



Prostate Cancer
Foundation of Australia



Biggest Ever Blokes' Lunch How to Guide



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Overview

This step by step guide is designed to support the Apex Australia Committees with their local Biggest Ever Blokes' Lunch.

Biggest Ever Blokes' Lunch (BEBL) aims to raise funds and increase awareness of prostate cancer to reduce the impact on Australian men, their partners and families.

Started in Shepparton in 2009 after one bloke, the late Chris McPherson AM and Past Apex Club President, found out he had incurable prostate cancer. Prostate cancer is the most commonly diagnosed cancer in Australian men and Chris wanted to persuade other blokes to take responsibility for their health and get checked.

Each event is tailored to your local community, with an energetic and passionate volunteer committee hosting an afternoon of fun interwoven with important men's health messages.

The lunches are typically held on a Friday, attended by 200-600 men and women at each event and include updates from Prostate Cancer Foundation of Australia about prostate cancer, highly entertaining guest speakers, raffles, auctions and other fundraising activities.

Biggest Ever Blokes' Lunches are true community events that encapsulate the "can do" spirit of regional Australia just like Apex Australia.



Biggest Ever Blokes' Lunch Key Statistics

- One of the largest community fundraising events for prostate cancer with over 27,000 attendees since 2009
- BEBL events have already raised over \$4.1 M for prostate cancer research and regional Prostate Cancer Specialist Nurses
- Held in 13 regional and metro locations and growing:

Location	Held	Approx attendees
Bairnsdale, VIC	February	340
Morwell, VIC	May	650
Shepparton, VIC	August	695
Wellington, VIC	August	420
Casey Cardinia, VIC	September	380
Wagga Wagga, NSW	September	320
Melbourne, VIC	September	380
Ballarat, VIC	September	520
Echuca, VIC	October	350
Mildura, VIC	October	350
Warragul, VIC	October	680
Bendigo, VIC	November	500
New Events		
Noosa, QLD	17 Jul 18	200 – 250
Brisbane, QLD	Sep 18	300 – 350
Potential		
Wodonga, VIC	2018	
Adelaide, SA	2018	
Kardina, SA	2018	
Perth, WA	2018	
Western Sydney, NSW	2018	



Biggest Ever Blokes' Lunch – Apex Association Project





The Biggest Ever Blokes' Lunch initiative is the 2017/18 Apex Association Project approved at the 2017 APEX National Conference to raise awareness of prostate cancer and raise funds for prostate cancer research.

Motion: “That the Apex Clubs of Australia raise awareness of prostate cancer and raise funds for further prostate cancer research by implementing the ‘Biggest Ever Blokes Lunch’ as the 2017/2018 Apex Association Project”.

Target: Reach an aggregate total of 5,000 attendees at BEBL events during 2017/2018 and raise a total of \$1m for the benefit of Prostate Cancer Foundation of Australia.

National Project Committee

The following National Project Committee has been appointed and are available to support your event:

Wagga's BEBL Committee and South Wagga Apex Club	Andrew Roberts	T 02 6923 9226 M 0417 690 787 E AndrewRoberts@sureway.com.au	
Apex National Secretary	Neal Molineux	M 0438 016 879 E nealmolineaux@bigpond.com	
PCFA National Community Fundraising Manager	Liz Wynn	T 02 9438 7080 M 0417 437 779 E liz.wynn@pcfa.org.au	
PCFA State Manager VIC/TAS	John Strachan	T 03 9948 2080 M 0419 044 659 E John.Strachan@pcfa.org.au	

Prostate Cancer Foundation of Australia

Prostate Cancer Foundation of Australia (PCFA) has been supporting Biggest Ever Blokes' Lunches since its inception.

Jim Hughes, Chairman of PCFA has a longstanding involvement with Apex as Patron of the Apex Foundation having been past National President and Life Governor of the Apex Association, and past Chairman of the Apex Foundation.



