

PINK STUMPS DAY

FAQs



ABOUT PINK STUMPS DAY

1. What is Pink Stumps Day?

Since 2009, the Pink Test at the Sydney Cricket Ground has proven to be one of the most iconic 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 own Pink Test.

The inaugural Pink Stumps Day saw more than 650 clubs raise over half a million dollars to help us achieve our goal of placing McGrath Breast Care Nurses in communities right across Australia and increasing breast awareness in young women. We are proud to say that to date we have placed 68 McGrath Breast Care Nurses throughout Australia who have helped support over 10,000 Australian families.

The first 1,000 clubs to register for Pink Stumps Day 2012 will receive a McGrath Foundation Team Kit, valued at over \$500. By registering, the club is agreeing to fundraise on behalf of the McGrath Foundation to help us reach our Pink Stumps Day 2012 fundraising goal of \$1 million.

2. How much do I need to fundraise?

Based on the success of the Pink Stumps Day 2011, we are hoping to raise \$1 million for Pink Stumps Day 2012. The kits themselves are valued at over \$500 and we encourage all clubs to fundraise to help cover the costs of the kit and fundraise additional funds on the day to help us achieve our goal of raising \$1 million.

As long as your club makes a genuine effort to fundraise and help raise awareness of the McGrath Foundation in the community, we are grateful for any donation we receive. To help clubs with their fundraising in 2012, each registered club will receive a unique online fundraising page that you can share with your friends and families online. You can find out more about this in Question 14.

3. 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 your Pink Stumps Day. 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.

Please contact Colin Lieu at colin@mcgrathfoundation.com.au or via phone on (02) 8962 6118 if you have any questions we haven't covered.

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 at support@gofundraise.com.au.



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4. What is expected from my club on Pink Stumps Day, Saturday 18 February 2012? What are some fundraising ideas?

This year, we have aimed to make it a little easier for you with your online fundraising page. 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 start your fundraising straight away and this will help you smash your target in the lead up to your Pink Stumps Day.

Another great idea that worked really well with clubs last year was approaching local businesses to support your Pink Stumps Day, asking them to donate prizes or make a small donation. You could ask them to stick up your Pink Stumps Day poster and pink up their business in show of their support for Pink Stumps Day 2012.

On Pink Stumps Day, clubs are encouraged to invite friends and family to wear pink on the day 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 and 6s and 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 'n' Tricks* poster for more ideas.

If you have any questions or need to brainstorm some ideas for your Pink Stumps Day, please contact Colin Lieu at colin@mcgrathfoundation.com.au or via phone on (02) 8962 6118 we are here to help you with your fundraising!

5. Where does the money go?

100% of the funds raised on Pink Stumps Day go back to the McGrath Foundation to help place McGrath Breast Care Nurses in communities right across Australia, as well as to increase breast awareness in young Australian women. To date, we have placed 68 McGrath Breast Care nurses working around Australia to support Australian families experiencing breast cancer. It costs approximately \$350,000 to fund a single McGrath Breast Care Nurse for a three year period, and our goal is to have 150 McGrath Breast Care Nurses around Australia - we're almost half way there, so we need your support!



6. Do I need to hold my Pink Stumps Day event on Saturday, 18 February?

Ideally, we'd like all Pink Stumps Day events to be held on Saturday, 18 February in order to maximise 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. In the event you need to move the date of your Pink Stumps Day, please contact Colin Lieu at colin@mcgrathfoundation.com.au or via phone on (02) 8962 6118. We will do our best to confirm this with you in writing as soon as we can, but as you can understand with the number of clubs participating it may take a few days for us to respond.

Please also be aware that due to their busy schedules the Australian Cricket Legends are only available on Saturday, 18 February, so if you need to move your day, please be advised that your club will unfortunately be ineligible for the competition.

ABOUT PINK STUMPS DAY REGISTRATION

7. 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 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.

8. 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 an automated response sent to the email provided that will confirm your registration. In January we will send you a letter in the mail that will have your unique PSD remittance number for you to use when you are banking the money from your Pink Stumps Day.

To assist you in your fundraising in the lead up to Pink Stumps Day, you will also receive a separate email with your club's unique fundraising profile login details that will help you fundraise as soon as you register. It's really simple to use, but please don't hesitate to get in touch with Colin Lieu at colin@mcgrathfoundation.com.au or (02) 8962 6118 if you need help.



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9. What do I do if I have lost my confirmation email?

Don't worry, we will have your confirmation email, so please feel free to contact Colin Lieu at colin@mcgrathfoundation.com.au or (02) 8962 6118 and we will be able to resend it to you.

10. 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 - in the unfortunate event your club needs to cancel their Pink Stumps Day, please contact Colin Lieu at colin@mcgrathfoundation.com.au or (02) 8962 6118, so we can update our records.

The McGrath Foundation does not send out the Team Kits from our office (they are sent out from a warehouse that is offsite) so 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, but please note, the return of this kit will be at your own cost. If you do not return the kit, we are required to invoice you \$500 for the kit as per the agreed Terms and Conditions.

ABOUT THE AUSTRALIAN CRICKET LEGEND VISITS COMPETITION

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11. How does the Australian Cricket Legends competition work?

