

# Checklist.

## Planning your wear it pink day

Order your fabulous fundraising pack	
Recruit some help and plan your day	
Organise your venue or space (book a meeting room, the school hall, or a local community space?)	
Start putting up your posters (lifts, photocopiers, bathrooms, kitchens are all great places!) Photocopy more if you need them	
Let everyone know when, where and why you'll be wearing it pink. Send an email around, put it in the newsletter or make a Facebook event	
Create your own personalised fundraising page at <a href="http://justgiving.com/breastcancernow">justgiving.com/breastcancernow</a>	
Does your workplace offer matched giving? Ask your employer in advance – you could double your donation!	
Could you leave out your collection box for the whole of October? It's Breast Cancer Awareness Month!	
Consider sharing your story and event info with your local media. Drop us an email to get hold of a set of template press releases you can use!	
Download extra materials at <a href="http://wearitpink.org/downloadmore">wearitpink.org/downloadmore</a>	
Plan your pink outfit	
Photocopy extra Gift Aid forms if you need them	
Send a final reminder the day before, for everyone to wear it pink and bring their cash	
Be sure to think about any insurance or licences you may need – get in touch if you have any questions	

## On the day

Wear it pink!

Use the pink materials in your pack to decorate your venue

Lay out your pink treats

Put up your sweepstakes and games

Place your collection box and Gift Aid form in a prime position

Send around a reminder of how to donate (in cash, on your fundraising page, or text to donate)

Take loads of photos

Tweet us **@breastcancer**now **#WearItPink**

Do a whip-around for cash donations

Share the link to your fundraising page for those who can't attend on the day

Reveal the sweepstake winner

Enjoy yourself!

## After your event

Remember to collect in any last-minute donations

Pay in your fundraising at **wearitpink.org/payingin**

Post your Gift Aid form to us, using your freepost envelope

Send your photos to **wearitpink@breastcancer**now.org

Let everyone know how much you've raised and thank them for their support!  
We'll be sending you a certificate shortly