Prostate Cancer Foundation of Australia National Contacts

Our highly experienced fundraising team are here to help:

State Manager QLD	Peter Duffy	T 07 3166 2141 M 0439 523 409 E peter.duffy@pcfa.org.au	
Acting State Manager NSW/ACT	Liz Wynn	T 02 9438 7080 M 0417 437 779 E liz.wynn@pcfa.org.au	
State Manager SA/NT	Karyn Foster	T 08 7002 8620 M 0417 733 447 E Karyn.Foster@pcfa.org.au	
State Manager VIC/TAS	John Strachan	T 03 9948 2080 M 0419 044 659 E John.Strachan@pcfa.org.au	
State Manager WA	Nadine Magill	T 08 9381 8758 M 0499 617 118 E nadine.magill@pcfa.org.au	

Prostate Cancer Foundation of Australia Mission

Prostate Cancer Foundation of Australia (PCFA) is a broad-based community organisation and the peak national body for prostate cancer in Australia. We are dedicated to reducing the impact of prostate cancer on Australian men, their partners, families and the wider community, recognising the diversity of the Australian community.

We do this by:

- Promoting and funding world leading, innovative research into prostate cancer
- Implementing awareness and advocacy campaigns and education programs for the Australian community, health professionals and Government
- Supporting men and their families affected by prostate cancer through evidence-based information and resources, support groups and Prostate Cancer Specialist Nurses

We rely on the generosity of individuals, the community and partnerships, to carry out our essential work and we thank you and your committee for your support.



Key Success Factors

For a truly successful lunch we recommend considering the following key success factors in planning your event:

- **Well-connected and driven committee members**

We suggest you recruit your committee members with people who will be actively involved and can source sponsors, table sales, major donors and/or prizes.

- **Good planning timeframes**

Don't be afraid to give your committee enough time to create a great event but be careful that this time frame is not so long that it does not have enough inertia to get things done.

- **The right venue and good quality food and beverages**

Source an event space large enough to host your lunch and preferably able to support your fundraising by providing discounted/free of charge (FOC) room charges and discounted food and beverages.

- **A date that avoids major competitive clashes**

The right day can be critical to a successful event so research other fundraising events, sporting or cultural events that could affect your ticket sales.

- **A solid marketing plan to attract people to the event**

Once you have the date confirmed start telling your target audience as early as possible.

- **Inspirational speakers and a variety of appealing entertainers**

You want your event to be educational and fun with a streamlined program that appeals to your target audience and one that your attendees will look forward to coming back again next year.

- **Appealing fundraising opportunities on the day and a great auctioneer**

Source money can't buy live prizes and good silent auction/raffle prizes from local suppliers



Step by Step Guide

Identify the Committee Chair

- One key person is required to drive the event and be the key contact person for recruiting the committee, inspiring the team to achieve specific targets, to be the spokesperson for the event and to liaise with sponsors etc.



The committee chair should be well-connected, energetic and a great communicator – a pivotal member of the community.

Ideally invite an **Apex** member to act as chairperson and drive the event.

It will increase the strength and reach of your committee (and they can use it as opportunity to learn chairmanship skills from someone with high levels of experience).

Establish the Committee

- A committee must be handpicked to ensure the best results - choose people who are passionate about prostate cancer and improving men's health and consider those who can commit the time as well as skills.
- It is essential for committee members to have a good network of contacts within the community. It is also helpful for various networks to be established in different areas so the event information reaches more people
- It is not essential for them to have experienced prostate cancer but with 1 in 8 men affected by prostate cancer it is likely they will have some exposure
- Committee members with a background from a range of industries are useful e.g. law, accounting, media, retail, business and consider as much diversity as possible to reflect your area – gender, culture etc. to give you a broad diversity of community leaders
- We recommend the committee meet on a regular basis – monthly initially as you get closer to the date fortnightly and weekly



Involve other service clubs in your area such as Rotary, Lions, Probus, Rural Fire Services.

By inviting members from other service or sporting clubs onto the committee you will:

- Increase the skill sets of the committee
- Increase the reach the committee in your community
- Sell your seats quicker and easier
- Increase the potential sponsorship opportunities

Committee Roles

Below is a guide to the types of roles your committee are likely to need.

