



# How to make your trivia night a success

All you need to know!



**Cancer  
Council**  
Victoria

**iWill**  
for cancer



# I Will for Cancer

Every year we have fantastic supporters who register to host a trivia night through I Will for Cancer. Often this is done in honour of, or to support, a loved one.

Thank you! Helping those affected by cancer is not an easy job and it's one that Cancer Council Victoria definitely can't do alone – so we're hugely grateful that you've chosen to host a trivia night for us. Every dollar you raise helps to fund vital cancer research, prevention programs and support services.

To make your event as successful as possible, this booklet is full of hints and tips.

## FUNDRAISER TIP

Did you know you can download more neat things to bring your fundraiser to life? Go to [iwill.cancervic.org.au/resources](http://iwill.cancervic.org.au/resources).

### Did you know?

90  
**VICTORIANS**  
are diagnosed  
with cancer every  
single day.

10,937  
**VICTORIANS**  
lose their lives to cancer  
every year – that's more  
than 35 times the state's  
annual road toll.

**AROUND ONE  
THIRD OF ALL  
CANCERS**  
can be prevented with  
simple lifestyle choices like  
healthy eating and regular  
exercise.

**SURVIVAL RATES  
FOR MANY COMMON  
CANCERS**  
have increased by more than  
30% over the past 20 years  
thanks to breakthroughs in  
cancer research.

# How is your money used?

Cancer Council Victoria is an independent not-for-profit organisation which has been leading the fight against all cancers for 81 years. We fund revolutionary researchers, carry out public education programs and support families from the time of diagnosis and treatment through to recovery and beyond.

Here are just some of the ways we are fighting cancer, thanks to our wonderful fundraisers!



## Cancer research

We know that research is the key to understanding the causes of cancer and improving treatment options. Every year we spend more than \$23 million on cutting-edge research at leading Victorian universities, hospitals and medical institutes, as well as carrying out our own behavioural research and epidemiology programs.



## Prevention studies

A third of all cancers can be prevented, so we constantly work to raise the public's awareness of cancer screening and preventative health measures. Through important prevention programs such as SunSmart and Quit we can help Victorians reduce their cancer risk.



## Cancer support

Each year, more than 10,500 Victorians access Cancer Council 13 11 20 which provides confidential information and practical support to cancer patients, their family and friends. We also run programs throughout Victoria to help people at all stages of their cancer.



## Advocacy

We also advocate for better local, state and national strategies to combat cancer. This includes policy and legislative change in areas like bowel cancer screening, tobacco control and obesity prevention.

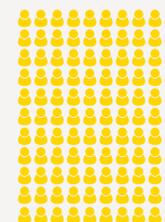
# THANK YOU

FOR HELPING US FIGHT CANCER IN 2017

Thanks to donors like you, every year we are able to:



Support over **31,600** newly diagnosed Victorians their family and friends through...



**9,837** calls and emails from people looking for help through 13 11 20



**120** SUPPORT GROUPS



**FREE WIGS** for **236** people experiencing hair loss due to cancer treatment



Helping **100+** cancer patients and their families take a free short break away



Invest over **\$23 MILLION** into researching all cancers



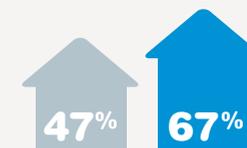
Including **11 NEW** lab-based cancer research teams looking for the next breakthrough in prevention and treatment



**1/3** OF ALL CANCERS CAN BE PREVENTED. That's why we help people cut their cancer risk with:



**IN 1985 5-YEAR SURVIVAL WAS 47%. IN 2017 5-YEAR SURVIVAL IS NOW 67%**



Together we are making a difference!

# Looking to plan a trivia night but not sure where to start? This handy guide should help!

“ Source all food, decorations, invitations and prizes from local businesses. We asked hundreds of people for help. Some said no but that was just one step closer to a yes! ”

– Nicola.



## Find a venue

Finding a venue is the first step. A couple of things to remember:

- Make sure the venue is accessible by public transport and has parking.
- Choose a place that accommodates the number of guests (although make sure that it isn't so big that people can't hear the MC!).
- Ensure there are a suitable number of toilets.
- If you're going to be serving food, check that the location is licensed to do so. If volunteers will be serving the food, make sure they hold a Food Handlers Certificate.
- Make sure the location has the capabilities for any audio-visual equipment you need.

