



feel
Better
month

look good **feel better**
FACING CANCER WITH CONFIDENCE



FUNDRAISING FOR LOOK GOOD FEEL BETTER

“I walked in hiding behind a scarf and walked out 10 feet taller. I paraded around town hoping to bump into someone I knew as I felt so good. This lifted my morale so much that I am sure my whole body has reacted to help me get through the rest of my treatment”.

Margaret, LGFB Participant.

This guide has been developed to assist you with planning your Feel Better Month fundraising event this September. Everyone can support the work of Look Good Feel Better – as part of a workplace, school, community group or as an individual. You will have fun and at the same time make an enormous difference to the lives of cancer patients and their families across Australia.

You are imperative to the programs Look Good Feel Better can provide to the community and we celebrate your innovation, imagination and overall determination!

Feel Better Month encourages all Australians to think about the importance of self-confidence and positive well-being in support of the 8,000 cancer patients who will experience a confidence-boosting Look Good Feel Better workshop this year.

Feel Better Month is designed for you to make it what you want! You choose the style of event or activity that best suits your lifestyle, preference and social networks.

This kit will guide you through some of the tried and tested activities, or feel free to come up with something totally unique.

If you like high teas, personal challenges or just want to celebrate an occasion, get your friends and family to support you and use the opportunity to raise funds for Look Good Feel Better.

Thank you for supporting us - together we are helping Australians face their cancer with confidence.



THE DIFFERENCE YOU WILL MAKE

1 in 2 Australians will develop a form of cancer before they reach 85 and we believe everyone should have access to our services and the opportunity to receive our support if they wish to.

But we can't achieve this without your help.

Your generosity will ensure that all women, men and teens undergoing treatment for cancer across Australia can attend a Look Good Feel Better workshop and receive a Confidence Kit. Our workshop participants feel revitalised and ready to conquer cancer with astounding confidence. This is the transformative power of skin care, make-up and head coverings, which cannot be taken for granted.

HOW YOUR FUNDRAISING HELPS

\$30 will fund training materials for our volunteers.

\$50 funds a Home Delivered Confidence Kit, ensuring we can reach those patients who are unable to attend a workshop for health, travel or personal reasons.

\$75 will ensure that a cancer patient can attend a Look Good Feel Better workshop and be given the power of hope, strength and confidence.

\$1000 funds an entire workshop.



EASY EVENT IDEAS

If you are unsure of how to fundraise, we have some fun and easy suggestions for home, school or your workplace.

Mufti days

Who doesn't love a casual Friday? Hold a regular day at your school or workplace and request a donation from those who join in. You can theme the mufti day too – e.g. make it silly socks, hats, ties or sunnies day.

Morning or Afternoon Tea

Invite your friends and family at home or organise for your school or workplace! Charge an entry fee and have guests donate a plate of food each to enjoy.

Bacon and egg brekkie or sausage sizzle lunch

Hold at your home, workplace or school and charge a fee per item consumed. Ask your local supermarket or butcher to donate items to keep your expenses as low as possible!

Mini make overs

Hold mini make overs in your workplace during lunch - this could simply be painting nails or helping someone get ready for their next big meeting.

Sporting knockout event

Get your work colleagues together for a sports knockout competition with some touch football, cricket, soccer or netball.

A team lunch

Bring a dish to share with colleagues and ask for a donation to participate.

Office bake-off

Hold your own baking competition within the office or at your school and donate the proceeds from sale of the baked goods.

Raffle or auction

Organise prizes for a raffle or auction at your school or workplace. Ask local businesses to support you with prize donations.

Treasure hunt or amazing race

Organise a treasure hunt or an amazing race event at your school or workplace.

Children's fun day

Arrange a day of activities and entertainment and invite your family, friends and work colleagues to bring their children along. Charge a fee for each child who attends.

Cinema screening

Approach your local cinema and ask them to hold a preview screening of a new release movie for Look Good Feel Better.

LARGER EVENT IDEAS

After work drinks

- Colleagues can each bring along a cocktail ingredient, e.g. bottle of spirits, fruit juice, mix-ins, glasses, garnishes, snacks and nibbles.
- Ask a local bar or hotel if they can provide a staff member free-of-charge for the night to teach or make you and your colleagues drinks.
- Make it fun with a cocktail invention competition - see who can make the tastiest new cocktail!