Depending on the size of your event and the people you have available, you may decide to choose an individual or a team to fill each role:

Committee Role	Primary Responsibilities
Chair	Responsible for overall leadership and direction, strategic planning, overseeing activities and public spokesperson for the event
Treasurer	Responsible for the financial management: developing the budget with input from committee members and managing all financial transactions
Sponsorship	Responsible for sponsorship: identifying potential sponsors, strategies for acquiring sponsors and delivering the promised benefits to sponsors. You'll need a person or team with excellent relationship skills to develop a rapport with sponsors and get them onboard
Marketing and media	Responsible for getting the word out about the lunch. They need to be creative, understand how the media works and even come up with a few novel ideas about how to spread the word and attract people to attend. It would also be useful to source a graphic designer to support this role.
Fundraising activities	Responsible for driving the fundraising activities – sourcing prizes for raffles, live and silent auctions, ensuring the MC is fully briefed on the prizes and managing the fundraising activities on the day. They need to be creative in coming up with ideas and persistent in pursuing them.
Logistics and event management	Responsible for managing the event itself: sourcing and coordinating the venue and liaising with the venue event team, confirming all suppliers and managing the run sheet on the day. This person needs to be very good at keeping several balls in the air and following up with people.
Volunteers	Responsible for recruiting and additional volunteers to make the event successful. You'll need someone (or a team) who is great at working with and motivating people, solving problems and generally helps people feel they are part of the team.



Committee Charter

- A “committee charter” is one way to clarify the objective of the committee and their roles and responsibilities.
- Below is a sample you might like to tailor:

Biggest Ever Blokes' Lunch Committee Charter

The objective of the Biggest Ever Blokes' Lunch committee is to raise funds for vital prostate cancer support services in our region and to help Prostate Cancer Foundation of Australia in their mission to reduce the impact of prostate cancer on Australian men, their partners and families, recognising the diversity of the Australian community.

Our objective is to raise \$XX for prostate cancer. Funds raised at our Biggest Ever Blokes' Lunch will go towards XX – e.g. community awareness, local Prostate Cancer Specialist Nurse etc.

The committee's primary duties and responsibilities are to:

- Provide creative insight and input throughout the planning of our Biggest Ever Blokes' Lunch
- Commit to bringing companies or individuals within your network to purchase tables for the lunch and who are likely to support prostate cancer on the day
- Help source prizes (goods, services or money can't buy items) for sale on the day for the live and silent auctions or raffles
- Meet regularly where possible (monthly/fortnightly)
- Biggest Ever Blokes' Lunch committee members will benefit by networking with other influential people united by a common aim, they will be recognised throughout the planning process, and will see first-hand the very real difference their support is making for men suffering from prostate cancer and their families.

We hope you will join us in this battle to reduce the impact of prostate cancer on men and their families in our region.




Fundraising Authority from PCFA

- In every State and Territory in Australia (except the Northern Territory) a fundraising license (sometimes referred to as a fundraising authority or letter of endorsement) is required before soliciting money from the public for charitable purposes. It is illegal to solicit money from the public for charity without the necessary license.
- Each Biggest Ever Blokes' Lunch event will be registered with the appropriate PCFA State Manager and an Authority to Fundraise Letter (letter of endorsement) will be issued to the Committee before any fundraising can commence.
- All fundraising activities must meet the requirements of relevant laws and regulations in your state/territory and you must obtain any necessary permits or licenses required.
- For more information on fundraising regulations and legislation specific to your state refer to the following State Authority:

ACT	Gambling and Racing Commission	https://www.gamblingandracing.act.gov.au/
NSW	Office of Liquor, Gaming and Racing	http://www.liquorandgaming.nsw.gov.au/
NT	Licensing and Regulation Division, NT Dept. of Justice	www.nt.gov.au/justice/licenreg/gaming/index.shtml
QLD	Qld Office of Gaming Regulation	www.olgr.qld.gov.au
SA	Consumer and Business Services	https://www.cbs.sa.gov.au/
TAS	Liquor and Gaming branch representing the Tasmanian Gaming Commission	www.gaming.tas.gov.au
VIC	Dept. of Justice (Consumer Affairs Vic. & Vic. Commission for Gambling Regulation)	www.consumer.vic.gov.au
WA	Racing, Gaming and Liquor	http://www.rgl.wa.gov.au/

- Refer PCFA Fundraising Guidelines

	<p>Existing Apex Clubs are incorporated entities, and depending on the state, you will have existing authorities to fundraise on behalf of Apex Australia.</p> <p>This can allow your Apex Club and its BEBL sub-committee to operate under the existing club structure.</p>
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Determine the Event Date

- Decide on a preferred timeframe for your event
- Check the availability of the committee members as their attendance will be critical
- Check what other major events are happening in your local area so that you are not competing to attract ticket sales at the same time
 - o Check on sporting activities, cultural activities, agricultural events
 - o Contact the local council or visit their website events section
- Check availability of the potential venues – this may also be a key determinant of the date



