

PULL ON YOUR SOCKS

FAQs

ABOUT PULL ON YOUR SOCKS

What is Pull On Your Socks?

Pull On Your Socks is the McGrath Foundation's grassroots rugby league fundraising initiative, which allows footy clubs across the country to share in the excitement of the 2012 Harvey Norman Women In League Round (22 – 25 June) by purchasing McGrath Foundation Pink Footy Socks and fundraising for the McGrath Foundation.

As the official charity partner of the Harvey Norman Women In League Round, which honours the women involved in all levels of the game, we've been blown away by the support from NRL clubs and their fans over the past two years, and in 2012 we want to encourage more community rugby league clubs to get involved.

How can my footy club or team get involved?

It's easy to add a touch of pink to your footy game and support the McGrath Foundation with our exclusive McGrath Foundation Pink Footy Socks! Simply visit www.mcgrathfoundation.com.au and click on the banner to register your footy team or club for Pull On Your Socks and order your McGrath Foundation Pink Footy Socks.

Available in both youth and adult sizes for just \$12 a pair (or \$10 a pair for orders of 20 pairs or more), every pair sold will help the McGrath Foundation support Australian families experiencing breast cancer.

To go that extra mile to help make a difference, set up an online fundraising page for your team and you'll have the chance to win some fantastic prizes for your footy club:

- Raise up to \$500 for the chance to win one of 10 Steeden pink replica footballs, 9 pink NRL jerseys from the 2012 Women in League Round, or 10 Madura tea packs.
- Raise \$500 - \$1,000 for the chance to win one of 10 Mount Franklin marquee and water packs or a signed jersey from the NSW State of Origin, Kangaroos or All Stars teams.
- Raise over \$1,000 for the chance to win an appearance from an NRL One Community Ambassador!

Allocation of prizes will be at the discretion of the McGrath Foundation.

In order to have the chance to win a prize, you must tell us why the Harvey Norman Women In League Round is important to your team or club (this question is part of the registration process) and remit your funds by Friday 27 July. Please see our Terms and Conditions at www.mcgrathfoundation.com.au for more information.



ABOUT PULL ON YOUR SOCKS (CONT.)

I bought McGrath Foundation Pink Footy Socks last year. Can my footy team still get involved in Pull On Your Socks?

Of course! This year's socks are a brand new pink and white design, but if you don't want to purchase any 2012 McGrath Foundation Pink Footy Socks, you can still register for Pull On Your Socks and set up an online fundraising page for your team for the chance to win some great prizes.

Is there an obligation for my team to fundraise on top of purchasing socks?

If your team is purchasing McGrath Foundation Pink Footy Socks, there is no obligation to take part in additional fundraising. However, teams who do fundraise will have the chance to win some fantastic prizes for their footy club, so we would encourage you to collect donations through your online fundraising page or at your games.

What support will I receive from the McGrath Foundation?

The team at the McGrath Foundation is here to support your Pull On Your Socks fundraising, and no question is too big or too small, so please don't hesitate to ask.

We will happily provide you with all the information along the way to assist you with your fundraising. We're a small but dedicated team, so we'll do our best to get a response to you as quickly as we can. If you have a question that isn't covered in these FAQs, please contact Alexandra Finlay at alexandra@mcgrathfoundation.com.au or call (02) 8962 6100.

Our friends at GoFundraise are here to help you with your online fundraising page, so please don't hesitate to contact them if you need any technical assistance. They can be contacted on 1300 889 272 during normal business hours or at support@gofundraise.com.au.

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Where does the money go?

All funds raised through Pull On Your Socks will go back to the McGrath Foundation to help place McGrath Breast Care Nurses in communities right across Australia and increase breast awareness in young women. To date, we have 72 McGrath Breast Care Nurses working around Australia who have helped support more than 12,000 Australian families experiencing breast cancer. It costs approximately \$350,000 to fund a single McGrath Breast Care Nurse for a three year period.



ABOUT REGISTRATION

I don't hold a position with a rugby league club. Can I still register?

