



‘HOW-TO’ GUIDE

Organising an event near you

RECIPE FOR SUCCESS

HINTS, TIPS & IDEAS

POLICIES & PROCEDURES



Thank you

Thanks for helping us to Light the Night across Australia to raise awareness and funds for the Leukaemia Foundation.

It is a beautiful, inspiring night and we plan to extend Light the Night to every town in Australia to raise \$10 million for the Leukaemia Foundation in the next five years.

That's where you come in by organising a local event for us.

Our experienced team at the Leukaemia Foundation can offer advice, provide you with some promotional materials and give you the lanterns - the rest is up to you!

As a Light the Night Host you are vital to the success of the campaign. Thank you for taking on this exciting challenge.

We want you to feel that it's your event

Recipe for success

- 1.** Find a venue that's available on the 21 September.
- 2.** Get a team of people to help you – and give everyone a job that suits them.
- 3.** Make a plan for staging the event – so it all works well.
- 4.** Make a plan for advertising and promoting your event – so that people turn up!
- 5.** Call us on 1800 500 088 – we'll send supporting materials and promote your event on the website.



Find a venue that's available on 21 September

It's YOUR event – you have full control over how it looks and what structure it takes.

You could have entertainment and a walk, or just have a gathering with some local entertainment.

The only thing we ask is that you sell lanterns, and have a short speech where the meaning of the lanterns is explained. We'll send you wording for this when you sign up as an Event Host.

However you decide to do your event, you will need to find a park, beach, oval or hall and invite people to come and Light the Night. Our capital city events are big—yours doesn't have to be.

Some ideas:

- A lantern lighting ceremony with a short speech to explain the significance of each lantern
- Entertainment (local band, choir, dancers, children's entertainers)
- Food stalls or a service club sausage sizzle
- Market stalls, craft stalls and more
- A short walk suitable for a night-time stroll.

Tips:

- Sell lanterns and hand out lanterns to people who've signed up online
- Use what's already there like a rotunda or stage
- Get locally donated marquees/use a truck as a stage
- Ask the local radio to provide an MC.
- Contact us if you need any 'official' letters to support your event.

Please make sure you get permission from the owners before starting to organise anything else. If it is on council land, you will need a permit to do the event.

In your correspondence and promotion of the event, please make clear that it's being run by you and not Leukaemia Foundation. It's an event to raise funds for donation to the Foundation.

The Leukaemia Foundation staff will offer advice where you need it; otherwise it's over to you!



Get a team of people to help you

Don't do this alone! It's important to get people who are comfortable with each job.

1. Find people who'll be good at each job – and passionate about the Leukaemia Foundation
2. Arrange regular meetings – every fortnight is a good idea
3. How much time you donate is up to you – and depends on how easy your event is to organise
4. Whatever you plan, allow plenty of time to spread the word around town – getting people to take part is the most important thing!

Tips:

- Agree on who's in charge – that person can act as a go-between with the Leukaemia Foundation
- Admin person – someone to send round the task list regularly and keep track of invoices and costs
- Promoting – someone to look at ways to advertise the event, invite people, and spread the word.
- Dealing with businesses - contacting local companies for financial support, getting equipment donated and the like
- Logistics – someone to find marquees, stage, toilets, audio visual equipment, and power
- Catering – coordinate food options like a sausage sizzle and drinks
- Volunteers – someone to find more people to help on the night.
- Entertainment – find suitable entertainment for the event
- Deliveries and storage – you may need someone to help hand out lanterns and store things for a day or two

Make a plan for staging the event

The list below is just to give you some ideas. What needs to be done will depend on the scale of your event.

Equipment	
Try and source these items for free from your local school, rotary club, scouts group, other contacts etc	
Marquees	<input type="checkbox"/>
Trestle tables & chairs	<input type="checkbox"/>
Power supply	<input type="checkbox"/>
Stage – could be a local truck with the sides rolled down	<input type="checkbox"/>
PA system	<input type="checkbox"/>
Lighting	<input type="checkbox"/>
Rubbish bins	<input type="checkbox"/>
Toilets (hopefully there will be some there)	<input type="checkbox"/>
Pens, sticky tape, blue tac, string	<input type="checkbox"/>

People	
Camera/photographer!	<input type="checkbox"/>
Food/caterers	<input type="checkbox"/>
Entertainment & MC	<input type="checkbox"/>

Administration	
Write a run sheet so everyone knows what's happening and when	<input type="checkbox"/>
Make a list of the important contacts for the event and distribute to anyone helping to organise	<input type="checkbox"/>
Keep track of your expenses and any income or sponsorship. There is a simple budget sheet at the back of this pack.	<input type="checkbox"/>



Tips and ideas:

- Have a local celebrity walker
- Get local business sponsorship (cash sponsorship for branding/exposure)
- Seek donations of goods and services
- How can your local service clubs help? (Rotary, Lions, Apex etc)
- Involve youth groups in your towns
- Get a Mayor or person of interest to be walk ambassador/help with promotion
- Have an MC belting out fast facts
- Get a DJ to fill the gaps between entertainment with music
- Find someone who can face paint to entertain the kids
- See if anyone you know has circus skills!
- Consider informing the Police, Red Cross or St John's Ambulance if it is a large event
- Light The Night is a fundraising event. One of the ways we can raise money is by selling the lanterns for \$20 each.
- If people just turn up on the night, please have a way of selling the lanterns for \$20 each.