	<p>Numerous BEBL events are run to coincide with other male-oriented health campaigns such as during:</p> <ul style="list-style-type: none">o September to coincide with International Prostate Cancer Awareness Montho February for World Cancer Day (4Feb)o June for Men's Health Weeko November for International Men's Day (19Nov)
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Develop a Budget

Draft a budget based on the expected income and expenses - and your overall net target

- Make sure you have a budget for the event that accurately reflects how much people will need to pay to attend and how many people you will need attending to cover the expenses.
- The budget will require input from many of the committee members. It's best to start this early in the planning phase so you are confident of the financials
- Refer budget sample and template



	<p>We recommend being realistic when developing your budget – both income and expenses</p> <p>Set a realistic fundraising target for the whole team to get behind (within the fundraising guidelines of at least 60% of all income benefitting the charity)</p> <p>Don't be afraid to start smaller and grow the event over time. Whilst many of the existing BEBL events are achieving up to 700, generally they have started by targeting 200-250 people in Year 1 and grown the numbers and income over time.</p>
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Income

- Typically income as a proportion of total:

Ticket sales	40-45% of total income
Sponsorship	20-25%
Donations	up to 5%
Raffles and Auctions	30-40%

Ticket prices

- The price of tickets to your event is crucial to getting bums on seats. Do some research of how much tickets were priced at similar events. But don't just look at the cost, look at what was offered – meal, drinks, ticket in an auction – there are many ways to adjust the price to make people feel it's a good deal.
- Entry prices should cover the cost of running the event (food and beverage, entertainment and incidentals) as a minimum and ideally providing some profit to donate
- We suggest selling the majority of tickets by table 10 (depending on the venue table sizes) to sell the tickets more quickly
- It might be an idea to have a "captain's table" where people may be able to purchase individual seats.
- On average tickets for BEBL events are sold between \$100 - \$150 per person depending on the cost of the event
- Please note tickets are not tax deductible (as per the ATO ruling)

GST

- Organisations that are registered for GST (e.g. Apex Clubs who are incorporated entities) should include GST in the price of tickets, goods and services it sells in connection with the event. They will also be able to claim on the event costs (e.g. Venue Hire).
- If your organisation is not registered for GST then it does not need to charge GST on tickets but can't claim the GST paid on purchases.

Banking

- The committee (Treasurer) will need to arrange a bank account to deposit all event income.
- Please note that under the Charitable Fundraising Act 1991, money received from fundraising must be banked into a Bank, Building Society, or Credit Union account. The account should contain only money from the fundraising event.
- The PCFA State Manager will supply PCFA's banking details along with a personalised Banking Reference Number for the funds raised from the event

Expenses

- Expenses should be kept as minimal as possible and must follow legislation and charity best practice being no more than 40% of the total gross income received from the fundraising.
- For example, for every \$1 you raise, you should not exceed more than \$0.40 in expenses.
- Typically expenses as a proportion of the total
 - Food and beverages 40-45%
 - Design/Print 5-10%
 - Venue 5-10%
 - Production/Entertainment 20-25%
 - Miscellaneous 15-20%

In-kind donations and discounts for expenses

- Typically, the committee will approach local businesses to support the event through either paid sponsorship, donated goods or services, or table sales.
- **Hot tip:** when sourcing in-kind donations, always look for ways to reduce your expenditure on items that you would have otherwise paid. If the support provided requires additional costs it may not represent good value. For example, if someone is offering you free promotion but you have to pay for production costs.

Here are some typical examples of reductions to the budget

- Venue: the venue may waive any costs associated with hiring and cleaning the venue post event
- Marquee: the company providing the marquee may offer discounted rates as the event held was a fundraiser
- Beverages: local suppliers (hotels, wineries) could donate the beer and wine or offer at wholesale rate
- Food: local caterers may discount the cost per head, local supermarket/supplier/wholesaler could provide food to the caterer at a discounted price
- Wait staff: could be donated by the caterer
- AV: can be donated by the venue or a local business
- Music: discounted rate or free of charge may be provided by a local band
- Speakers/entertainment: discounted rate or free of charge may be provided by the comedian
- Table decoration: local business may discount centerpieces or other theming
- Crockery, glassware, cutlery, linen: could be discounted by local hire company
- Tables and chairs: could be discounted by local hire company
- Printing of menus and other materials: costs donated by local printer
- Auction, raffle and business card draw: approach local businesses to donate items for the auction, raffle or business card draw.