We encourage one representative from each participating footy team or club to register for Pull On Your Socks, order Pink Footy Socks on behalf of all team members, and set up one central online fundraising page so that all funds raised by your team can be tallied together. If you are registering on behalf of your club, please make sure you have asked the appropriate person in the club (be it the President, Treasurer, Secretary, Team Captain, etc.) for permission to do so and that your whole team is on board to participate in Pull On Your Socks.

What happens after I register?

After you complete the registration form, you will receive an automated response at the email address you provided to confirm your registration and the login details for your online fundraising page. Soon after, we will provide you with your unique Pull On Your Socks remittance number (which you'll need to use if and when you bank money raised outside of your online fundraising page), a Letter of Authority for you to fundraise on our behalf, and further remittance information.

We'll do our best to send you all the information you need as soon as we can, but please let us know if you have any questions in the meantime.

What do I do if I lose my confirmation email?

If you can't find your confirmation email, please contact Alexandra Finlay at alexandra@mcgrathfoundation.com.au or (02) 8962 6100 and we will resend it to you.

I've registered and placed an order for McGrath Foundation Pink Footy Socks. When can I expect to receive them?

McGrath Foundation Pink Footy Sock orders will be despatched from our warehouse from early May, so if you placed your order in April you should expect to receive your socks in mid May. If you place your order from May onwards, you should receive your Pink Footy Socks within two weeks of ordering.

Exact timing of delivery will vary according to your location. We also realise that there may be circumstances outside of our control (such as weather events or postal

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problems) that cause delivery delays. We will do everything within our power to ensure your socks arrive within the recommended timeframe, and we will do our best to keep you updated about any delays.

Can I order more socks later down the track?

If your team would like to purchase some extra socks after you've registered, please email Alexandra Finlay at alexandra@mcgrathfoundation.com.au or call us on (02) 8962 6100.

What do I do if I need to cancel my Pull On Your Socks registration?

We understand that sometimes things happen that are out of our control. In the unfortunate event that your club needs to cancel your Pull On Your Socks registration, please notify Alexandra Finlay at alexandra@mcgrathfoundation.com.au or (02) 8962 6100 so that we can update our records. Please note that any socks already purchased cannot be returned, and any funds already raised must be remitted to the McGrath Foundation.

Can I purchase just a few pairs of socks for myself or my family members?

Yes you can! There is no minimum quantity of socks that must be ordered. Even if you just want to order a few pairs, please register for Pull On Your Socks and order your socks through the GoFundraise page. You never know – your family and friends might even get inspired and want to donate to your fundraising page!



ABOUT FUNDRAISING

How do I use my online fundraising page?

Thanks to our friends at GoFundraise, you can set up an online fundraising page for your team when you register for Pull On Your Socks. This page will help you drive online donations from your friends, family, teammates and colleagues, and allow you to spread the message about your fundraising through social media platforms such as Facebook and Twitter.

Your online fundraising page is a really easy way to share information with your friends and family and build excitement about your participation in Pull On Your Socks. It is not compulsory for your team to utilise your fundraising page, but we would definitely recommend using it because it will automate receipts for your supporters and is an easy way to reach out to your online networks – just one click and you can let all of your Facebook friends know how much your team has raised so far!

How does the online fundraising page work?

Your club's online fundraising page has automatically been created to support any fundraising activity that your team takes part in at a game. It is an easy-to-use, personalised webpage that provides information about your Pull On Your Socks fundraising and allows people to make online donations and automatically receive a tax-deductible receipt.

The money raised via your online fundraising page will automatically be donated to the McGrath Foundation and will be added to any money your team raises from a pink footy game or other events you have planned for Pull On Your Socks. When it comes time to reward clubs who have fundraised and allocate the prizes, we will add together the money remitted from events you've held and money donated online to come up with your team's overall fundraising total.

Remember, to be in the draw, you need to have remitted all money raised by Friday 27 July.

If you have any questions about your fundraising page or need technical assistance, please contact our friends at GoFundraise on support@gofundraise.com.au or 1300 889 272.

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What should I do if I lose my login details for my online fundraising page?

We understand there is a lot of information to take in, but if you lose your login details for your online fundraising page or need any technical assistance, please contact GoFundraise on support@gofundraise.com.au or 1300 889 272 and they will be more than happy to help.

Do I have to use the online fundraising page?