Licences and insurance

The Leukaemia Foundation has public liability insurance to cover your event. You will be covered once you have received a letter from the Foundation confirming your authority to fundraise as well as a copy of the public liability certificate.

Other regulations you should be aware of relate to gaming, liquor licensing and preparation of food.



Talking to sponsors

If you want to ask local businesses to support your event, that's great! You can offer to put up banners to recognise their support, and thank them on the microphone during the event.

The Leukaemia Foundation is regularly speaking to companies regarding their support. As such, please do not approach the national or state office of a company for prizes or sponsorship without prior consultation with the Foundation.

That's because the company or group may already support us, it looks unprofessional if a company is approached more than once and approaching a national or state office could potentially destroy negotiations for a major sponsorship.

Money matters

You are responsible for all financial aspects of your event including record keeping, management of funds, issuing receipts and depositing funds into the Leukaemia Foundation's bank account.

The basic obligations are:

- All funds raised must be deposited into the Leukaemia Foundation account within three weeks of the fundraising activity using the deposit slip provided (in your receipt books)
- All receipt books must be returned to the Leukaemia Foundation in your capital city

Please do not use sponsorship money you have raised for Light the Night to purchase materials. You have an authorisation limit of \$200. If you are unable to source something for free and need to buy or order something which is over \$200, send the quote to the Leukaemia Foundation to authorise first. Send the Leukaemia Foundation your invoice and we will pay it for you. Keep all your receipts and we will reimburse you any other expenses you incur.

A simple way to keep track of the financial details of your event is to keep a folder with a number of plastic sleeves. Use individual sleeves to keep receipts, bank deposit stubs, cheques donated, donor sponsorship/tally sheets.



Make a plan for advertising and promoting

This is important.

Make sure you allow enough time and have several people working on this. You don't want to do all this work and have no-one turn up!

Marketing/Promotions	
Approach your local newspapers, radio stations, community newsletters to promote the event	<input type="checkbox"/>
List the event anywhere there are community events calendars	<input type="checkbox"/>
Put up posters	<input type="checkbox"/>
Send letters to local service clubs, schools, associations, hospitals, doctor surgeries, medical centres and everyone else you can think of.	<input type="checkbox"/>
Promote the event on facebook	<input type="checkbox"/>
Get on the phone to local businesses	<input type="checkbox"/>
Visit local shops and businesses and ask them to take part and put up posters and lanterns in the window	<input type="checkbox"/>

Publicity and talking to the media

You are responsible for generating your publicity however the Foundation is able to provide media fact sheets about the Leukaemia Foundation in your regional area.

If the media require information about the Leukaemia Foundation, leukaemias, lymphomas, myeloma and related blood disorders they must contact our media team on 1800 620 420.

You can talk about Light the Night but we ask you not to speak on behalf of the Foundation.

Please also remember to make clear you are raising money in aid of the Leukaemia Foundation but that you do not represent the Leukaemia Foundation.

Logos

We will send you logos and useful information for creating your own publicity materials. Please follow the guidelines on how they should look.



Sign up as an Event Host

Call us on 1800 500 088.

We'll ask you to tell us as much as possible about where your event is, what will be happening on the night, what time it starts and the name of the person people should contact if they want to know more about your event.

- We'll promote your event on the Light the Night website
- We'll send you a 'host kit' - including tips, posters, 100 lanterns, brochures, artwork, and ways to bank the money you raise.
- We'll send you a letter of authority to fundraise on behalf of the Leukaemia Foundation – this is useful when asking people for help or when you're fundraising.
- We'll offer advice and help if we can – so don't be afraid to call us for tips and ideas.

The Website

The Light the Night website will feature your event and people can sign up to pay for their lantern and do additional fundraising for the Leukaemia Foundation if they wish.

Encourage people to sign up on-line. When they do this they will get a receipt. They will bring that receipt with them to collect their lantern on the night.	<input type="checkbox"/>
Anyone who doesn't sign up will need to pay \$20 on the night to receive their lantern	<input type="checkbox"/>
If people want to fundraise in addition to buying their lantern – we'll send them a kit in the post.	<input type="checkbox"/>

Need more help?

Call us on 1800 500 088

Good Luck!