

PINK STUMPS DAY

FAQs

ABOUT THE PINK STUMPS DAY INITIATIVE

1. What is Pink Stumps Day?

Since 2009, the Pink Test at the Sydney Cricket Ground in Sydney has proven to be one of the most iconic and well known fundraising events Australia has ever seen. To spread some of the Sydney Pink Test magic to communities around Australia, the McGrath Foundation launched Pink Stumps Day on Jane McGrath Day in 2011 (5 January) in conjunction with our friends at Cricket Australia. Pink Stumps Day is now a national fundraising initiative which allows community cricket clubs right across Australia to host their very own Pink Test.

Since the first Pink Stumps Day in February 2011, more than 1,500 clubs and schools right across Australia have participated and helped raise more than \$1.35 million for the McGrath Foundation.

2. What is in the Pink Stumps Day Kit?

- 1 set of hot pink stumps and bails
- 1 set of hot pink wicket-keeping pads
- 1 hot pink duffle bag
- 6 hot pink cricket training balls
- 15 hot pink caps
- 15 sew-on badges
- Pink Stumps Day tattoos (enough for the whole team and spectators too!)
- 3 McGrath Foundation collection tins



3. How much do I need to fundraise?

To help the McGrath Foundation raise much needed funds, all clubs that register for Pink Stumps Day must agree to fundraise a minimum of \$500 to help us cover the costs of the Pink Stumps Day kit. We hope you understand this; we just have to make sure we adhere to our charitable licensing requirements.

4. What happens if I don't raise \$500?

As a charity, we need to be able to ensure we are able to cover the costs of the Pink Stumps Day Team Kit, so if you aren't able to raise \$500, to fulfil our charitable licensing agreement we will invoice you the remaining amount.

Don't worry though, there are so many easy ways to fundraise and we will give you support around this to help you reach your target. Make sure you use your online fundraising page in the lead up to your day, so you can raise money in the lead up to your Pink Stumps Day! It's really easy and we are always here to help you, so don't be afraid to pick up the phone and have a chat.

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5. What are some fundraising ideas?

Remember, we are here to help! We have developed a tips and tricks document that can be found on the Pink Stumps Day home page and also the link will be in your approval email. It is full of easy ideas to help you fundraise for your Pink Stumps Day.

Of course, we are here to help you, so any ideas you have and you want to talk them through, just give the Community Friends Team at the McGrath Foundation a call on (02) 8962 6100 or email us at pinkstumpsday@mcgrathfoundation.com.au.

Once you register for Pink Stumps Day, you will automatically receive an online fundraising page for your club. As soon as you register for Pink Stumps Day, share your page link with all your friends, family and colleagues and ask them to support your day. You can even connect your Facebook to your online fundraising page and share this with your network to help you smash your target of \$500!

Another great idea is to approach local businesses to support your Pink Stumps Day, ask them to donate prizes for to use on your Pink Stumps Day, or to sponsor 4s and 6s and most importantly ask them to stick up your Pink Stumps Day poster and pink up their business in support of Pink Stumps Day 2013. Try to get as many people involved as possible – it's all for a great cause!

If you decide to host a raffle, it is important to get in touch with your local authorities to make sure you are aware of the guidelines, as every state and territory has different raffle guidelines

On Pink Stumps Day itself, clubs are encouraged to invite friends and family to wear pink and arrange fundraising activities such as gold coin donation sausage sizzles, pink food stalls, face painting, live performances, on-field 'fines' during the match, local business sponsors for 4s, 6s and wickets as well as having volunteers roam the field with collection tins for donations.

Your Pink Stumps Day fundraising activity can be as big or as little as you want it to be – as long as it's pink of course! Check the Tips and Tricks poster for more ideas. If you have any questions or need to brainstorm some ideas for your Pink Stumps Day, please contact the Community Friends team on (02) 8962 6100 or at pinkstumpsday@mcgrathfoundation.com.au we are here to help!



6. What support will I receive from the McGrath Foundation?

The team at the McGrath Foundation is here to support your Pink Stumps Day and no question is too big or small – so please ask!

We will happily provide you with all the information along the way to assist you with making your Pink Stumps Day as successful as possible! We are a small (but dedicated!) team at the Foundation so we will do our best to get a response to you as quickly as we can.

Our friends at Go Fundraise are also 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 email support@gofundraise.com.au.

