



*handbook v1.1*

# ZOOM TO PAGE

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LET'S

*celebrate*

OUR

FUCK UPS

# THE BASICS

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We live in a competitive world where weaknesses, mistakes or “fuck ups” are covered up, glossed over or ignored, rather than enjoyed for the glorious learning opportunity that they should be. “Fuck Up Night” is an ongoing, internationally coordinated series of informal events taking place in bars and cafes around the world to celebrate and own the fuck ups we make in life.

Fuck Up Night is an initiative of “Soften the Fck Up” by “Spur Projects”.



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Spur Projects is an evolving idea: We believe that to tackle the rate of suicide amongst men, bold new approaches to suicide prevention are required.

Suicide remains the leading cause of death around the world. In Australia alone suicide is the biggest killer of men aged 14 to 44. 80% of all Australian suicides are men.

SPUR EXISTS TO MAKE IT EASIER FOR  
MEN TO TAKE **POSITIVE ACTION** THAN TO  
**SUICIDE**

We know that the risk of suicide diminishes drastically with help and support. For many men, however, seeking help and support is not always an easy thing to do. Spur is here to change this, by challenging men to start the conversation, both metaphorically and literally.

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One of the major barriers to help-seeking behaviour is the perceived need to conform to outdated-stereotypes. Australia, in particular, has embraced a culture of hyper-machoism where men must, at all times, be hard and emotionless. As a response to the oft said phrase "Harden the Fuck Up", Spur's first project "Soften the Fck Up" is a series of campaigns aimed at challenging the idea of a "masculine norm", the goal being to help break down the barriers that prevent help-seeking behaviour".

WE DON'T NEED TO **REDEFINE**  
MASCULINITY,  
WE NEED TO **UNDEFINE IT**

Since Soften the Fck Up's launch, it has received nearly 40,000 hits on YouTube, raised over \$25,000 and has won a myriad of awards including the Men's Australasian Health Youth Contribution Award & Deloitte's startup-pitch competition.

# THERE ARE ONLY TWO RULES:

1

YOU MUST MEET AT LEAST  
ONE NEW PERSON

2

YOU MUST SHARE AT LEAST  
ONE FUCK UP YOU'VE MADE

# THE NIGHT

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So, what does a Fuck Up Night actually entail?

It's a pretty straightforward concept, really. On a set date at a set time, people gather in a range of venues (mainly bars and pubs) around the world and simply have a chat. Throughout the night each person is set with two small challenges: Meet someone new and share a fuck they've made. It doesn't matter in the slightest how small or big the fuck up shared is.

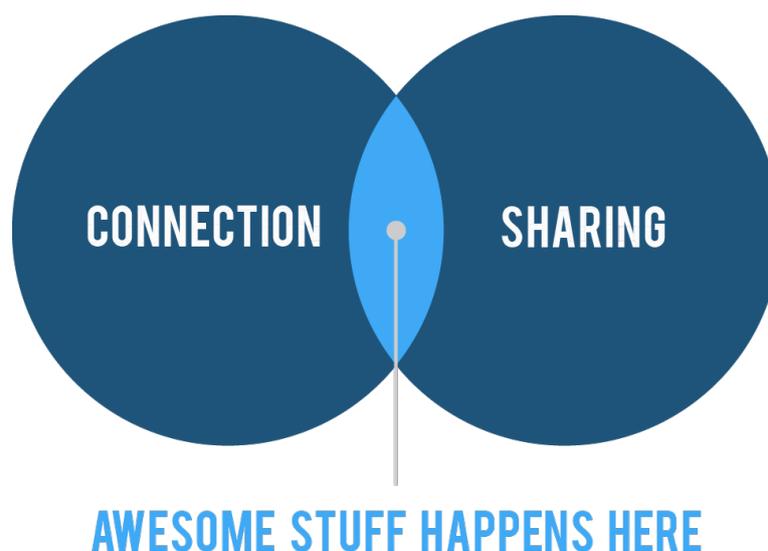
Each Fuck Up Night is "lightly facilitated" by a host who introduces the evening, provides a little context as to why the event is what it is, who it's run by (ie; Spur and Soften the Fck Up), and to act as a connector throughout the evening (particularly for "first timers").

Participants are free to drink / eat / mingle as they please and although the night has a recommended run time of roughly 90-120 mins, they are able to come and go as they please.

Please note, the above outline is the recommended "minimum" amount of activity. Each host (or FUNKer) has the freedom to design their own event as they choose.

It may not sound too different from a standard night out, but there are two key differences. At Fuck Up Night:

- Mingling with strangers is not only acceptable, but \*enforced\* (NB; by forced, we mean encouraged. Very, very strongly encouraged.)
- The expectation of sharing "vulnerability" allows a deeper level of conversation to be established quickly, where participants feel comfortable sharing stories of their past, emotions, experiences and journeys. This is a critical difference to a "standard night out", where conversation (particularly with strangers) is typically confined to small talk, current events and other "shallow" topics. Let's face it - deep conversation typically only happens after two bottles of red.