There is no obligation to use your online fundraising page, but experience has taught us that it can be a really beneficial tool that can significantly boost your fundraising. It's easy to use, so we would definitely encourage you to take advantage of it.



ABOUT FUNDRAISING (CONT.)

My team would like to hold a Women In League or Pull On Your Socks fundraising event. How do we go about this?

While we encourage you to drive donations through your online fundraising page, we also understand that your team might wish to hold a fundraising event to further engage the local community, such as a special pink game day to show off the McGrath Foundation Pink Footy Socks and collect donations. Depending on your draw, you may wish to schedule in a pink game to coincide with the Harvey Norman Women In League Round (22 - 25 June) and see if your opposing side would like to pink up for the day too.

Alternatively, you may wish to hold a fundraising event off the footy field, such as a trivia night or high tea. Whatever your team decides, please contact us if you plan to collect donations and require a McGrath Foundation collection tin. We can also provide you with a Letter of Authority to fundraise on our behalf. Please don't hesitate to get in touch with us to ensure that your event follows all charitable licensing regulations. For more information about holding a fundraising event, please see our Fundraising Tips & Tricks document, which is available from the main Pull On Your Socks website.



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Can we sell McGrath Foundation merchandise at our game or fundraising event?

Unfortunately, due to the number of teams wishing to participate, we are unable to provide you with consignment merchandise, but you are more than welcome to buy merchandise outright from Shop Pink (www.mcgrathfoundation.com.au/catalog) and sell it at your game or fundraising event. Please allow around one week for delivery.

Can a McGrath Foundation representative attend our fundraiser?

While we would love to be able to send a McGrath Foundation representative to every fundraising event around the country, we are a small team and simply don't have enough people to make this possible. Having said that, we would love to see photos of your team in their McGrath Foundation Pink Footy Socks, so please take as many as you can and send them through to alexandra@mcgrathfoundation.com.au or post them directly to our Facebook page at www.facebook.com/mcgrathfoundation.



ABOUT PROMOTION

How can we promote our team's participation in Pull On Your Socks?

To promote your team's Pull On Your Socks fundraising, we recommend you download and print the Pull On Your Socks 2012 poster from the Pull On Your Socks website. You can then fill in your team's details and let people know how to donate (either include your online fundraising page link or details of your fundraising event) and display the poster around your local area. You can also utilise your social media networks and use your online fundraising page to generate interest.

How can we promote our fundraising through local media?

To help you spread the word about your team's participation in Pull On Your Socks, we've drafted a template media release that will provide journalists with all of the relevant information and will allow you to tailor information to your club's specific fundraising activity.

Once you've filled out the template release, you can contact your local media outlet and send it to them. It's always a good idea to follow up with a phone call and offer up a photo opportunity (to show off those McGrath Foundation Pink Footy Socks!) If you're holding a pink game or other fundraising event, you may also want to call the local newspaper and invite them along so they can document the day.

For any questions about promotion or working with media, please contact Colin at colin@mcgrathfoundation.com.au or (02) 8962 6110.

Can a McGrath Breast Care Nurse attend my club's Pull On Your Socks fundraiser or participate in promotional activity such as media opportunities?

The McGrath Foundation will alert local McGrath Breast Care Nurses that there may be Pull On Your Socks events happening in their community, but we cannot guarantee their involvement or attendance at fundraising events. However, if you know there is a McGrath Breast Care Nurse in your community who you would like to invite to a game or other fundraising event, please contact us so that we can get in touch with her.

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ABOUT REMITTANCE

How does remittance work?

All funds raised through your online fundraising page will automatically come through to the McGrath Foundation. Funds raised at games or other events will need to be counted and deposited at the bank. You will receive a document specifically regarding remittance several weeks after you register, but please contact us if you need some more information in the meantime.

Please finalise all remittance by Friday 27 July, as we will be drawing our prize winners the following week. Please note that only clubs who have remitted all funds raised by this date will have the chance to win prizes.

As always, the team at the McGrath Foundation is here to help you, so please don't hesitate to contact Alexandra Finlay at alexandra@mcgrathfoundation.com.au or (02) 8962 6100 and we'll do our best to get back to you as soon as we can.

