

**WHEN PROSTATE CANCER THREATENS THE MEN YOU LOVE,
JOIN THE TEAM THAT CAN SAVE A LIFE.**

**THE
PCFA-TEAM**

A GUIDE TO FUNDRAISING

THANK YOU FOR JOINING



We are so grateful you have joined us. By becoming part of the PCFA-Team, you're joining a team that can save a life, by supporting those impacted by prostate cancer.

Your fundraising ensures that Aussie men and their families can receive the treatment and care they so urgently need.

To help you achieve the most you can, we've prepared this toolkit to get you started. You can also find extra tips and resources on your fundraising page, or get in touch for some more tailored support.

Once you're up and running, we'd love to see your achievements. Post your photos direct to your Facebook, Twitter and Instagram pages, and don't forget to tag us with **pcfa_oz**. Don't forget to use the hashtag **#PCFA_Team** so we can share in the excitement too!

Thank you again for choosing to take a stand for the men you love.

Pausha Steele
Community Fundraising Manager



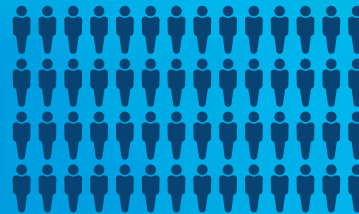
1 in 6

men are likely to be diagnosed by age 85.



3,152

men die from prostate cancer each year.



16,700

more are expected to be given a diagnosis over the same period.

\$78



can help pay for an initial consultation with a specialist prostate cancer telenurse to help a newly diagnosed man understand his treatment options.

\$110



can help cover the costs of RNA sequencing tissue samples, to help understand the aggressiveness of his prostate cancer.

\$252



could help a newly-diagnosed man access the expert psychological support he needs to manage the impact of his diagnosis.

\$1,000



can help cover the cost of antibody testing and analysis of 10 tumour specimens, to help find ways of deactivating cancer cells.

CHOOSE HOW YOU CAN SHOW YOUR SUPPORT

When prostate cancer threatens the men you love, join a team that can save a life.

THE
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THE BBQ KING

Join the Big Aussie Barbie and have conversations that can save a life. Fire up the grill to host an event to raise awareness about prostate cancer and the importance of testing.

THE SPORT CHAMP

Push yourself with a challenge of your choosing. Whether it be sport, adventure, or a next-level fitness goal, stand in solidarity for those impacted by prostate cancer and push your limits.

THE BLUE HERO

Show your true colours with true blue support. Dye your hair blue, wear blue for a day, paint your entire house blue to represent your care for the men you love. Whatever you do, make it blue!

THE BIG DRIVER

Head to the greens and swing into saving a life. Take part in a community fundraiser on the golf course, driving range or indoor golf to help raise funds for men impacted by prostate cancer.

THE PARTY STARTER

There are many ways to gather, and celebrate a man you love. Ask friends and family to give a gift of support for men impacted by prostate cancer, or choose to honour the life of a loved one that has passed.

THE SHAVE STAR

Cut, shave or change your hair to show everyone you care about supporting men diagnosed with prostate cancer, and their families. A bold visual reminder of your commitment that you'll be proud to show.

USE THESE TOP TIPS TO ACHIEVE YOUR GOAL

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NAME YOUR AIM

You'll be surprised at how quickly you can reach, and exceed your goals. A great first step is a personal donation, to show your networks that you're serious about raising funds.

WHAT'S YOUR WHY?

Let others know that you're a proud part of the PCFA-Team. When you share why you're taking part to raise funds for a man you love, people are drawn in, and excited to support you.

TELL YOUR FRIENDS!

As well as keeping yourself accountable to your incredible goal, you can share the excitement too! Also, there's some handy resources to make this even easier for you – all up on your **fundraising page**.



REACH YOUR GOAL.

INSPIRE YOUR FRIENDS & FAMILY TO GIVE

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SUGGEST AN AMOUNT

People are more comfortable giving when there's a guide on how much they can donate. It's a great idea to let them know how much you are hoping to raise too.

SHARE THE IMPACT

Check out the **PCFA-Team website** to find out about how your funds support groundbreaking research and innovative care for men impacted by prostate cancer and their families.

MAKE IT EASY

Share the link to your unique fundraising page by email, SMS, and social media to spread the word. You can even get techy and add your fundraising URL to your email signature or social media bio.



RAISING MONEY

TOP TIPS FOR CONNECTING WITH YOUR COMMUNITY

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SPREAD THE WORD

From posters and QR codes up in local businesses, to a workplace fundraiser, or the simple act of asking a friend – there are so many ways to share your exciting project. Our top tip? Think about who you're asking and the best way for them to receive your ask.

REMIND AND REPEAT.. AND REMIND... AND REPEAT

Even the best of us can forget things during a busy season. It's okay to gently remind friends and family to donate, or send a follow-up email to a local sponsor.

SHARE GRATITUDE

It's easy to say a warm thank you to people who have supported your fundraising efforts on your **PCFA-Team page**. It's also nice to add a few status updates on socials, or sharing the thanks publicly so people know how you're going. It will make you both feel good about supporting men impacted by prostate cancer.



SPREAD
THE
WORD