Refer sample budget



Book the Venue

- Review suitable venues with the following considerations
 - o Size – you will need to start with an idea of the number of attendees
 - o Location – well located and easily accessible
 - o Price – able to support your event with discounted fees or free of charge
 - o Food and beverages – good value and good quality
- Size limitations may be a limiting factor in some regions if only small venues are available.
- In regional areas RSL clubs or bowling clubs often offer large suitable venues.
- Alternate venues include large outdoor areas such as showgrounds or marquees
- Check any other events happening in your area – contact the local council, google events in your area for the month
- Review the payment schedule – does the venue require a deposit and when are final payments due to be paid? Check this against the projected cash flows from your ticket sales so that you have enough income to pay the venue
- Review when cancellation penalties would apply and schedule your ticket sales to coincide in case you had to cancel the event for some reason
- Ensure the venue you select has adequate parking, toilet facilities, catering facilities, power and easily accessible for set up.



Before you sign any venue contract or pay a deposit ensure you have created a budget and determined if the venue you have selected will deliver the revenue you are wishing to target. It's very easy to sign an agreement and then realise you have over-committed.

If you're able to "partner" with a venue operator (e.g. RSL board, Rules Club), you can also:

- Utilise their alcohol license and insurance arrangements
- Negotiate with breweries and suppliers through them (they'll tend to have stronger capacity to negotiate terms than a committee that operates only annually)

- Obtain any permits, insurance or pay deposits necessary to hold the event at the venue selected
- Confirm the date to all stakeholders including the PCFA State Manager

Insurance

- Check what public liability insurance is required by the venue – typically \$10M you should discuss this with the venue as circumstances can differ.
- Seek advice from your Apex Regional Coordinator on Apex Public Liability Insurance Provider
- PCFA does not provide insurance cover activities held by for 3rd party community fundraisers



Our understanding is the existing Apex Clubs are covered under its broadform insurance arrangements, which cover Apexians as well as volunteers at recognised Apex service schemes.

Additional insurance may not be required but we recommend you seek advice to ensure you have the correct coverage.

Ticketing

- For smaller events ticket sales could be recorded with an excel spreadsheet
- A number of options exist for medium to larger events where the budget allows such as online bookings systems such as TryBooking, EventBrite etc – these charge a transaction fee and a credit card fee



Ask the venue/club if they have the facility to manage the booking enquiries and ticket sales.

Eg Wagga use their local club who charge \$2 per ticket – the club manages all enquiries, provides booking statistics and manages the payment processing for this fee.

Program, Entertainment and Speakers

- The purpose of the program is to create an emotional journey for your attendees to understand the gravity of prostate cancer and how they can help contribute – to maximise the fundraising on the day.

Typical Timings

11 – 11.30am	Pre-lunch drinks and appetisers
12 – 12.15pm	Official welcome and PCFA introduction
	2 course meal served
	1 st round of entertainment
	live and silent auction items
	2 nd round of entertainment
	Raffle draws
4 – 4.30pm	Wrap-up, thank you's and fundraising tally

- Refer Run Sheet template

Speakers

- Discuss with your PCFA State Manager an appropriate speaker from PCFA to explain prostate cancer and how this event will contribute to reducing the impact of prostate cancer on men and their families in the region
- Invite a local (influential) resident to present on their story and how research, awareness or support has improved their journey – this could also be a urologist
- PCFA also have a number of videos you could show if suitable

Entertainers

- Entertainment is usually celebrities, sports people or comedians
- You can approach their management teams for pro-bono support or discounted rates

Below are the ratings from the 2016 BEBL entertainers (out of 10):

Rating out of 10 (10 being best)	2016 Biggest Ever Blokes' Lunch Entertainers
10	Kevin Bartlett (AFL), Des Dowling (comedian)
9.5	Ron Iddles (ex-detective)
9	Todd Russell (Beaconsfield miner), Cameron Mooney (AFL), Mick Neven (Comedian), Brent Harvey (AFL), Des Dowling (Comedian), Dave O'Neil, Brendan Fevola (AFL)
8.5	David Schwartz (AFL), Todd Russell, Kevin Sheedy (AFL)
8	Michael Tuck (AFL), Mark Donaldson (VC Aust Army), David Schwartz (AFL)
7	Big Brother / Little Brother, Dr David Marsh, Brendan Fevola
6	Dustin Fletcher (AFL)