When you first register your club for Pink Stumps Day, you can enter the competition to have an Australian Cricket Legend attend your Pink Stumps Day. If you choose to participate, you will be prompted to tell us in 25 words or less why an Australian Cricket Legend should attend your Pink Stumps Day. The most creative responses will be chosen and announced on the McGrath Foundation website on Wednesday, 18 January 2012. The Australian Cricket Legends will only be available to attend your Pink Stumps Day on Saturday the 18 February. Responses will be judged on creativity by a panel of McGrath Foundation staff.

12. What does the Australian Cricket Legend visit involve?

Australian Cricket Legends will be available to attend the winning Pink Stumps Day locations on Saturday, 18 February and be 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 the Australian Cricket Legend visits and will be provided with detailed information about their involvement on the day once the winners have been announced.



13. If my club does not win the Australian Cricket Legends 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! 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 colin@mcgrathfoundation.com.au or post them up on our Facebook wall at www.facebook.com/mcgrathfoundation.



ABOUT ONLINE FUNDRAISING

14. How do I use my online fundraising page?

This year, we have partnered with our friends at GoFundraise who assist charities in online fundraising. When you register for Pink Stumps Day, you will be set up with a unique online fundraising page. 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 about 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!

15. 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 - the only money you need to worry about remitting is the money you raise on the day! The money raised at your Pink Stumps Day, once remitted, will be tallied and added to your online fundraising to reflect your overall efforts.

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 call 1300 889 272.

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16. 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.

17. Do I have to use the online fundraising page? Can't I just do what I did last year?

Yes, of course you can! The online component is not compulsory, we are using it this year to try and make fundraising a little easier.



ABOUT PINK STUMPS DAY TEAM KITS AND MERCHANDISE

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

The kit contents are not due to arrive in Australia until January. They will be despatched mid-January and are scheduled to arrive by the month's end; however, exact timing of kit delivery will vary depending on your location.

Based on our experience in 2011 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 Colin Lieu at colin@mcgrathfoundation.com.au or (02) 8962 6118 if you have further questions.

19. 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 ask them to register separately.

20. Can I order more items from the Pink Stumps Day Team Kits?

We only have enough stock for the 1,000 Pink Stumps Day Team Kits, however, we do have limited additional merchandise available through Shop Pink on our website 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 <http://www.mcgrathfoundation.com.au/catalog/> for more updates.



21. 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 2012, we are unable to facilitate the signing and dispatch of signed merchandise to clubs.

However, we have 100 Puma items that Glenn McGrath has kindly signed and these will be randomly placed in 100 kits. If you are lucky enough to receive one of these, this will help you with your fundraising!

We can however give you additional fundraising ideas, so please see our *Tips 'n' Tricks* poster for more information or contact Colin Lieu at colin@mcgrathfoundation.com.au or (02) 8962 6118.

22. Why do I need a receipt book?

Receipt books will be issued upon request as charitable licensing laws require receipts of donation \$2 or more to be issued if requested by the donor. Please note, all receipt books must be returned to the McGrath Foundation after your Pink Stumps Day event even if you haven't used them. We know this might seem time consuming, but we need to keep them on file for auditing purposes and appreciate your understanding.

ABOUT PROMOTING YOUR CLUB'S PINK STUMPS DAY

23. 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 2012 poster attached in your original confirmation of registration email and go around your local community and stick it up everywhere you can! You can also utilise your social networks and use your online fundraising page to generate interest. If you need some other ideas on how to promote your event, please contact Colin Lieu at colin@mcgrathfoundation.com.au or (02) 8962 6118.

24. How do I engage the local media?

To help you spread the word about your club's Pink Stumps Day in your community, we've drafted a template media release which will provide journalists with all the relevant information about your Pink Stumps Day 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. It's always best to follow up with a phone call and to offer up a photo opportunity - this may be ideal once you have received your Pink Stumps Day Team 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 2011 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 Colin at colin@mcgrathfoundation.com.au or (02) 8962 6118.

ABOUT REMITTANCE

27. How does remittance work?

All funds raised through your online fundraising page will automatically come through to the McGrath Foundation. Funds raised on the day in cash or cheques will need to be collated and deposited at the bank.

You will receive a FAQ document specifically regarding remittance closer to Pink Stumps Day.

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

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25. Can we make changes to the Pink Stumps Day 2012 media release?

As this is a national event 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 Colin Lieu at colin@mcgrathfoundation.com.au or (02) 8962 6118 and we can send you a release with your new date!

26. 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 Care Nurses that there may be Pink Stumps Day 2012 events happening in their community, but we cannot guarantee involvement or attendance. 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.

28. How does remittance work?

It would be greatly appreciated if you could please finalise remittance by Friday, 16 March 2012 as the announcement of the highest fundraiser and therefore the winner of the signed cricket bat by the Australian cricket team, will be announced on Monday, 19 March 2012. We will send you all a final tally and let you know if we reached our target of \$1 million as soon as all the funds are tallied.

As always, the staff at the McGrath Foundation are here to help you, so please don't hesitate to contact Colin Lieu at colin@mcgrathfoundation.com.au or (02) 8962 6118 and we will do our best to get back to you as soon as possible.