Trivia night or themed dinners

- Decide on a theme for your trivia night or dinner.
- Think about where and when you want to have your event.
- Invite along your friends, family and work colleagues.
- If you are holding a trivia night, start thinking up some wacky questions.
- Charge a nominated amount for participation and ask a local business to donate a prize for the winning team!

Golf Days

- Entry fees – add a small amount to each person’s entry fee on top of what the golf course charges and donate the proceeds.
- Hole sponsors or advertisers – ask your contacts or local businesses to sponsor or advertise on each of the 18 holes, as well as the practice green.
- Programme guide advertising – if you have a programme guide for the day, look to get companies to advertise in it for a fee.
- Special guest – ask a sports celebrity, local celebrity, golfer, or an expert involved in what your cause is about to attend on the day. It’s best to ask someone who will draw people to be involved in your golf day, and who’s presence will make it even more enjoyable!
- On Course Games
 - Hole-in-one:
Each play is \$20 and the winner gets a prize.
 - Pro-shot – “buy a drive”:
\$40 - \$100 donation for the local pro to play a shot for a team on the hardest hole.
 - Dummy-shot:
\$10 to have a bad golfer play a shot for another team.
 - Assistance book
\$5 for a cheat book which entitles you to ‘x’ cheat shots. E.g. get out of a bunker free, replacement putt or replacement drive.



HOW TO BEGIN

Once you have decided on your event, the next step is to contact Look Good Feel Better and tell us all about your idea.

You can contact us on either 1800 650 960 or fundraising@lgfb.org.au, or you can download and complete a [Fundraising Application form](#).

Once you have filled out the application form and sent it back, we will contact you to talk through your event and help you with anything else you may need.

Look Good Feel Better can provide you with posters, brochures, donation buckets and receipt spreadsheets to help you promote your event.

When everything is finalised, we will send you an Authority to Fundraise Letter - this is an authority that allows you to fundraise on behalf of Look Good Feel Better and the Cancer Patients Foundation.

Expenses at your fundraiser

If your event is expected to incur expenses, as a requirement you must provide Look Good Feel Better with a budget of expenses prior to the fundraising event.

You can deduct your necessary expenses from the proceeds of your fundraising activity, however total expenses should not exceed 40% of total earnings, and you must make Look Good Feel Better aware prior to the event.



CREATING AN ONLINE FUNDRAISING PAGE

By creating your own online fundraising page you can share and promote your event to colleagues, friends and family through emails and social media.

All donations made to your event will be receipted through this website with the money then coming to Look Good Feel Better at the conclusion of your event.

Both websites are user friendly and step you through the process of personalising and customising your page.

If you need any help or would like some information on Look Good Feel Better to include, please do not hesitate to contact us.

GoFundraise: www.gofundraise.com.au

mycause: www.mycause.com.au/charity-cause

The screenshot displays the Look Good Feel Better website interface. At the top, the logo features a circular graphic of radiating lines above the text "look good feel better" and the tagline "FACING CANCER WITH CONFIDENCE". Below this is a pink header with the text "Look Good Feel Better".

The main content area is divided into two columns. The left column contains three paragraphs of text describing the program's purpose, availability, and management. The right column features a "DONATE" section with four pink buttons: "Donate now", "Make a regular donation", "Start a donation portfolio", and "Pledge your birthday". Below this is a "FUNDRAISE" section with four categories, each with a small image and a list of activities: "Challenge" (climb, run, swim, walk), "Celebration" (birthday, wedding, anniversary), "Events" (any organised event), and "Memory" (tribute to a loved one). At the bottom right, there is a "CONTACT" section with icons for a globe, Facebook, Twitter, and Instagram.

At the bottom left of the screenshot, there is a sample fundraising page for "Sarah is running for LG...". It shows a green header with a ribbon icon, a progress bar indicating "\$350" raised from "6 donations" towards a "GOAL \$200".

WHAT WE CAN ASSIST WITH

Brochures & Promotional Material

Look Good Feel Better can send you brochures that describe what we do in more detail and how your support will benefit others. In addition, we can provide posters that you can personalise with your event or fundraiser details.

