

# Fundraising tips for Team Project Pink!



## STEP 1. WHERE TO START?

Take your own, and your networks, interests into consideration when planning your Team Project Pink fundraiser. Organise something you and your social network like (if collaborative fundraiser) as it helps you to promote and fundraise if you are passionate and excited about the event or activity!

## STEP 2. MAKE A PLAN

“If you fail to plan, you are planning to fail!”



## STEP 3. SET A FUNDRAISING GOAL

The best way to achieve your goal is to break it down into smaller totals. Let people know how much you want to raise and that the money they donate is going towards life-saving breast cancer research.

## STEP 4. PROMOTE YOUR FUNDRAISER

Tell your family and friends about your Team Project Pink fundraising activity. Share it online, through social media, texting/calling your network or good old snail mail. Keep everyone up to date with your fundraising efforts. Ready to go? Create your own fundraising page:



**SIGN UP HERE** 

[www.teamprojectpink.org.au](http://www.teamprojectpink.org.au)

P.S. Don't forget to thank your supporters for their donations!



# Top 10 Project Pink Fundraising Ideas

Stuck at home in isolation? We've got you covered!

## 1. Virtual movie night.

Just because the cinemas are closed, doesn't mean you can enjoy a good movie night with friends! Pick a film, set up a group chat, and donate what you would have paid for a ticket, snacks and travel!



## 2. (Fill in the gap) athon challenge.

Swim, run, cycle, climb, walk, crawl, float - you choose! Pick your challenge, set a lofty distance target and go for (virtual) gold! Why not do this over a month period to maximise your fundraising



## 3. Video game tournament.

Pick your favourite game and set up a video game tournament with your friends. Donate to register participants and ask your wider network to support the initiative!



## 4. Marathon event. Not the running kind...

Did you know if you were to watch every Star Wars original film back-to-back it would take 22 hours and 30 minutes? Pick a quirky timed 'marathon' and raise funds for breast cancer research!



## 5. Isolation birthday surprise.

Choose Project Pink as your birthday charity of choice and ask your friends and family to make a donation on your behalf instead of buying you that birthday cocktail or gift.



## 6. Virtual dance challenge.

Choose a dance challenge, film it, share it, tag a friend to take on the challenge or donate to Team Project Pink! P.S check out TikTok for inspiration.



## 7. Race your mates.

Movement tracking apps are the best. Set up a distance challenge with your group of friends, each pay a registration fee and see who is crowned the victor!



## 8. Virtual quiz night.

Choose a quiz-master, set up a video chat and quiz away! Set a registration fee to donate to Team Project Pink. No cheating!



## 9. Shave your hair.

Is your Iso hair getting out of control? Why not go back to basics and shave for a cause. Or pick a whacky colour, you choose.



## 10. My own personal challenge.

Have something else in mind? Go for it! Pick a personal challenge that puts you outside of your comfort zone. These are more likely to inspire people to donate to you and support our cause! You can do it!



# How your funds help breast cancer research.

In 2020, an estimated **20,168** Australians will be diagnosed with breast cancer. Sadly, more than **3,000** families will lose a loved one to the disease. Funds raised through Project Pink support life-saving breast cancer research at the PA Hospital Campus. Show you care, join Team Project Pink today!



The Fiona Simpson lab are using their novel research findings to test a number of different drugs as part of a combination therapy to treat breast cancer. The team are analysing whether breast cancer cells can be killed when adding immune cells and if their drug combination could improve the immune cell-mediated killing of the breast cancer cells.

Another supported research project is looking into mammographic density as a risk factor for breast cancer and exploring how this can be identified to help women being treated for breast cancer. The group are also looking at a novel technology for effectively measuring breast tissue density which is a scaled down version of a clinical MRI.



Jenny has been fundraising for breast cancer research since 2011, two years before she was diagnosed herself in 2013 which gave her even more motivation to champion the cause.

Jenny loves focussing on fundraising as it gives her something to take her mind off her own dealings with breast cancer. "Fundraising is so important. As someone who has been diagnosed with breast cancer, I've seen first-hand where the money goes."

