

ADDITIONAL FUNDRAISING IDEAS

- Raffle / Auction
 - Speak to local businesses, shops, restaurants if they will donate a prize
 - Ask friends to donate time i.e. gardener for the day, kids to wash your car!
- Have a speaker/special guests
- Fashion show
 - Local designer or favourite clothes store may donate a few items to show and auction in return for publicity.. especially last season's stock!



BARONESS JAN ROYALL OF BLAISDON Former Leader of the House of Lords

'Women have done a terrific job of bringing breast cancer to the fore; let's do the same for our men! I'm very proud to be a part of the My Man Ladies Lunch campaign and I am calling on women up and down the country to show their support, get their friends together and organise a Ladies Lunch of their own. This fantastic cause, and our men need us to act.'



MAX CLIFFORD Celebrity Publicist

'My Man Ladies Lunch is such an important campaign; empowering the great ladies behind the men who are, all too often, reluctant to discuss their own health, men are literally dying of embarrassment and that needs to change.'

SENDING IN YOUR MONEY

There is a Donations Return Form provided within this guide to complete and return along with your funds raised. Please do take the time to fill out the questionnaire on the reverse; your feedback would be much appreciated.

THANK YOU

Thank you for your support and we hope you have a fabulous time at your lunch! We would love to hear how your events goes so please do forward your pictures and stories.

OUR MISSION

The Centre's mission is to raise funds to undertake research that will improve the survival and quality of life of men with prostate cancer.

Our current research programmes focus on three key areas:

- Understanding prostate cancer development and progression
- Managing prostate cancer – identifying the men who will benefit from treatment
- Treating prostate cancer – to bring results from the laboratory bench to the bedside

PROSTATE CANCER RESEARCH CENTRE

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Charity number 802545



'MY MAN' LADIES LUNCH

AMBASSADOR GUIDE

GETTING STARTED.. ASK YOURSELF THE FIVE IMPORTANT W'S! WHO, WHAT, WHEN, WHERE AND WHY?

WHO ?

You can just make this lunch for you and your close friends or you could think big! Bill it as a school or family reunion, a professional networking event with work colleagues and clients, a new mums gathering; bringing different groups together and give them the chance to make new friends or contacts while supporting a worthy cause.

WHAT ?

With so many different choices what style of lunch will you choose? Here are some of our favourites

- **SEX AND THE CITY LUNCH** – get all your favourite ladies together at a glitzy hotel or restaurant enjoying the great company while being waited on. Another cosmopolitan anyone?
- **ROYAL WEDDING THEMED LUNCH** – celebrate William and Catherine tying the knot, it's a brilliant excuse to get your posh frocks and big hats on!
- **LUXURIOUS LUNCH** - Why not set aside an afternoon of pure and unadulterated indulgence?! Manicures, pedicures, chocolates and wine.
- **CURRY IN A HURRY** – talk to your local Indian restaurant about a deal per person for set lunch menu, charge your guests more and the difference is your funds raised!
- **GARDEN PARTY** - enjoy a civilised get together with your friends, keep it simple; crusty bread, crisp salad, cheeses and fruit..
- **BABY SHOWER** – doubling up your reasons to get together and fundraise while celebrating the latest addition.
- **BREAKFAST.. BRUNCH.. LUNCH** – we don't mind when you hold you gathering if earlier suits!

WHEN ?

Our Ladies Lunch will be held every March as this is prostate cancer awareness month but our aim is to have an Ambassador holding a lunch every month of the year. Here's a few pointers on timings for your lunch:

- Give yourself plenty of time to organise your lunch
- Give your guests plenty of notice for their diaries
- Depending on your guests you may want to bare in mind school holidays and half terms
- Make a check list and assign jobs to everyone helping with clear time-lines for completion

WHERE ?

There are a number of different places you can hold your lunch, just be sure to check the venue is big enough for all your guests, that they have adequate parking facilities and/or is accessible via local transport networks:

- Hotel
- Local pub
- Restaurant
- Community centre
- Your home! or a family members or friends home if more suitable
- A picnic – weather permitting – in the local park

WHY?

As an Ambassador we need you to spread the word! The 'My Man' Ladies Lunch campaign is about raising awareness, for this little understood but hugely dangerous disease, and raising vital funds for the research we are hoping will lead to a future without prostate cancer.

Discuss with your friends the importance of the men in their lives health and together we will start breaking down barriers.

HERE'S A HELPING HAND FROM US!

Please visit www.prostate-cancer-research.org.uk/my-man-campaign where you will find some helpful materials ready to download and use for your 'My Man' Ladies Lunch.

We suggest that you use a lightweight card when printing out the invites, tickets and table place settings.



GETTING THE WORD OUT!

Promoting your event will promote us too - here's some tips on producing your own press release

MAKE IT ATTENTION GRABBING

The press release headline is simply a label to attract the reader, enticing them to read further. It should be kept as short as possible (no longer than a line) and contain an active verb.

BUILDING A STORY

First paragraph: Aim for two or three short sentences that encompass the whole story. Start with the most exciting angle to grab a journalists attention. For example '10,000 men will die from prostate cancer in the UK this year'. You can use our website for more facts and figures.

Maximise every opportunity to promote the Prostate Cancer Research Centre.

Following paragraphs: Paragraphs should be kept as short as practicable. In a press release, the logic of a paragraph is the same as that in a newspaper – a visual device that helps the reader by breaking up slabs of print.

GET A QUOTE

Quotes should be interesting and punchy – the written equivalent of a sound bite. Use them to illuminate the story. Quotes should be short. Most newspapers will only use one or two sentences, so make sure the first two are the best.

Try to get a quote from someone well known locally, a celeb, an MP, or even a prominent businessman/women. Showing their support for the cause would be a great endorsement.

PROOF-READING

Always get your press release proof-read, ideally by someone who has not written the material. The person issuing it should also scrutinise it as a final check.

DISTRIBUTION

If you are aiming at one or two local or regional newspapers, it may be worth calling the news room and asking for the relevant correspondent, don't just send it to a generic newsroom address.

PHOTO OPPORTUNITIES

If there is a photo opportunity, ie, at an event or the handing over of a cheque, call the newsroom of your local newspapers at least a week in advance to try and book them in. If they cannot come down, then use a good quality digital camera to take a photograph and send it in.

You can find an example press release and template to create your own at www.prostate-cancer-research.org.uk/my-man-campaign