

Your guide to **FUN**draising success



WOMEN*can*
♀ SAVING LIVES

THANK YOU FOR FUNDRAISING

Welcome to the WomenCan Fundraising Toolkit

At WomenCan, our mission is clear: to inspire and unite the community in funding research that is driven by evidence, guided by a vision to improve outcomes, and fueled by the hope of transforming lives.

We believe in the power of collective action—when individuals come together with a shared purpose, extraordinary change is possible. By supporting WomenCan, you're not just raising funds; you're standing with every woman affected by gynaecological cancer, offering hope and tangible progress

We've witnessed the incredible strength, resilience, and courage of women confronting this life-threatening disease. With your passion and commitment, we can continue to make a difference by supporting ANZGOG (Australia New Zealand Gynaecological Oncology Group) in advancing critical research and saving lives.

Together, we can turn your fundraising efforts into real impact. Thank you for being part of this vital journey!



Bec Weeden
Head of Fundraising, WomenCan



Jessica Gregan
Fundraising Specialist

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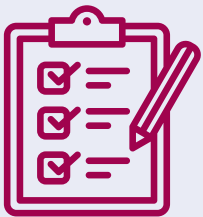
WHY YOUR FUNDRAISIN MATTERS



ANZGOG collaborates on a number of international groups to access the latest treatment options to around the world. These collaborations have been essential to enabling women to access clinical trials.



Since 2000, close to 4,000 patients have been recruited to ANZGOG trials.



To date, ANZGOG has enabled 60 clinical trials and studies across a range of gynaecological cancers, including chemotherapy, surgery and quality of life.



FUNDRAISING INSPIRATION



Choosing how to fundraise can be tricky, so our best advice is to think of something you love to do and turn it into a fundraiser or challenge. The more enthusiastic you are, the more motivated people will be to support you, which in turn will lead to fundraising success. Still stuck? Here are some tried and tested ideas to inspire you.

Quick & easy



Host a morning or high tea



Hold a bake sale



Already hosting an event? Add auction items or a raffle to help raise funds



Ditch a daily habit for a month and donate the money you save

Require more planning



Take on a fun run and get sponsored by family and friends



Organise a golf day



Hold a trivia night and ask a local business to donate a prize



Have a local community event with a raffle of prizes from local businesses



Organise a fancy gala dinner with a live auction

STEP-BY-STEP TO FUNDRAISING SUCCESS

Now that you have your idea, it is time to get organised! We have created a step-by-step guide to help you reach fundraising success.

1. Register your fundraising

Registering your event with WomenCan will set you up with an online fundraising page and give you the authority to fundraise on our behalf. This process helps us understand your plans and ensures we can provide the best support. You can personalise your online page by including details of your fundraising activity and sharing it through social media, email, or even QR code posters.

It's the simplest way to let your network know you're fundraising and supporting WomenCan's mission!

Create your fundraising page [HERE](#)

2. Set a fundraising goal

Set a fundraising target to stay motivated—aim high! Start by making a self-donation to inspire others and show your commitment. Here's a simple plan to raise \$500 (or more) in 5 easy steps:

Sponsor yourself first to show your commitment	\$50
Ask 5 close friends & family to donate \$40 each	\$200
Ask 10 people to donate the cost of a coffee	\$50
Ask 10 friends and family to donate \$10 each	\$100
Host a workplace morning tea, charge \$5-\$10 each	\$100
	\$500

People who set a target raise, on average **46%** more than those who don't.

Fundraiser who make personal donations raise **150%** more than those who don't.

3. Set yourself up for fundraising success

Consider exactly how your activity will raise the most money, particularly if there are expenses involved in organising it. Depending on your activity, you could:



Charge entry fees

(Make sure they at least cover any costs incur)



Reach out to your community for sponsorship

(See if local businesses would sponsor a drinks package)



Sell items such as food, drink or homemade products

(remember to check health and safety rules)



Incorporate raffles, auctions and other games into your fundraising activity

4. Use helpful resources

We've put together lots of handy resources to help you hit the ground running. There are editable posters, social media tiles, an event checklist, sponsorship and prize request letters, bunting and so much more. Check them all out here. Missing something? Please don't hesitate to reach out so that we can assist you.

5. Time to promote

Spread the word about your fundraiser to maximize support! Here are some tips to promote your event.