**Remember the golden rule** – try to keep costs down! Many businesses are happy to donate prizes, or cut costs if they know it is a fundraising event. Simply show them your Authority to Fundraise letter, which we will send you upon registration.



## Rally some volunteers

Running a trivia night on your own can be a challenge. There can be endless odd jobs that you will forget about or not even know of until they happen, so try to have at least four to eight extra sets of hands.

Volunteer jobs include waiters, the host or the MC, sheet markers, raffle ticket sellers, ushers, musicians, security, and floaters to help with odd jobs such as cleaning up or running out for supplies if needed.



## Draw a crowd

Begin promoting early enough for attendees to plan ahead, and so you sell as many tickets as possible.

Make up a poster with all the correct information about your event. Include the date, time, location, ticket information and prices and your contact information. To make it easy for you, we've put together a promotional poster, which can be easily edited. This can be downloaded on the [I Will for Cancer website](#).

Making a Facebook event is also a great way to get the word out. Facebook allows you to include updates about tickets sales and information about the event all in one place.

Invite friends and family by email, phone and text. Let them know that the cause is important to you and you would love them to be there.

If your event is open to the community, try and get the local paper involved. Our [sample media release](#) can be really helpful if you're trying to garner interest. Community and school newsletters, and workplace and shopping centre bulletin boards are other great places to place your posters as they get a lot of traffic.



## Sell tickets

Free sites like Eventbrite and StickyTickets are simple to use and automatically email tickets to purchasers. Be sure to offer a group discount as they can entice more people to sign up as they save money by bringing friends.

Importantly, make sure that the cost of your tickets cover the expenses of running your event!



### Choose an MC

Make sure you pick someone who's charismatic and who isn't terrified of public speaking – the MC can really make or break the event!

Put together a rough script that contains important points you'd like them to cover during the event. Include the questions and running order, and notes about how the funds raised at the trivia night will support Cancer Council's work. After all, that's why everybody is there!

If your funds allow it, look into hiring a professional for the night – that way a lot of the work will be taken care of for you! There are companies that take care of trivia from conception to completion, which really takes the pressure off if you don't have a lot of event planning experience.

If going with a company, ask about:

- Costs – will you still raise the amount you are aiming to?
- What is included in the price?
- What kind of games do they have?
- Is their choice of host right for the job?



### Lock in some prizes

The more prizes you have, the more funds you can raise by offering raffles, and on-the-spot prizes for extra games.

Avoid purchasing prizes where you can. Instead, approach local businesses or friends for donations. For local businesses, type a general letter that identifies yourself, the event and who you are fundraising for, and make time to personally visit them. For larger companies, create a more specific letter outlining your request.

Make sure you show your Authority to Fundraise letter when approaching potential sponsors. This shows that you are legally fundraising in support of Cancer Council, and makes it easier to approach potential sponsors.

Finally, make sure to acknowledge all sponsors during the event, and to also thank them afterwards with a letter or a card – you couldn't have done it without them!

### Pick a theme

Everyone loves a theme! You could choose to tailor your questions specifically to one area – like music or movies. Everything on the night will be based around that theme – from the decorations to the questions!



### State the ground rules

Make sure you map out the rules of the night before you start! Here are a couple of important ones:

- How many players on a team? Tables of 10 are probably the maximum, as the more per table the noisier the venue becomes.
- Will you give teams additional points for knowing extra information? For example; in what decade did the song 'Wonderwall' by Oasis come out? Bonus point for exact year.
- Phones down! This minimises cheating. A great way to ensure this doesn't happen is to have a bucket on the table where all of the phones are placed while the round is happening. The host can deduct points if he or she sees anyone on their phone.



### Develop your questions

The best trivia nights have a good mix of simple and obscure questions, in a variety of categories that include something for everybody. Questions can be true or false, multiple choice or question and answer.

You can get your questions from a number of places like old Trivial Pursuit cards, by flipping through science, travel, and entertainment magazines, phone apps like Trivia Crack, or from websites. Make sure you triple check your questions just in case the answer has changed with time or was written incorrectly.

Make sure that each question is worded precisely so there's only one correct answer, and, once again, fact-check those answers thoroughly.



