics 2012 will help the McGrath Foundation place McGrath Breast Care Nurses in communities right across Australia and increase breast awareness in young women.

As of August 2012, the McGrath Foundation has helped support over 16,000 Australian families experiencing breast cancer, with 77 McGrath Breast Care Nurses working in communities right across Australia. We estimate we need 150 McGrath Breast Care Nurses to ensure Australian families experiencing breast cancer has access to a McGrath Breast Care Nurse, so every dollar you raise will be making a huge difference.

As always, the staff at the McGrath Foundation are here to help you, so please don't hesitate to contact a member of the Community Friends Team at (02) 8962 6100 or email us at pinkletics@mcgrathfoundation.com.au and we will do our best to get back to you as soon as possible.

We appreciate all your support – as we say at the McGrath Foundation, together we can make a difference!



2. What kind of support do the McGrath Breast Care Nurses provide?

To find out more about the McGrath Foundation, please visit www.mcgrathfoundation.com.au. The McGrath Breast Care Nurses support Australian women experiencing breast cancer and their families in communities throughout Australia, helping to coordinate care and ensure their physical, psychological and basic support needs are met, regardless of their financial situation.

3. How do I find out more information about the McGrath Foundation?

To find out more about the McGrath Foundation and how you can help make a difference, please visit our website (www.mcgrathfoundation.com.au), or join us on Facebook (www.facebook.com/mcgrathfoundation) or Twitter (www.twitter.com/mcgrathfdn) and encourage your friends to do the same.