Email Signature

Look Good Feel Better can provide you with a branded email signature to place at the bottom of your emails. This will promote what you are doing to everyone that you email. It can be used at work if allowed, on your personal email, or both if you wish.

The email signature can also be linked to your fundraising page. When people click on it, they will be taken to your personalised fundraising page that will detail what you are doing, who you are supporting and how they can get involved.

If you require assistance linking your signature to your fundraising page, please let us know.



Receipt Spreadsheet

Look Good Feel Better will provide you with a receipt spreadsheet for your fundraiser. Please ask anyone that would like a receipt for their donation of \$2 and over to complete their details. At the completion of the event and after the raised funds have been banked, we will send receipts and thank you letters.

Look Good Feel Better issues two different types of receipts; Tax Deductible and Non-Tax Deductible.

As a guide, where a person or organisation is simply making a donation and receiving nothing in return, a tax-deductible receipt will be issued. In most other cases - for example auctions, tickets to balls, etc. - a non tax-deductible receipt will be issued.

SOCIAL MEDIA

Facebook

- Create an event on Facebook for your fundraiser and invite friends and family to support it by attending! You can also update your Facebook status with a link to your online fundraising page, so all of your friends can see your fundraiser details in their news feeds.
- Ask friends to post a status update about your fundraising page or project. They can help you reach people you might not know.

Instagram

- Create an account for your fundraiser. Complete all the required materials, making sure to include a link in your bio to a landing page for your fundraiser.
- With each post, direct people to the link in your bio or a simple shortened link where they can take the action you want them to take. Your profile, visuals and links should be aligned with why you're undertaking your fundraising efforts - what's the cause and how can you tell that story through your profile?
- Be sure to tag Look Good Feel Better - @LGFBAustralia – and use our hashtags - #LGFBAustralia and #lookgoodfeelbetter. You'll also want to have a catchy, easy to share hashtag of your own.
- Other suggested hashtags include #facecancerwithconfidence #lifefeelsbetterincolour, #fundraising, #fundraiser, #charity, #instagood, #donate, #foracause, #giveback, and #makeadifference.
- Use Instagram Stories for events and “hot off the press” moments. Behind the scenes looks, sneak peeks, and the story of your cause are just some of the types of content you can share.
- Share your progress throughout your fundraising campaign. Share updates and photos posted from supporters (if available). Think about how you can best present exciting milestones and encourage your current supporters to help raise even more money. This can help keep your campaign going strong.

YouTube

- Get creative and get on YouTube! Make a funny video of you preparing for your fundraiser, or simply tell people why you are supporting Look Good Feel Better and why they should donate. You can embed your video on your fundraising page or link to it on your social media accounts.
- Check out Look Good Feel Better's dedicated YouTube Channel - www.youtube.com/user/LGFBAUS

Blog

- If you have a great story to share behind your fundraising activity or why you are passionate about Look Good Feel Better, start a blog. Blogs are a great way to share your photos, videos and tweets all in one and it just might get picked by other bloggers or media.

OUR BRAND AND LOGOS

Naming your event

Look Good Feel Better's name cannot be used as part of your event name, however, you may say that funds raised will be donated to Look Good Feel Better or the Cancer Patients Foundation.

The Look Good Feel Better brand

Look Good Feel Better is run by the **Cancer Patients Foundation**; an independent not-for-profit organisation, not affiliated with any other cancer charity or support service.

Look Good Feel Better's logo(s) must be requested for use, and approval must be sought *before* our logo(s) are printed or published in any format.

Media

If you are contacting or are contacted by any media outlet about your event, we ask that you refer to our Media Guide.

It is important to note that, for the privacy of our participants, media cannot attend a Look Good Feel Better workshop without requesting approval at least 5 days in advance.

All media enquiries, requests for photography, and queries regarding written communication about the Look Good Feel Better program should be directed to the PR and Communications Manager at news@lgfb.org.au.

CONTACT US

The Look Good Feel Better Fundraising Team is here to support you at all times through your fundraising event.

If you would like any help or would like to speak to us about your fundraising ideas, please contact us on the details below:

Fundraising Enquiries

Nicole Jervis, Fundraising Manager

Email: fundraising@lgfb.org.au

Phone: 1800 650 960

Thank you for choosing to support Look Good Feel Better and 8,000 cancer patients across Australia.