### Keep score

The easiest way to keep track of everyone's score is to have each team elect one person to write down their answers, which you collect and score at the end of the game. You can also have them exchange score sheets and mark each other's points while you read the correct answers out loud.

Have some tiebreaker questions handy just in case! First one to get them right wins.



Finally, don't forget to have a great time. You're doing an incredible thing, and are helping support the **90 Victorians diagnosed with cancer each day**, and you should be so proud.

# Get online and go viral with your trivia night



## Facebook

### Create an event on Facebook and invite all your family and friends to join

- Tell people what you're doing and why it's important to you.
- People love to hear the reasons behind your endeavour so be personal!
- What you're doing is brilliant and you shouldn't feel shy about sharing it with your friends.

### Post your fundraising page link to your Facebook wall.

- Let everyone know what you're doing.

- And if they're unable to donate themselves, ask them to share your page link to their own network – reach more people!

### Upload photos, share yourself in action with your Facebook friends!

- Show pictures of the cause you care about and inspire them with your passion.

### Everyone's on Facebook

- I Will for Cancer is on Facebook too! 'Like' our page and post on our wall.

## Instagram

### Capture your passion

- Take photos that show the reason behind your decision to raise funds.
- Choose powerful images which represent the cause you care about.
- Let your supporters know why you're fundraising and the importance of your cause.

### Show what you've done

- Upload photos of your event.
- This will really help when asking for donations just after the event has taken place.
- Proof of what you did and the fun you had doing it.

### Hashtag your photos

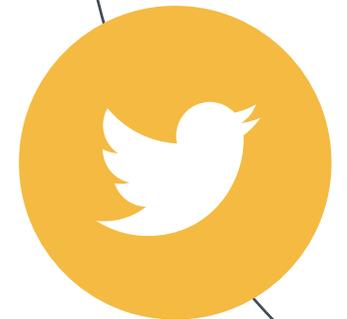
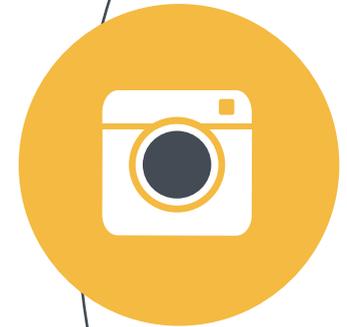
- Use hashtags that are relevant to your event and cause so that your images pop up in other people's Instagram searches.
- Don't forget to use **#IWillForCancer** **#cancervic**

### Screenshot your fundraising page

- Putting up a photo of your page is a brilliant way to show your followers how they can get involved and donate.
- Just remember to include your page link in the accompanying comments.

## Twitter

- Tweet your fundraising page link to your followers and tag **@cancervic**
- Ask followers to retweet your message.
- You can share your page link more than once, but remember not to bombard your followers.



# Trivia Night ✓ Checklist

To help make sure you don't miss a beat!

## Two or three months prior to the event

- Book the venue
- Decide on a theme
- Choose a host
- Start advertising
- Organise prizes – your Authority to Fundraise letter should assist in seeking sponsorship
- Book audio visual equipment
- Book caterers

## One month prior to the event

- Confirm the host is booked in and know the date, time, location
- Write the questions
- Follow up with sponsors on donated prizes
- Lock in on-the-night volunteers
- Organise a playlist for background music

## Two weeks prior to the event

- Make sure that you have allocated your jobs accordingly and everybody knows where they need to be and at what time. Make sure you brief:
  - The host
  - Any guest speakers
  - Money collectors
  - People who are setting up and taking down the room
  - Kitchen staff
- Allocate your prizes
- Finalise the questions and fact check them
- Come up with games for the night



“I had a ‘through the decades’ theme for my trivia night. With each round, we featured a different decade of pop culture questions – 50s, 60s, 70s and 80s. There was something for everyone!”

– Nicola.



## One week to three days prior to the event

- Create a run sheet for the night and give it to all employees and volunteers. You'll find a great sample run sheet on our [website](#).
- Check with the venue's owners when you can get the keys and set up the event space
- Collect all hired equipment
- Organise a meeting with all involved to discuss any questions or queries
- Purchase food or drinks if you are selling or providing them
- Print out your answer sheets, game sheets, score sheets and name tags

## Up to three days prior to the event

- Collect keys from the venue
- Commence set up
  - Decorations
  - Tables and chairs
  - Ensure audio-visual equipment is up and in working order
  - Organise your table items: pens, answer sheets, game sheets, name tags, pamphlets, buckets to place mobile phones in
  - Prize transportation to the venue
- Collect a float of gold coins and small notes
- Transport prizes to the venue

## On the day

- Relax, most of the hard work is done
- Keep a copy of your run sheet handy.