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ABOUT PINK STUMPS DAY REGISTRATION

7. Where does the money go?

All money raised for Pink Stumps Day 2013 will help the McGrath Foundation to place McGrath Breast Care Nurses in communities right across Australia, and to increase breast awareness in young Australian women. To date, we have placed 78 McGrath Breast Care Nurses right across Australia who have helped support more than 16, 000 Australian families through their breast cancer experience. Our mission is to ensure every Australian family experiencing breast cancer has access to a Breast Care Nurse no matter where they live or their financial situation. We believe that we need 150 McGrath Breast Care Nurses to meet this need. So while we are just over half way there, we still have a long way to go, so we need your help!

8. Do I need to hold my Pink Stumps Day event on Saturday 23 February?

Ideally, we'd like all Pink Stumps Day events to be held on Saturday 23 February 2013 in order to pump up the pink and ensure a consistent and united approach from clubs right across Australia. However, we understand that due to circumstances out of your control, such as scheduling conflicts or bad weather, this may not always be possible. Therefore, if holding your Pink Stumps Day on the 23 February 2013 isn't possible, just get in touch with the Community Friends Team on (02) 8962 6100 or pinkstumpsday@mcgrathfoundation.com.au to let us know. It may take us a few days to come back to you, but we will do our best to confirm this with you writing as soon as we can.

Please also be aware that due to his busy schedule Glenn McGrath is only available to attend the winner of the competition on Saturday the 23 February 2013. Unfortunately, if you need to move your day, you will be ineligible for the competition.

9. I don't hold a position with a cricket club, can I still register?

Cricket clubs, cricket teams and school cricket teams can all register. If you are registering on behalf of your club, please just make sure you have asked the right person in the club (whether it be the president, treasurer, captain etc) permission to do so and that your whole team is on board for Pink Stumps Day.

10. What happens after I register? How do I know my club has been confirmed to participate?

The first 1,000 clubs to register will receive a letter in the mail, shortly after registering, that will confirm your registration for Pink Stumps Day 2013.

To assist your club in its fundraising efforts in the lead up to Pink Stumps Day you will also receive a separate email with your club's unique fundraising profile login details which will help you begin fundraising as soon as you register. It's really easy to use, but please don't hesitate to get in touch with the Community Friends Team on (02) 8962 6100 or at pinkstumpsday@mcgrathfoundation.com.au, if you need help.

11. Will I get my unique Pink Stumps Day number?

Shortly after you register, you will receive a letter in the mail, with your unique Pink Stumps Day number. Please keep this handy and use it in all correspondence with the McGrath Foundation so we can support you as best we can.

If you are unable to find your Pink Stumps Day number, please contact a member of the Community Friends Team on (02) 8962 6100 or at pinkstumpsday@mcgrathfoundation.com.au and we will be able to resend it to you. We will do our best to get a response to you as quick as we can, but as you can understand with the amount of clubs participating this may take a few days.

12. What do I do in the event I need to cancel my registration?

We understand that things happen that are sometimes out of our control and in the unfortunate event where your club needs to cancel their Pink Stumps Day, please contact a member of the Community Friends Team on (02) 8962 6100 or at pinkstumpsday@mcgrathfoundation.com.au so we can update our records.

The Team Kits are sent out from an offsite warehouse. Therefore, if you could let us know as soon as possible, so we can try and track where your kit is, it would be greatly appreciated.

If you need to cancel at a late stage, please contact the McGrath Foundation and we will give you the address to return the kit to, please note the return of this kit will be at your own cost. If you do not return the kit, we will unfortunately have to invoice you \$500 for the kit to fulfil the requirements of the various state and territory charitable licensing agreements.



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ABOUT THE AUSTRALIAN CRICKET LEGEND VISITS COMPETITION

13. How does the Australian Cricket Legend competition work?

When you first register your club for Pink Stumps Day, you can enter the competition to have McGrath Foundation Chairman and Co-Founder Glenn McGrath attend your Pink Stumps Day. If you choose to participate, you will be prompted to tell us in 25 words or less why the Australian Cricketing Legend should choose to attend your Pink Stumps Day. The most creative responses will be chosen by a panel of McGrath Foundation staff and announced on the McGrath Foundation website.

14. What does the Australian Cricket Legend visit involve?

If you are the winning club, Glenn McGrath will be available to attend the winning Pink Stumps Day location on Saturday the 23 February 2013 for a short period and be a part of your celebration. You might like for them to be there for the coin toss at the start of play, or attend the lunchbreak to meet your players, or perhaps present an Award at the end of the day.