THURSDAY  
*march*  
20

THURSDAY  
*june*  
05

7:00PM

THURSDAY  
*august*  
28

THURSDAY  
*november*  
20

# GET INVOLVED

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We invite you to host a Fuck Up Night in your own city / town and to become a Fuck Up Night Koordinator or a "FUNKer" as we like to call you. (Yes, we realise we've had to bastardise the English language to make the acronym work, though we believe it's a sacrifice worth making.)

We'd love you to be an ongoing FUNKer, though we're more than happy if you want to start with just one and see how it goes.

By agreeing to be a FUNKer, there are some loose protocols and guidelines we ask you to follow in order to ensure that Fuck Up Nights are consistent across the country.

FUNs are simple to coordinate, plus you'll have the full support of the Spur team at your disposal.

The majority of your role is basically to:

- **SOURCE A GREAT VENUE.**
- **OVERSEE AND HOST THE ACTUAL EVENT (OR AT LEAST ENSURE THAT SOMEONE ELSE DOES)**

There are, of course, some other bits and bobs, but they're explained in more detail throughout the following sections.



# KEY DATES

TODO	EVENT DATES			
	MAR 20	JUN 05	AUG 28	NOV 06
FUNKers confirm participation	Feb 6	Apr 28	Jul 17	Sep 25
FUNKers confirm venue and send details to Spur including: <ul style="list-style-type: none"> <li>• Capacity</li> <li>• Venue contact</li> <li>• Address</li> <li>• General venue details (vibe, bar/cafe etc.)</li> <li>• Any deals / concessions</li> </ul>	Feb 20	May 5	Jul 28	Oct 6
Spur to create Eventbrite / Facebook Event (depending on needs and TBC)	Feb 24	May 12	Aug 4	Oct 13
Spur to update website and social media channels	Feb 24	May 12	Aug 4	Oct 13
Spur to send banners and merchandise (if applicable)	Mar 13	May 29	Aug 21	Oct 30
Confirm resources / logistics required for the night and communicate these to Spur	Mar 17	Jun 2	Aug 25	Nov 3
Fuck Up Night	Mar 20	Jun 5	Aug 28	Nov 6
Photography or videography to be sent to Spur	Mar 27	Jun 12	Sep 4	Nov 13

# EVENT RUN SHEET

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Below is an example run sheet. Variations are welcome and it is recommended you discuss your program with Spur.

TIME	WHAT IS HAPPENING
6:00pm	Arrive and Set Up
6:45pm	Arrival of Participants FUNKer to informally greet guests upon arrival (particularly first timers)
7:00pm	FUNKer to give the official welcome. This includes: <ul style="list-style-type: none"><li>• The premise of Fuck Up Night</li><li>• Rules for the evening</li><li>• A personal story of why sharing your fuck ups is good (where applicable)</li><li>• Share a Fuck Up of your own</li><li>• A reiteration of the rules</li></ul>
7:10pm	Chatting and mingling commence
7:45pm	FUNKer to address participants a second time and welcome any latecomers. This may include a reiteration of rules or perhaps an “update of suggested behaviour”, depending on how the night is tracking.
8:00pm	Hand out any promotional material (if relevant)
8:30 / 9:00pm	FUNKer to “close” the formalities of the evening. Depending on your particular venue an context, participants should be encouraged to stay and continue the conversation.

# TIPS AND FAQs

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## CAN WE BRAND FUCK UP NIGHT UNDER OUR OWN ORGANISATION?

No and Yes. First and Foremost, by hosting a FUN, you are an ambassador of Spur and Soften the Fck Up. Therefore events must always be branded as such. That said, we are more than happy for you to sub-brand the event for your own organisation. It is recommended that you double check with Spur if you're looking to include sub-branding.

If your organisation was called the "The Pineapple Collective". You'd be welcome to advertise your FUN in following way (as an example): Fuck Up Night is an initiative of Spur and Soften the Fck Up, hosted by The Pineapple Collective.

## WHAT MAKES A GOOD VENUE?

This is, ultimately, up to you as a FUNKer and what you believe would work best for your town / city. Spur would recommend a venue with a relaxed atmosphere that is conducive to mingling and chatting.

An ideal venue is one where, on the night, the vast majority of people would be there for Fuck Up Night. Therefore, we don't encourage venues that are typically "pumping" on a Thursday night. The ability for conversation to flourish in an environment with lots of non-Fuck Up Night people is going to be a lot harder to achieve.

Therefore, we would recommend a venue that is traditionally quiet on a Thursday or one that will open specially for the event (such as a licensed cafe).

Some FUNKers have even contemplated holding a Fuck Up Night at a local bowls club. There really is no limit to possibility.

## DO WE HAVE TO "BOOK" A VENUE?

Based on the information in the answer above, "booking" a venue (or at least an area of a venue) may prove effective. However, please bear in mind that there is no funding for Fuck Up Night, so unless you feel particularly philanthropic and wish to pay for a venue booking out of your own pocket, we recommend finding a venue that does not charge for bookings.

