



Website Overview

Fact Sheet

A quick guide to www.GirlsNightInForCancer.ca

Girls Night In is a fun and easy way of supporting research into cancers that affect women that's flexible enough to fit anyone's busy schedule or lifestyle. Support the cause by hosting any kind of get-together with the girls and asking your guests to donate what they might spend on a typical night out.

If you are interested in hosting a *Girls Night In* event, have been invited to attend an event, or are just curious what *Girls Night In* is all about, you'll find everything you need to know at **www.GirlsNightInForCancer.ca**. Once you navigate to the site, here is what you'll find.

The home page

The **www.GirlsNightInForCancer.ca** home page invites visitors to register for the *Girls Night In* program and demonstrates its simplicity and flexibility.

Visitors will find quick links to their specific interest:

For *Girls Night In* Hosts

- Simple steps to getting involved
- Area to register a *Girls Night In* event

For *Girls Night In* Guests

- *Girls Night In* event/host locator
- What guests can expect at their *Girls Night In* event

Girls Night In interactive community welcomes and engages visitors through a video on the program, a guest and host video/photo gallery, and forums to share exciting party ideas, favourite recipes and so much more!

An about section with key information on the important work of *Girls Night In* and the Canadian Cancer Society.





Key site areas

For Hosts

When visitors click through to the area for *Girls Night In* hosts they'll learn how easy it can be to host a *Girls Night In* event and find information and tips to make it a huge success, including:

Five simple steps to hosting a *Girls Night In*

1. Registration page to enter event details
2. Free downloadable host kit with complete resources for hosting an event
3. A sign-in area where hosts can manage their event details and find handy tools like e-vites
4. Helpful event planning checklists and inspirational theme ideas
5. Answers to common host questions on the 'hows' and 'whys' of *Girls Night In* events

For Guests

Women who have been invited to *Girls Night In* events might be just a little curious how they work, and more specifically, how they'll be asked to support research into cancers that affect women. Clicking from the home page to the guests section lets visitors tap into the following resources:

- The event basics: from the invitation through to the guest donation form
- Search tool that enables guests to locate details for the event they're attending
- Answers to popular guest questions on how *Girls Night In* works, including how much to donate and how they can support research into cancers that affect women, even if they can't attend an event

Girls Night In interactive community

Regardless of their interest in the program, by clicking on the community button from the home page, visitors can immerse themselves in the highly engaging *Girls Night In* interactive community. Visitors can see what real hosts are doing throughout Ontario and be inspired to participate with fun ideas that really work. The area includes:





- A discussion forum for posting event stories and suggestions
- *Girls Night In* Facebook page
- A photo album of *Girls Night In* events

About the Canadian Cancer Society and the cause

It's important that visitors understand *Girls Night In* and how it generates funding for research into cancers that affect women (breast, cervical, ovarian and uterine) through the Canadian Cancer Society in Ontario.

Clicking on the about button on the home page brings the visitor to a wealth of information on *Girls Night In*, research into cancers that affect women and the work of the Canadian Cancer Society, including:

- Highlights of specific groundbreaking studies
- Inspirational stories from female cancer survivors
- Information on women's cancers and health
- Health tips for cancer prevention
- Background on the Canadian Cancer Society, its mission, programs and services
- Helpful answers to key questions about the *Girls Night In* program
- Information on corporate supporters of *Girls Night In*

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