Winning clubs will work closely with the McGrath Foundation leading up to Glenn McGrath's visit and will be provided with detailed information about his involvement on the day once the winner have been announced.

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15. If my club does not win the Australian Cricket Legend competition, can we still have a McGrath Foundation representative attend our Pink Stumps Day event?

We would love to be able to send a McGrath Foundation representative to all the Pink Stumps Days around the country but as you can understand we are a small team and simply don't have enough people to send to all the Pink Stumps Days around Australia – as much as we'd like to! We also ask that you do not contact any McGrath Breast Care Nurses directly, in regards to attending your Pink Stumps Day. Remember though, we would love to see your photos, so please take as many as you can on the day and send them through to the Community Friends team at pinkstumpsday@mcgrathfoundation.com.au



ABOUT ONLINE FUNDRAISING

16. How do I use my online fundraising page?

When you register for Pink Stumps Day a unique online fundraising page will automatically be set up for your club. This will help your club drive online donations through your friends, family, teammates and colleagues, as well as allowing you to spread the message about your fundraising through social media platforms such as Facebook and Twitter.

Your online fundraising profile is intended to make things easier for you and help to supplement your club's fundraising efforts at your Pink Stumps Day. It is a really easy way to share information with your friends and family and build the excitement around your Pink Stumps Day. It is not compulsory for your club to utilise your fundraising profile, although it is recommended as it will automate receipts for your supporters and is an easy way to fundraise and meet your goal by reaching out to your online networks. It's easy – just a click of a button allows you to update the funds raised to your Facebook profile!

17. How does the online fundraising page work?

Your club's online fundraising page has automatically been created to support the fundraising activity that will take place on your club's Pink Stumps Day. It's an easy-to-use webpage that gives information about your Pink Stumps Day event and allows people to make online donations and automatically receive a tax-deductible receipt.

Your initial confirmation of registration email provides you with ideas on how to drive interest to your page and rally up some fundraising momentum in the lead up to Pink Stumps Day.

The money that you raise via your online fundraising page will automatically come to the McGrath Foundation and will be tallied up against your club's total, so no muss, no fuss! The only money you need to worry about remitting is the money you raise on the day! Once remitted, the money raised on your Pink Stumps Day will be tallied and added to your online fundraising to reflect your overall efforts.

If you have any questions about your fundraising page or for technical assistance please contact our friends at Go Fundraise on support@gofundraise.com.au or call 1300 889 272.

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18. What happens if I lose my login details for my online fundraising profile?

We understand that there is a lot of information to take in, but if you have lost your login details for your online fundraising page or need any technical assistance, please contact Go Fundraise on support@gofundraise.com.au or call 1300 889 272 and they will be able to help you.

19. Do I have to use the online fundraising page?

The online component is not compulsory, but it is recommended to use the page as it can make your fundraising a little easier.

ABOUT PINK STUMPS DAY TEAM KITS AND MERCHANDISE

20. When will my Pink Stumps Day Team Kit arrive?

The Kit contents are not due to arrive in Australia until January. Please note they will be dispatched as quick as possible in mid January. If you would like the tracking number of your kit please contact pinkstumpsday@mcgrathfoundation.com.au and we will be able to send this through to you. This will vary depending on your location.

Based on our experience in previous years, there may also be circumstances outside of our control which may see your Team Kit delivery delayed (such as weather, courier issues, quarantine issues etc). Please know we will do everything within our power to ensure your kit arrives on time and we will keep you updated of any delays.

In addition, given the sheer volume of kits to be distributed, we are unable to cater to specific arrival dates of the Team Kits or have them arrive at an earlier date. Please contact a member of the Community Friends Team on (02) 8962 6100 or at pinkstumpsday@mcgrathfoundation.com.au if you have further questions.



21. How many Pink Stumps Day Team Kits are sent to each club?

Each team registered will only receive ONE Pink Stumps Day Team Kit. If you know of any other teams / clubs that would like a kit please get them to register separately.

22. Can I order more items from the Pink Stumps Day Team Kit?

We only have enough stock for the 1,000 Pink Stumps Day Team Kits. Although, we do have limited stock of additional merchandise available through our online store, Shop Pink, which is suitable for Pink Stumps Day. Please note, any additional merchandise purchased will be at the cost of the club and will be ordered and dispatched through our warehouse. Please keep an eye out at mcgrathfoundation.com.au and click the Shop Pink tab for more updates.