Marketing

- Write to key people in your community; this could be business leaders, government representatives, philanthropists. Tell them about the event and ask them for support by way of cash donations, in-kind donations or booking a table at the event.
 - Don't wait for speakers for the event to be finalised before advertising. Start as soon as you can as you can always update the advertisement as details are confirmed.
 - Send a Save the date once you have the date confirmed.
 - Start running advertisements in the newspaper
 - Can you use your apex club, venue or your committee member's company databases to promote the event?
 - Contact the local newspaper and local council to include in any what's on event listings – CharityDos is one online event listing that specializes in promoting charity events <https://charitydos.com.au/>
 - Support the advertisements with an occasional editorial about the event
 - Produce posters and DL flyers and agree on a plan to distribute
 - Create a facebook event and use social media to support your promotion
 - Send all details to PCFA State Manager to include on the PCFA website events calendar, post via PCFA social media
- Refer marketing timeline template

Event Name

- Typically the event combines the location or region and Biggest Ever Blokes' Lunch
- For example "Melbourne Biggest Ever Blokes' Lunch" or "Wellington Biggest Ever Blokes' Lunch"

Branding

- Logos and brand guidelines for PCFA and Biggest Ever Blokes' Lunch logos will be supplied by your PCFA State Manager
- Biggest Ever Blokes' Lunch name and logo is trademarked by PCFA
- **Please note:** all promotional material using the logos must be approved by PCFA prior to use.

Proudly Supporting



**Prostate Cancer
Foundation of Australia**



Sponsorship

- Seeking sponsorship from local organisations is a critical way to boost your income through paid sponsorship, table sales and donating prizes, reducing your costs through in-kind support and helping to promote the event.
- Please note paid sponsorships are not tax deductible (as per the ATO ruling)

Potential sponsors

- Media partners – local newspapers, TV, radio to generate free advertorial or advisements
- Local Councils and government bodies
- Financial organisations especially groups such as Bendigo Bank
- Car dealerships
- Local suppliers



New businesses are often looking to promote their new brand in the local region so may make a good target for new income.

Acknowledgment of sponsors and donors

- Sponsors and donors are acknowledged in a variety of ways including
 - o logo appearing in advertising and flyers
 - o logo on raffle tickets, logo on program and auction item booklet
 - o logo displayed throughout the day on screens within the venue
 - o acknowledgement by MC throughout the day

Tables

- Each committee member makes a commitment to book a certain number of tables, they then approach their networks/contacts inviting them to host a table.



It is much easier to coordinate whole tables so only take whole table bookings and try to avoid individual or smaller table bookings.

This encourages the “blokes” to chase up their mates to fill a table before booking.

It's far easier to sell 30 tables of 10, than 300 individual seats.

- Each committee member becomes a table coordinator at the event with a number of tables allocated to them to oversee.
- As the table coordinator, the committee member is responsible for allocating a Table Captain on each table and collecting raffle money and tickets from the Table Captains allocated to them.

Fundraising on the day

- Create numerous ways to raise funds on the day as this provides different ways for attendees to support on the day

Raffles

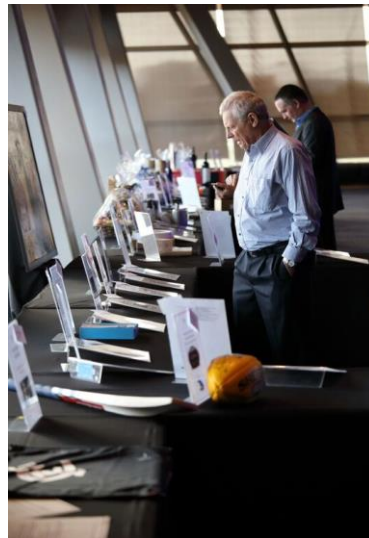
- For the raffle, local businesses should be approached and encouraged to come on board with a variety of donated items as raffle prizes e.g. LCD TV, Engel fridge, chainsaw or other tools. Raffle tickets were sold for \$20 each or 3 for \$50. Unsold tickets were packaged in bundles of ten and featured as the first items for sale in the Auction.

