

# How to wear it pink at work

If you're a first-time fundraiser or simply in need of some fresh inspiration, here's our step-by-step guide to organising your very own wear it pink event at work.

## Step 1: Register

First things first, you need to register for wear it pink. It doesn't take long, and once it's done, you'll get one of our fabulous fundraising packs in the post. It's full of great fundraising ideas, games and decorations to get you started. Registering also means we'll be able to give you tailored help and advice whenever you want it.

## Step 2: Set the date

Most people will be hosting their event on 19 October, but if you want to pick a different day, then that's totally okay! Choose a day that works for you, preferably one where all your colleagues will be in the office – you'll raise more money and have more fun.

## Step 3: Let people know what you're doing

The first person to tell is your boss or manager to make sure they're happy for the office to join in. Having their support will make the whole process much smoother!

Send out an email, put it in everyone's diary, add it to your company intranet, and stick posters up in your office. Try putting posters on the back of toilet doors, above the hand dryer and in the lunchroom – people are most likely to read them there!

Make sure you tell everyone WHY you'll be wearing pink; this way people can support you and help you make it an incredible day.

[Download posters](#)

## Step 4: Choose your games and activities

Decide what exciting fundraising activities you want to do on the day. There are so many things to do: bake sales (big money makers!); cake awards; sweepstakes; bingo; raffles; tombola; best outfit competition and anything else you can think of. Consider what you'll need for your activities and start planning to save you any last-minute stress. We're just at the end of the phone if you need any advice.

## Step 5: Enlist some helpers

A bake sale can be a hugely successful way to raise money. Ask everyone who's happy to help to bake something for the event.

Do you know a great quizmaster or bingo caller? Does anyone fancy picking the best outfit? Assign these fun jobs to people in advance.

## Step 6: Order extra materials

Do you have enough of everything? If you need extra decorations you can download and print more, or you can order them online to be delivered. You can get more of anything that was in your pack, plus lots more exciting new items.

If you're planning a bigger event where you need more support, just get in touch and we'll make sure you have everything you need.

Check you have a paying in slip. After your event, it's best to pay in the money straight away to avoid it sitting around the office. If you've misplaced the slip from your fundraising pack – make sure you order another one.

[Download resources](#)

wear it  
pink

breast cancer  
now

## Step 7: What will you wear?

Plan ahead. Does your office have a dress code to adhere to? That's no problem, just get everyone to wear pink socks or order some Breast Cancer Now pin badges instead. If you're a bigger organization, each team can choose a theme a different theme. The best-dressed team wins the best-dressed prize.

## Step 8: Send reminders

Send an email around a week before your event, and another the day before to remind your colleagues to wear something pink and bring lots of coins and cash to work. This won't just remind people about your wear it pink day, but it will also get everyone in the office excited for a day of wearing pink, eating cakes, playing games and raising money.

## Step 9: Print Gift Aid forms

The last thing you need to do in the lead up to your wear it pink event is make sure you've organised enough gift aid forms. Gift Aid allows us to claim back an extra 25% of each donation given to Breast Cancer Now by a UK taxpayer. This is an easy and free way to increase your donation!

A few days before your event, print out as many gift aid forms as you think you'll need. On the day, you can put these forms next to the collection box so people know to fill them out whenever they give. Remember to read the form carefully and fill out all areas.

[Download extra forms](#)

## Step 10: Social media

So, you've organised and planned, and the day is finally here! The last thing you need to do is to take pictures and share them with us. You can tweet us @breastcancernow, tag Breast Cancer Now on facebook or use the hashtag #wearitpink on instagram. You can also send us any photos at wearitpink@breastcancernow.org - we absolutely love seeing what you got up to on the day, and are sure your friends and family will want to see what you've been doing too.

## Step 11: Pay in your fundraising

Once you've collected all your fundraising from the day, simply pay in using one of three simple methods:

- ♥ Pay in at the bank: take your fundraising and paying in slip to any high-street bank. Please don't post any cash as this can get lost.
- ♥ Pay in online with a credit card: Use our simple and secure online form to pay in your fundraising. You can also call us on 0333 20 70 300 to pay over the phone.
- ♥ Send us a cheque: Write your cheque payable to Breast Cancer Now and send it to 'freepost, wear it pink', along with your paying in slip or a note with your details.

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**We hope this 11-step guide is useful in helping you put together an incredibly successful wear it pink day. Throw in as much creativity as you like, and remember that you are doing something absolutely amazing – wearing pink, raising money and making life-saving breast cancer research happen.**