



## Tips for holding an event in support of White Ribbon Some advice and resources for setting up a small community event

### Authority to Fundraise

- Download White Ribbon's Fundraising Guidelines, read and understand your State's Fundraising requirements, particularly if you are holding a raffle or competition. <http://www.ato.gov.au/nonprofit/content.asp?doc=/Content/56555.htm&page=1&H1>
- Download White Ribbon's Application to Fundraise Form from the website, complete and return at least 2 weeks prior to your event. You will then receive an Authority to Fundraise which you may use to open a temporary bank account for your event. Alternatively you can set up a White Ribbon Everyday Hero or My Cause page to manage donations for your event.
- The Authority to Fundraise may also be used to prove you are fundraising for White Ribbon when approaching any organisations for support in planning your event.

### Organising the event

- Enlist other committed individuals. Remember, you won't be able to do it all on your own!
- Depending on availability we may be able to arrange a local White Ribbon Ambassador to speak at your event.
- Research and obtain necessary permission from your local council if you are holding an event in a public space.
- Try and collect payment for tickets prior to the event, as afterwards it can be very difficult to chase up.
- Order ribbons and wristbands online from the White Ribbon website.

### Publicise your event

- Contact local media—newspapers, radio - using our template media release, available on the Resources page.
- Some schools may publish community events in their newsletter.
- Print flyers and distribute them in local businesses and workplaces.
- Post the event on social networking sites (Facebook, MySpace).
- Post flyers on your council's community noticeboard.

### Follow up

- Collect outstanding money and deposit takings in the White Ribbon bank account.
- Provide White Ribbon with a brief income and expenditure tally.
- Send photos and a summary of the event to White Ribbon for inclusion on our website or in our newsletter.
- Start planning for next year's event!

### Tips on working collectively from Steve Perryman, Mayor of Mt Gambier

**Share the load – Organising a community event is hard work, and the more people you have to help spread the work, the easier it will be**

**Identify the valuable expertise and experience that each member brings to the table and allocate specific tasks accordingly**

**Meet regularly and distribute an action list following each meeting.**

**If possible, source administrative support for printing, communication distribution of minutes etc via personal contacts, local businesses, council etc.**

**Involve others to offer the widest possible access to a range of organisations and networks.**

**Target relevant networks such as police, schools, council, local media and unions to provide the best chance of publicity and greater participation.**