Auctions – live and silent

- For the auction, a wide range of items can be sourced by donation including holiday accommodation, hot laps, dinners, lunches, blokes day out, fishing trips etc.
- Patrons can enter a business card draw for \$20 for one card and \$50 for 3 cards. Bunnings Warehouse donated prizes to the first BEBL for this.

Other fundraising ideas:

- Table centre pieces – typically wine, champagne, ice buckets or beer buckets – especially good if you can source from sponsors
- Wine wall – tickets sell for \$10-\$20 and works well for beer or spirits
- Dessert dash, Heads or Tails game



Volunteers on the day

- Volunteers are critical to maximise the fundraising on the day
- Typically, committees source numerous volunteers:
 - o RSA (Responsible Serving of Alcohol) trained volunteers to support the bar and assist in set up and pack up
 - o Volunteers for security depending on size and number of venue entry points
 - o Committee members volunteer on the day as table hosts or other roles
 - o Local real estate agents can act as 'spotters' throughout the auction
 - o A local auctioneer to run the auction
 - o Winning bidders details recorded by committee members
 - o Committee members provided winning bidders with a letter about payment details and how to obtain their items.



Volunteers are typically sourced from:

- Apex Clubs
- Other service clubs such as Rotary, Lions etc
- PCFA Support Groups
- Committee Members, friends & family
- GoVolunteer can also be used but we suggest you vet the responders
<https://govolunteer.com.au/>

Post Event

- Thank your sponsors, attendees, speakers and suppliers
- Obtain payment for all outstanding auction items
- Finalise the overall budget
- Hold a debrief meeting with the committee to discuss what did or didn't work on the day so you can improve for the following year
- Book a venue for next year's function if applicable
- Provide Prostate Cancer Foundation of Australia with a cheque or deposit for funds raised from the event within 60 days of the event along with a detailed budget listing the income and expenditure
- Arrange a cheque presentation photo with a PCFA representative and share the photo and results with your supporters via social media, newspaper article, newsletter



Thanking sponsors, attendees, volunteers and suppliers is critical to the ongoing success of the event.

Typically this is by phone call, letter, email, social media or via a newspaper article.

Your PCFA State Manager can help with explaining how the funds will be used and any key messages on prostate cancer.



Samples and Templates

Budget – sample

	BEBL 1
	<i>310 tickets</i>
	<i>Ticket price \$110</i>
	<i>Food \$25pp</i>
Revenue	
Sponsorship	\$ 13,500
Auction	\$ 6,000
Countdown Raffle	\$ 6,000
Tickets (310)	\$ 27,000
Raffle	\$ 5,000
Donations	\$ 2,000
Bank interest	\$ 100
TOTAL	\$ 59,600
Expenses	
Advertising	\$ -
Bank Fees	\$ -
Catering (\$25/hd, \$30/hd)	\$ 7,200
Countdown Raffle	\$ 3,000
Entertainment	\$ 500
Guest Speakers	\$ 8,000
Printing	\$ 2,000
Raffle prizes	\$ -
Screen & Audio	\$ 1,000
Ticketing	\$ 300
Miscellaneous	\$ 1,000
TOTAL	\$ 23,000
Net Profit	\$ 36,600
Donations	\$ 32,000

Budget spreadsheet – refer template

Marketing

Key messages on prostate cancer

A prostate cancer diagnosis is a cause of shock to 54 Australian men each day and the many people who love them.

No other cancer affects more Australian men and yet in far too many cases, men live with long-lasting impacts on physical and mental well-being and often fail to seek or find help or support. And very sadly, every day a permanent hole is left in nine Australian families when they lose a man they love to this insidious disease.

Prostate cancer is a particularly important issue for regional communities as men in regional and rural areas are 21% more likely to die from prostate cancer than their major city counterparts.

