



# 'HOW-TO' GUIDE

Organising an event near you

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RECIPE FOR SUCCESS

HINTS, TIPS & IDEAS

POLICIES & PROCEDURES



## Thank you

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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 really want to you feel it's your event**

## Recipe for success

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- 1.** Find a venue that's available on the 21 September – if this date does not suit talk to the Fundraising and Events team in your state to discuss another date within 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.** Sign up as an Event Host at [www.lightthenight.org.au](http://www.lightthenight.org.au) – we'll send supporting materials and promote your event on the website. You will receive a basic kit to get you started which includes 100 lanterns, supporting information such as media templates and speech notes.



## Find a venue that's available on 21 September

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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 your 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

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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 the size and complexity of your event
- 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.

<b>Equipment</b>	
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"/>

<b>People</b>	
Camera/photographer!	<input type="checkbox"/>
Food/caterers	<input type="checkbox"/>
Entertainment & MC	<input type="checkbox"/>
Volunteers including track marshals/money handlers etc – over 18 pref.	<input type="checkbox"/>

<b>Administration</b>	
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 – sports captains/radio or TV personality
- Get local business sponsorship (cash sponsorship for branding/exposure)
- Seek donations of goods and services like marquees and sound system for example
- How can your local service clubs help? (Rotary, Lions, Apex etc – to cook the bbq etc)
- Involve youth groups in your towns – school choir to perform etc
- Get a Mayor or person of interest to be walk ambassador/help with promotion
- Have an MC belting out fast facts – The Leukaemia Foundation can help with the facts
- Get a DJ to fill the gaps between entertainment with music – upbeat and fun!
- 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. Speak to your local council about these.



## 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 remember that any donations you collect for Light the Night must be donated to the Leukaemia Foundation.

Please ask your community to support you in staging your local Light the Night. If suppliers can donate goods, equipment, food and services, then all the money you raise will go towards our vital cause.

If you are concerned that you might incur any costs – please call us on 1800 500 088



# 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 all over your town and community – even surrounding towns if you can!	<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 a generic media kit that talks about the Leukaemia Foundation in your 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

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Go to [www.lightthenight.org.au](http://www.lightthenight.org.au) and sign up as an Event Host.

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?

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Call us on 1800 500 088

**Good Luck and thank you so much!**