## Post-event

- Thank your volunteers
- Clean up - take down decorations, pack up tables and chairs
- Pay for all of your expenses
- Return all equipment
- Count all of your funds and post to your page
- Post any photos that were taken on the night onto your event fundraising page
- Thank everyone who attended and share the total amount raised. Tell them how much of a difference they've made – they've just funded vital cancer research, prevention programs and support services!

# Track your costs

Budgeting can be intimidating to even the most experienced event planner. That's why we've put together this simple spreadsheet to help you log all of your profits and costs.

Costs	\$
Venue	
Audio-visual equipment	
Drinks	
Food	
Host	
Employees (e.g. security)	
Food licences	
Stationery	
Promotional materials	
Miscellaneous items (items under \$10)	
<b>Total:</b>	

Revenue or income	\$
Tickets	
Food	
Drink	
Raffles	
Games	
Auctions	
<b>Total:</b>	

# Logo and branding

Everyone should know that you're holding an amazing fundraiser for us, which is why we can provide you with Cancer Council Victoria's community supporter logo to endorse your event. In return we ask that you send us your promotional materials to check it's all in tip top shape before print and distribution.

'Proudly supporting Cancer Council Victoria' or 'funds raised help Cancer Council Victoria in the fight against cancer' look great on a poster!

## Can I involve the media?

Local newspapers, radio and TV stations are always on the lookout for stories that involve local residents, especially if there's a particularly unique, interesting or quirky angle. We've included a 'Media Tips' document in your kit or you can visit [iwillforcancer.org.au](http://iwillforcancer.org.au) for media resources.

Email us at [iwill@cancervic.org.au](mailto:iwill@cancervic.org.au) for the logo. These are the two options to choose from.



Horizontal version of the logo



Vertical version of the logo

Please note: The logo must have a 'clear space' the height of the Cancer Council 'C' around the logo.

“ I ended up getting 260 people at the event. I didn't think we'd get that many, but it just doubled and then some ”

– Danielle



# Banking Your Funds

Once the paparazzi have left it's time to get those dollars in the bank so that they can be put straight to work helping people affected by cancer! There are four ways that you can bank your funds.

## **Option #1: Online through your fundraising page**

This is the fastest and easiest way to get your money to us. All you have to do is visit your own fundraising page, hit the 'Donate' button and bank the money raised in one lump sum.

## **Option #2: Online via Direct Deposit**

If you use online banking, you can directly deposit your fundraising dollars into our account by using the following bank details:

**Account name:** Cancer Council Victoria  
**Account number:** 8377 25476  
**BSB:** 013 128

Once the money has been transferred, please email [iwillforcancer@cancervic.org.au](mailto:iwillforcancer@cancervic.org.au) stating the reference number, the date and the exact amount that has been deposited.

## **Option #3: Posting us a cheque**

You can also bank by sending us a cheque in the post. Please ensure all cheques are made out to Cancer Council Victoria and posted to:

Attn: iWill for Cancer  
Cancer Council Victoria  
615 St Kilda Road  
Melbourne  
Victoria 3004

## **Remember**

Donations of \$2 or more are tax-deductible. Donations are gifts where you receive no material benefit in return and do not include Trivia Night ticket sales. Online donors will receive a tax receipt via email. If required, send us banking details for cash donation receipts.

For further information, visit the [Australian Tax Office website](#).

## **Option #4: Deposit Slip**

You can also bank your funds in person at any ANZ bank. If you would like to do this, please contact us directly and we will send you a deposit slip. This will enable you to deposit the money directly into our account.

## **Keep a record**

It's a good idea to keep accurate records of your financial dealings during your fundraiser in case Cancer Council Victoria needs details of the income and expenses associated with your effort.

Unfortunately we can't pay expenses incurred during the organisation and running of your fundraiser, but you can deduct necessary expenses from the proceeds you raise (as long as they are properly documented).

# Thanks!

With your help we can continue to fund world-class research, educate the community about cutting their cancer risk and support Victorians affected by cancer.



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