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23. Will we receive McGrath Foundation merchandise signed by Glenn McGrath for raffles or auction?

As you can understand with 1,000 clubs expected to participate in Pink Stumps Day 2013, we are unable to facilitate the signing and dispatch of signed merchandise to clubs.

However, we can give you additional fundraising ideas. Please see our Tips and Tricks document for more information or contact a member of the Community Friends Team on (02) 8962 6100 or at pinkstumpsday@mcgrathfoundation.com.au

24. What do I do if my donors would like a receipt?

Unfortunately, due to recent advice from our auditors, we are unable to issue receipt books. However, if your donors require a receipt for their donation, they can either donate via your online fundraising page as they will receive an email receipt instantly or you can contact the team at pinkstumpsday@mcgrathfoundation.com.au or 02 8962 6100 for a copy of our receipt template spread sheet. This can be filled out and returned to us via email; from there our finance team will issue receipts internally.

ABOUT PROMOTING YOUR CLUB'S PINK STUMPS DAY

25. How can we use McGrath Foundation images to promote our Pink Stumps Day?

To promote your Pink Stumps Day we recommend you download and print the Pink Stumps Day 2013 poster attached in your original registration email and go around your local community and stick it up everywhere you can! You can also utilise all social media networks available to you; whether it be your own, your club's or participants and don't forget your online fundraising page! If you need some other ideas on how to promote your event, please contact a member of the Community Friends Team at pinkstumpsday@mcgrathfoundation.com.au or (02) 8962 6100.

26. How do I engage the local media?

To help you spread the word about your club's Pink Stumps Day, we've drafted a template media release which will provide your local media with all the relevant information about the Pink Stumps Day initiative and will allow you to tailor information to your club's specific event.

Once you've filled out the template release, you can contact your local media outlet and send it to them. Once sent, it's always a great idea to follow up with a phone call and offer up a photo opportunity (this may be ideal once you have received your Pink Stumps Day Kit so your team can dress up in pink and set the scene for your upcoming Pink Stumps Day).

We had great success with many clubs in 2012 taking advantage of the template media release to drive attendance of your event – it's a fantastic way to profile how your club is supporting the McGrath Foundation and making a difference.

In addition to promoting your event in advance, it's also important to call media and invite them to come to your event so they can document all the fun on the day.

For any questions about working with media, please contact the Communications Team at the McGrath Foundation on (02) 8962 6100.



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27. Can we make changes to the Pink Stumps Day 2013 media release?

As this is a national initiative of cricket clubs right across Australia coming together to support the McGrath Foundation, the media release has been locked to ensure consistency of messaging nationally. However, there are fields in the release which will allow you to tailor information specific to your club and your Pink Stumps Day event. If you need to change the date of your Pink Stumps Day, please get in touch with a member of the Community Friends Team on pinkstumpsday@mcgrathfoundation.com.au or (02) 8962 6100 and we can send you a release with your new date!

28. Can a McGrath Breast Care Nurse attend my club's Pink Stumps Day or feature in any promotional activity such as media opportunities?

The McGrath Foundation will alert local McGrath Breast Case Nurses that there may be Pink Stumps Day 2013 events happening in their community, but we cannot guarantee involvement or attendance. As you can appreciate, their number one priority is assisting Australian families through their breast cancer experience, so time may not allow for additional events in their schedule.

However, if we know there is a McGrath Breast Care Nurse planning on attending your club's Pink Stumps Day, we will be in touch with your club to coordinate timing.



ABOUT REMITTANCE

29. How does remittance work?

All funds raised through your online fundraising page will automatically come through to the McGrath Foundation so you don't have to worry about remitting these funds. Funds raised on the day in cash and/or cheque will need to be collated and deposited at the bank. Please refer to the remittance document for instructions.

We will send out specific information regarding the remittance process closer to the date.

30. When do I need to remit all the funds raised?

All funds raised as part of Pink Stumps day 2013 need to be remitted by the 31st March 2013. This will ensure your club will be in the running to win the prize, for the raising the most funds. We will send you all a final tally and let you know if we reached our target as soon as all the funds are counted up!

As always, the staff at the McGrath Foundation are here to help you, so please don't hesitate to contact a member of the Community Events team at pinkstumpsday@mcgrathfoundation.com.au or (02) 8962 6100 and we will do our best to get back to you as soon as possible.

We appreciate all your support – together we can make a difference!

