**Event Notification Form for Auxiliaries
SECTION 1 ~ EVENT DETAILS**

Thank you for organising an event or activity to support the RCH Auxiliaries.

If you have queries, contact the Auxiliaries office on 03 9345 5188.
Please return your completed form to **auxiliaries.office@rch.org.au** **no later** than 6 weeks prior to your event date.

|  |  |
| --- | --- |
| Auxiliary name |  |
| Your name |  |
| Mobile **and** phone (day) |  |
| Email address |  |
| **PROPOSED EVENT / ACTIVITY DETAILS** |
| Event / Activity Name |  |
| Start date/time – end date/time |  |
| Short description |  |
| Ticket price / entry fee  |  |
| Is this event open to the public or invitation only? |  |
| Has this event taken place before? If so, when? |  |
| **FUNDRAISING ACTIVITIES AT YOUR EVENT / ACTIVITY** |
| Please indicate which of the following fundraising activities you intend to include at your event / activity: |
| Ticket price / entry fee | Raffle | Silent auction | Live auction |
| Lucky dip | Door prize | Business card draw | Sale of Aux merchandise |
| Other:  |
| **AWARENESS RAISING OPPORTUNITIES** |
| Please indicate any awareness raising opportunities, like the suggestions below, at your event / activity. If you tick any of these options above, the Auxiliaries office will be in touch to organise. |
| Display of Auxiliaries’ marketing collateral (brochure, postcard etc, supplied by Aux office) |  |
| Display of ‘subscribe to RCH Foundation e-newsletter’ clipboard (supplied by Aux office) |  |
| Speaker from your Auxiliary, Auxiliary Executive, the RCH Foundation or RCH |  |
| Other: |  |

**If your event is open to the public and is fundraising, it is eligible for the Auxiliaries’ Marketing Support Package.
If you would like to take advantage of the Auxiliaries’ Marketing Support Package, fill out the next page >>**

Please attach any additional documents such as booking forms, posters, flyer, invitation.

If you require the ability for people to book tickets online, please get in touch with your contact in the office.

|  |  |
| --- | --- |
| **SIGNED FOR OR ON BEHALF OF THE AUXILIARY** | **SIGNED FOR OR ON BEHALF OF RCH AUXILIARIES OFFICE** |
| Name |  | Name |  |
| Signature |  | Signature |  |
| Date |  | Date |  |

**Event Notification Form for Auxiliaries
SECTION 2 ~ MARKETING SUPPORT PACKAGE**

For more info about our Marketing Support Package [**please see here**](http://foundation.rch.org.au/?page=Marketing-Resources-for-Auxiliaries-and-Fundraising-Groups) or contact us.

SUPPORTING AUXILIARIES WITH MARKETING AND PROMOTION

* We need information about your event in order to support you with marketing and promotion
* Marketing support is offered to all Auxiliaries events that are open to the public and are specifically fundraising (not invitation only events, or events that do not have a fundraising element).
* It is designed to help our Auxiliaries promote their fundraising activities, and to make it simple for the public to find out what events are being held in support of the hospital
* The Support Package is designed to be complementary to your own marketing and promotion
* With most events and activities, it is only relevant or possible for some of these support options to be utilised.

WHERE AND WHAT THIS INFORMATION IS USED FOR

* Event listing on Foundation/Auxiliaries website
* Info in Auxiliaries seasonal newsletter
* Listing in Auxiliaries Monthly Digest
* Inclusion in our blog and news feed
* Info in Foundation enewsletter
* RCH staff intranet (to over 4000 staff)
* Facebook event and mentions
* Twitter mentions and links

PLEASE NOTE

* Unfortunately, we are unable to accept this information by post or fax, because of the extra resources and significant time required to type out hard copy information. We can only accept items in soft copy - by email or on CD.
* If you are unable to access a computer, or have any queries contact The Auxiliaries office on 03 9345 5188.
* **Please return your completed form to** **auxiliaries.office@rch.org.au** **no later than 6 weeks prior to your event date.**

|  |
| --- |
| **GENERAL INFORMATION ABOUT THE EVENT - additional to the details on the previous page** |
| Location, venue, address |  |
| Closest tram / public transport |  |
| How to book |  |
| Website address for more info |  |
| Contact if the public want more info |  |
| **EVENT DESCRIPTION (MARKETING COPY) FOR EVENT PROMOTION - complete on following page** |
| We need paragraph (or couple of paragraphs) that will be used to promote the event. This information is of utmost importance! It should describe the event and include as many of the following details as possible. Please use the space on the following page to enter this information. * What visitors can expect from this event – what will it be like?
* Include the ‘feeling’ of the event – will it be fun, glamorous, family-friendly, etc.
* Who is the ideal audience? i.e. is this event perfect for grandparents, families, kids only, business people
* What the event is raising funds for - the Auxiliary, or a specific project or cause
* Do 100% of profits go to the cause? How are funds raised – through ticket sales, raffle, auction, etc?
* List any entertainment, event host, MC or guest speaker/s if applicable
* What is included at the event – a luncheon, lucky door prize
* See these links for event marketing copy that are good examples – [example 1](http://rchfoundation.org.au/?page=Detail&item=Trivia-Night-for-Leukaemia-Research), [example 2](http://rchfoundation.org.au/?page=Detail&item=Celebration-of-Life-Gala-Ball-2012), [example 3](http://rchfoundation.org.au/?page=Detail&item=CIKA-Fundraising-Ball-2012), [example 4](http://rchfoundation.org.au/?page=Detail&item=Spring-Fashion-Luncheon-2012).
 |
| **EVENT PHOTOGRAPH OR LOGO. PLEASE SEND ONE OR ALL OF THE FOLLOWING** |
| A high resolution logo, or the invitation, poster or flyer, or an event-related relevant photograph, like a picture of the venue (usually the venue can supply one of these), or a photograph of your Aux members, or the activity from a previous year (e.g. a picture from last year’s fun run).  |

**Event Notification Form for Auxiliaries
SECTION 3 ~ YOUR EVENT MARKETING COPY**

Please use this space to type some the descriptive info about your event, as mentioned on the previous page. Use dot points or prose – whatever suits you.