

# Get involved!

Fundraising Guide for  
Corporate Supporters



look good **feel better**

FACING CANCER WITH CONFIDENCE

## You can help Australians face Cancer with Confidence

For over 30 years, Look Good Feel Better has been dedicated to changing the way Australians with cancer approach their diagnosis. We have helped those undergoing treatment shift the focus away from the things they are losing – their control, their sense of identity, and their physical and emotional wellbeing – and given them the practical tools and knowledge to regain their confidence and a sense of control.

Since 1990, Look Good Feel Better has helped more than 150,000 women, men and teens across Australia face their cancer diagnosis with confidence.

We've done this with 15,000 litres of moisturiser, 298,000 lipsticks and 9,000 kilograms of foundation.

But more importantly, we've done this with care, compassion, and understanding.

And we could not have done this without the support of people like you.



Fundraising for Look Good Feel Better is easy to do and can take any form you like. All ideas, activities and events are encouraged and celebrated, as every dollar raised makes a difference to the life of someone undergoing treatment for cancer.

On the following pages, you will find simple ideas you can put into action to help you engage both your consumers and employees, and educate them about Look Good Feel Better's commitment to empowering Australians undergoing treatment for cancer.

We thank you for choosing to support Look Good Feel Better, and for giving cancer patients the gift of confidence.



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## The difference you will make

1 in 2 Australians will develop a form of cancer before they reach 85. Our mission is to ensure every Australian has access to our services and the opportunity to receive our support if they wish to. But we can't achieve this without your help.

Look Good Feel Better receives no government funding, so your generosity will ensure that all women, men and teens undergoing treatment for cancer across Australia have access to a Look Good Feel Better workshop and a Confidence Kit, free-of-charge.

### HOW YOUR FUNDRAISING HELPS

**\$30** will fund training materials for our volunteers.

**\$100** funds a Home-Delivered Confidence Kit and access to our Virtual Workshops, ensuring we can reach those patients who are unable to attend a face-to-face workshop.

**\$1000** funds an entire workshop.



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## Consumer Education & Engagement Ideas

Here are some simple ways your company can help raise funds, and educate and engage consumers around Look Good Feel Better.

- Limited-edition product or service - Create a limited-edition product or service (or choose an existing one to dedicate to Look Good Feel Better) and donate a percentage of the sales proceeds to us. Let your consumers know that by purchasing these items, they are supporting Look Good Feel Better's efforts to change the way people with cancer approach their diagnosis.
- Launch for Look Good Feel Better - Dedicate the launch of a new product or service to Look Good Feel Better:
  - Donate a percentage of the initial proceeds (e.g. first month, six months)
  - Create packaging or point-of-sale messaging with Look Good Feel Better branding
  - Include Look Good Feel Better messaging in launch event communications and media activity to drive awareness and added media interest.
- Give a little. Give back a lot - Make it possible for your consumers to show their support for Look Good Feel Better by encouraging donations at the point-of-sale. Consumers can donate a lump sum, or to round-up their purchase amount to the next dollar. Sweeten the deal by offering to dollar match the donation!
- Celebrate Confidence together - Hold a special 'celebration' during key dates like Feel Better Month (September), Breast Cancer Awareness Month (October), Mother's Day, or another key date that is meaningful to your company and its employees. Consider offering gifts with purchase, company merchandise or other treats to encourage participation in return for donations to Look Good Feel Better. This could also be offered for a full month, or once a month for a whole year!
- Knowledge is power - Include information about Look Good Feel Better with existing gifts or promotional items, or at point-of-sale, empowering your customers to Celebrate Confidence with your brand. Provide information and brochures (available from us) to consumers who are interested in the program for themselves, or a loved one.
- Show of support - Add the Look Good Feel Better logo to your company's website and intranet. Link to [lgfb.org.au](http://lgfb.org.au) and include a call-to-action for consumers and staff to visit the site to learn more about the impact of the program, and show their support through an online donation. Unique links can be provided so visits from your sites can be tracked.
- Celebrate Confidence, socially – Educate and encourage your social media followers and e-comms list members to support our cause by sharing information about Look Good Feel Better.



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## Employee Education Ideas

Your employees are your company's strongest advocates and letting them know how you are supporting Look Good Feel Better will help instil a sense of pride in your organisation.

We encourage you to use these ideas as a guide and adapt them to your company culture. Make a commitment support Look Good Feel Better and educate your employees so we can all Celebrate Confidence together.

- All signs point to Look Good Feel Better - Post Look Good Feel Better signage - such as posters - in break room areas, lifts, noticeboards, warehouses, stores or salons, and on your intranet as a simple way to share information about the program. Provide information about Look Good Feel Better and explain how your company will be supporting us.
- Spotlight on self-confidence - Share information about Look Good Feel Better during staff meetings, training for new employees or at other touch points to educate employees on the program and reinforce your company's support.
- Hit close to home - Seek out employees of your company who may have had a loved one participate in the program, or who participated themselves. Invite them to share their experience and the program's benefits at a staff meeting or in a feature story for your company's intranet.
- Show of support - Add the Look Good Feel Better logo to your company's website and intranet. It is a quick way of showing your company's support and, by linking it to the Look Good Feel Better website, it encourages employees to learn more about the program and how they can show their support through a donation and volunteering.



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## Employee Engagement Ideas

The following employee engagement ideas can help your company harness the power of its employees to take action in support of Look Good Feel Better this year.

- Go Dry for July – Help us fund our confidence boosting workshops around Australia by encouraging employees to sign themselves up for Dry July, putting together a team, or donating to support someone else who's going dry for the month.
- Dress down days – for those still attending work premises, raise funds for Look Good Feel Better by giving employees the chance to dress down on a particular day, in exchange for a small donation.
- Pay it forward - Make it easy for employees to support Look Good Feel Better by inviting them to opt into monthly donations of any amount, directly from their pay.
- Dollar match - Reinforce your support of Look Good Feel Better by doubling the impact of your employees' actions. For every donation an employee makes to us, match that donation amount as a company. Or, for every shared social media post, make a company donation to Look Good Feel Better (e.g., \$1 per post).
- Be in it to win it - Encourage donations by challenging different offices, locations or internal teams to generate the most donations to Look Good Feel Better through their own fundraising events. Share the status of giving over time to drive participation and friendly competition, and consider offering a prize to the winning group.
- Time is of the essence – The Look Good Feel Better program is reliant on a team of 1,000 volunteers across the country to run the workshops. Encourage your staff to apply to volunteer with us, and support them in their efforts by allowing them to take additional leave in order to meet the minimum 4 workshop requirement - roughly 16 – 20 hours in total.
- Share it socially – Provide employees with content and encourage them to spread the word about Look Good Feel Better through their personal networks.



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you make  
us Better

Thank you for choosing to support Look Good Feel Better.

Together we can continue to empower Australian women, men and teens living with cancer.

Contact Us

Email: [fundraising@lgfb.org.au](mailto:fundraising@lgfb.org.au)



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