Prostate Cancer in Australia

- Most commonly diagnosed cancer in men
- 20,000 Australian men are diagnosed each year
- 3,300 will die because of it
- More men die of prostate cancer than women die of breast cancer
- Men over 50 years of age, or 40 years if they have a family history of prostate cancer, should talk to their doctor about being tested at their next health check-up

Marketing timeline

Biggest Ever Blokes' Lunch Marketing Timeline template

	Activity	Type	Audience	Date	Duration
Online	PCFA.org.au website - events calendar	Online	General	Send to PCFA as soon as possible - 4 to 6 months prior to event	Duration of campaign
	Other websites	Online	Directed from other activities/material		Duration of campaign
	Email link in signature	Online	Business contacts	4 to 6 months prior - all committee members	Duration of campaign
Social Media	Paid Facebook ads	Online	General	4 - 6 months prior	Duration of campaign
	Facebook/Twitter/Instagram/LinkedIn posts	Online	General	Commence 4 months prior, during event and post event thank yous	Weekly or fortnightly
Internal Comms - Committee	Email to all contacts	Email	Staff	4 - 6 months prior to event eg "Save the date" once date/venue confirmed	2-3 times
External	Volunteers	Poster and flyer	Volunteers/Interns	4 to 6 months prior	Duration of campaign
	Local noticeboards	Poster	General	4 to 6 months prior	Duration of campaign
	DL flyer drops	Flyer	General	4 to 6 months prior	Duration of campaign
Publications	Local newspapers	Advert and editorial		4 to 6 months prior	Duration of campaign
	APEXian Newsletter	editorial	Apex members	4 to 6 months prior	Once
Media	Radio	Radio	General	4 to 6 months prior	Duration of campaign
	TV	TV	General	4 to 6 months prior	Duration of campaign

Refer template



EDM sample

**WAGGA WAGGA'S
BIGGEST
EVER
BLOKES'
LUNCH**

Friday, 1 September

PLATINUM SPONSORS

Apex AUSTRALIA **Wagga Wagga Prostate Cancer Support Group**

RIVERINA UROLOGY

**Tickets on Sale
(02) 6921 3012**

Get your table together again for the best blokes day out on the Wagga social calendar. At the same time, help raise money to further research into Prostate Cancer.

This will be a great afternoon of networking, fun and comedy with brand new three course meal including entree of party pies, mini hot dogs and buffalo wings, followed by a full carvery including fresh prawns, roast beef, pork and lamb. Cheese and fruit platters to follow.

One of Australia's top comedians, Mick Cellis, along with compere Lex Marinov, will be providing the entertainment.

Ticket includes all drinks (beer, wine and soft), plus two tickets in the super raffle. Get your tables of 10 or 12 booked immediately at the Commercial Club booking office phone (02) 6921 3012. ALL FOR JUST \$130 per person.

You may also decide whether or not to participate in the countdown table raffle for a chance to win \$3000.

**Tickets on Sale Now for
Wagga's Biggest Ever Blokes' Lunch
Friday, 1 September, 2017**

For table bookings, contact the Wagga Commercial Club Booking Office on (02) 6921 3612. Tables will sell very quickly, so book yours now.

**Tables of 10 and 12 available
Tickets are \$130 per head
and are inclusive of raffle tickets.**



Media release sample



Shepparton's Biggest Barbecue Lunch Friday September 11 at the McIntosh Centre

As part of the Prostate Cancer Foundation of Australia's new Community Service campaign, themed "The Difference is You!" Australians are being encouraged to host a barbecue for prostate cancer during September.

Far too many Australians are, or will feel the impact of prostate cancer. According to the Australian Institute of Health and Welfare, it is estimated in 2010 alone:

- almost 20,000 Australian men will be diagnosed with prostate cancer; and
- more than 3,300 Australian men will lose their life to this disease.

A group of Shepparton men have got together to make a difference by hosting Shepparton's biggest ever barbecue at Shepparton Showgrounds on Friday September 11.

400 men are expected to attend this football themed event. Tables of ten are available at \$1,000 each and all food and some beer and wine is included.

Entertainment will include a football panel, auction items, raffles and live jazz.

The organizing committee is seeking sponsors for the football panel, auction items and raffle prizes, along with companies prepared to buy tables or individuals prepared to organize a table of 10.

We are looking for your support to help make a difference in the fight against prostate cancer.

If you would like to help, you can contact:

- Chris McPherson 58 203 201
- Jeff Tracy 58 232 940
- Robert Bell 58 334 330
- David Hayes 0427 219 532
- Damian Trezise 58 203 151
- Don McCaffery 58215782
- Rob Crow 58 237 600

Program

Event Run sheet – refer template

MC Script – refer template

Post event report – refer template

Fundraising

Prize listing – refer template

