

WHAT'S THIS ALL ABOUT?



By hosting a **72 Club Meal** you're joining forces with Lifeline to help Kiwis believe that life is worth living.

You'll be connecting over food with good company – the kind of connection that Lifeline callers look for every day.

Hosting a **72 Club Meal** means raising funds for Lifeline simply by socialising. You'll be taking an active role and being part of something bigger than all of us.



HOW DOES IT WORK?

- 1. Register here**
<https://www.everydayhero.co.nz/event/72clubmeals2018>
- 2. Plan your meal** - What's on the menu? Fish 'n Chips all round, a potluck dinner, or a gastronomic feast? Choose the date and venue, and mark it on your calendar.
- 3. Invite your guests** – Use the invitation poster, print it off, fill it in and take a photo of it on your phone to share with your lucky guests via Facebook Event, messenger, text or email.
 
- 4. Host your meal** - Attract guests and apply our campaign theme with downloadable posters, placemats, and VIP name tags. Make this a meal to remember with our Conversation Starters. We've even got some music ideas too (see below).
- 5. Share on Social** – Make sure you include **#the72club**. Share what you're planning and your reason for supporting Lifeline. Remember to share your photos of the event!
- 6. After your meal** – Encourage guests to donate to your fundraising page. You can also send through the donations directly to Lifeline and drop us a line.

WHERE'S THE SOUNDTRACK?

Every good party needs good tunes. So we put together a playlist of songs for you to access on Spotify. Search for *72 Club Meal Playlist*.

If you haven't done so already, you could add the **72 Club's** first critically-acclaimed song, Janis Joplin's 'Piece of My Heart', recorded by Suzanne Lynch and other classic Kiwi singers and musicians.



CAN I MAKE A DIFFERENCE?

Let's give Kiwis the Lifeline they deserve. Your donations will help Lifeline answer all our critical calls. That's a potentially life-saving contribution.

We currently receive more than 10,000 calls a month – that's well over 300 a day so we can't currently keep up with demand.

It's always great to have a target in fundraising. Just look at what you'd provide Lifeline when your meal hits the totals below.



- \$255** provides one hour of Lifeline's helpline support
- \$500** covers the cost of responding to 20 calls to 0800 Lifeline
- \$745** covers the cost of training one Lifeline volunteer telephone counsellor



SET UP A FACEBOOK EVENTS PAGE

Inviting guests, tracking your RSVPs and providing details are easy with a Facebook Event page. Just watch the video below to find out how to set one up.

DOWNLOAD OUR EVENT PAGE BANNER



DOWNLOAD

WATCH THE HOW-TO VIDEO

<https://youtu.be/c5QaSLO-w6A>



USE OUR SUGGESTED PAGE DESCRIPTION

The 27 Club is a group of young musicians whose unresolved struggles resulted in their tragic deaths at just 27 years-old.

Lifeline saves thousands of lives through listening every year. So they've taken songs made famous by 27 Club members and are using them to raise funds for a club anyone can join: **the 72 Club**.

Join us for a 72 Club Meal to raise funds for Lifeline – simply by sharing quality time with great friends over delicious food.

Catching up with family, friends and colleagues is all about connection, which is what thousands of Kiwis want when they call Lifeline. Join us for a fun meal together, all while supporting an amazing cause!



Host:.....

Date / Time:.....

Addrss:.....

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Koha: \$.....