- **Post Flyers:** Display posters with key details at the venue and around your community.
- **Share with your database of friends and family:** Word of mouth is powerful—encourage them to spread the word.
- **Engage Local Media:** Use our Media Release Template to share your story with local outlets.
- **Leverage Social Media:** Post about your fundraiser using our Social Media Tiles to connect with supporters.
- **Share Your Story:** If you have a personal connection to WomenCan and let us know, and we can help amplify your event.



6. Tips & tricks

We have a few final tips and tricks to help make your event a huge fundraising success! Make sure you remember these throughout the event planning process:

- Always check if your workplace will dollar-match donations up to a set value
- Customise your fundraising page so that your supporters know why you have chosen to support WomenCan. Share updates on your progress through the blog feature – people like to be taken on the journey!
- Be sure to make a personal donation before sending your page to your community
- Take the time to personalise your emails to your community so that they feel connected to why you are asking them for support
- We know that 20% of donations come in after the fundraiser has been completed so it is a good idea to do one last push and share some photos of your fundraiser or achievement!

Don't forget to enjoy it!

You've worked hard to pull off a fundraising event so remember to enjoy it on the day. You should be incredibly proud of your efforts. And on behalf of WomenCan, we would like to say a huge thank you for your time, passion and energy - it doesn't go unnoticed. We love to see our fundraisers in action so remember to take and share photos! Use #GETREALSUPPORTTEAL or #RESEARCHSAVESLIVES along with our social media handles so we can see what you got up to.

Remittance

The final step is to finalise your amazing donations! If you collected cash, or collected funds outside of your fundraising page, you can finalise your donations one of the following ways:

- For bank details to transfer funds, call 1300 786 300 or email womencan@anzgog.org.au.
- By phone – please call us on 1300 786 300 to make a payment over the phone using a credit or debit card
- By cheque – send a cheque (payable to ANZGOG) to Locked Bag M45, Missenden Road NSW 2050

Please deposit all funds within 30 days of your fundraising activity and use your Fundraiser ID number so we can identify and record your donation correctly.

If you don't know your Fundraiser ID number or don't have one, please contact us and we will arrange one for you. Please do not send cash through the post.

Receipting

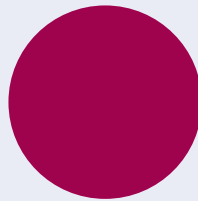
Anyone who donates \$2 or more through your online fundraising page will automatically be emailed a tax-deductible receipt. If you're collecting funds offline, please keep a record of those requiring a receipt. We will need their full name, email address and the amount donated. Please send this information through to us when you deposit the proceeds to the ANZGOG bank account so we can issue receipts to your supporters. Please remember that receipts can only be issued for donations. We cannot issue receipts if supporters have received a benefit i.e., tickets to your event, raffle ticket purchases, silent auction items. And finally, remember to thank your donors! Your supporters will be interested to know how much you raised through your fundraising so make sure you share the total with them and thank them for their contributions. Your supporters are who make your fundraising possible – make sure they feel special.

Brand Guidelines

The primary colour of the WomenCan brand is of critical importance when building a positive association with our brand. Use these colours to bring your event or fundraising items together!



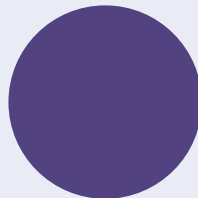
CMYK: 81%, 14%, 0%, 33%
RGB: rgba(32,146,170,255)
Web: #2092aa



CMYK: 0%, 99%, 52%, 29%
RGB: rgba(185,19,97,255)
Web: #b50256



CMYK: 0%, 40%, 80%, 4%
RGB: rgba(244,147,50,255)
Web: #f49332



CMYK: 29%, 48%, 0%, 51%
RGB: rgba(89,65,125,255)
Web: #59417d



CMYK: 0%, 10%, 59%, 5%
RGB: rgba(241,216,98,255)
Web: #f1d862



CMYK: 0%, 1%, 8%, 5%
RGB: rgba(243,240,223,255)
Web: #f3f0df

Messaging

If you are using the logo and you own logo you can say:
“Proudly supporting WomenCan”

Please reach out to the contact below who will approve your design and send you the logo



**Our dedicated
community fundraising
team is here to help
you!**

**Thank you for being champions for women by choosing to support WomenCan!
Your fundraising will help drive life-changing research and awareness for
gynaecological cancers, and for that, we cannot thank you enough.**

**Do not hesitate to contact us, we are with you every
stride of the way!**

1300 786 300

womencan@anzgog.org.au

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