## WHO IS FUCK UP NIGHT TARGETING?

Anyone and everyone. Spur and Soften the Fck Up is committed to changing the rate of suicide (primarily) amongst men aged 14-44. It is recommended that you consider this demographic when planning your event, though conversations never happen in silo, and creating a nationwide dialogue involves everyone.

## AM I ABLE TO CHARGE AN ATTENDANCE FEE?

No. Fuck Up Night is, and always will be, a free event. Spur is committed to creating conversations, and we believe that charging people to do so only serves to limit conversation.

### AM I ALLOWED TO FUNDRAISE ON BEHALF OF SPUR DURING A FUCK UP NIGHT?

In short, no. As a completely volunteer organisation, we rely heavily on donations from the general public. However, collecting “cash” provides a number of logistical hurdles (read: nightmares) in terms of receipting, banking and tracking money.

Therefore, if anyone is interested in donating to Spur (which is a fully tax deductible thing to do), we recommend you point them in the direction of either the Spur or Soften the Fck Up Website where they can donate online, where it is completely secure and traceable.

### IS IT POSSIBLE TO CONNECT WITH OTHER FUCK UP NIGHTS IN REAL TIME?

As it just so happens, yes! Although this is entirely optional, we encourage FUNKers to organise either a tablet(s) or laptop(s) to be present at each event. We then “Google Hangout” them together so that people can connect with each other regardless of where they are in Australia. This even includes those sitting at home.

Choosing a venue that has wifi may prove beneficial for this connectivity to occur. Obviously, this is reliant of other FUNs operating in the same time-zone as yours. Please let Spur know if you’re looking to do this, as we will create you a specialised FUN-Google account (that way you don’t have to use your personal account).

### DO I NEED A PHOTOGRAPHER OR VIDEOGRAPHER AT THE EVENT?

Spur likes to gather as much visual and audio material from its events as possible. We therefore strongly encourage you to arrange someone to look after this on the night - even if this is as simple as someone walking around taking photos with an iPhone. Of course, if you are able to source a photographer or videographer for the event, that would be ideal.

Spur is certainly open to this idea and we would ask that you include us in the decision making process.

### CAN I THEME THE NIGHT?

Some FUNKers have discussed theming the “type” of fuck up that people will be encouraged to share - e.g.; “Love life Fuck Up Night” or “Workplace Fuck Up Night”.

We believe themes are one way of helping people to “start” a conversation, though we would also encourage you to think of themes as “flavours” of the event rather than a “strict topic of conversation”.

### WHAT’S ALL THIS ABOUT BANNERS AND MARKETING?

In the lead up to each Fuck Up Night, Spur will be responsible for the marketing and social media. Any additional marketing requested by FUNKers will be negotiated with Spur.

Depending on the nature of your particular Fuck Up Night, Spur is able to provide banners, flyers and other promotional material that you may require.



## YOU SEEM TO SWEAR A LOT

The word “Fuck” appears really quite a lot in our campaigns and events, yet you’ll notice that we actually use profanity quite sparingly. Of course, we have no problem with swearing, we do believe, though, that it’s most impactful / when used with purpose - not flippantly or because it’s the “easy” option to use.

As a FUNKer, we ask you to at least be aware of your profanity and how it may be perceived. A balance of casual yet semi-professional is a good.

## DO PEOPLE GET EMOTIONAL?

Although Fuck Up Nights will largely be fun, casual nights, there is the possibility that they may border on emotional territory for some. It’s not your role as a FUNKer to be a counsellor, though as the event organiser, understanding where to direct people is important - should the need arise.

The two most common “first point of call” services in Australia are:

Lifeline  
<http://www.lifeline.org.au>  
13 11 14

Beyondblue  
<http://www.beyondblue.org.au>  
1300 22 4636

If outside Australia, we recommend you research the major mental health organisations in your country.

If you are not a trained psychologist we do not recommend that you give any specific advice.

Some FUNKers have arranged guest psychologists or other mental health workers in attendance (which is great!). It should be noted (and communicated to guests) that they do not professionally represent Spur, Soften the Fck Up or Fuck Up Night. If they give specific advice, they do so under their own volition and take full, personal and professional responsibility for their actions.

## DO PEOPLE GET COMPETITIVE?

Fuck Up Nights have been developed with the advice and guidance of counsellors. One flagged scenario is that participants turn the night into a “competition” of sorts: a potential race as to who can claim the most destructive behaviour. An example might be: Person A: “I got so drunk that I did ‘x’” Person B “well I got so drunk that I did x, y AND z”.

Obviously, this is not ideal. We believe that this can largely be dissuaded by the initial story at the start of the night shared by the FUNKer. This should set the tone and nature of conversation for the night to come.



## HOW DOES IT WORK WITH ALCOHOL?

Some FUNKers have organised drink packages / specials for their event. This is fine in theory. We do want to at least flag that alcohol consumption should not be a focus of the night, though.

Yes, it is certainly a social lubricant and most FUNs will occur in bars and pubs. We, though we want to break down the assumption that “alcohol needs to be consumed” in order for you to share your feelings. Alcohol is also a depressant and is linked strongly to a number of mental health diseases.

## WHAT ELSE SHOULD I CONSIDER?

- Depending on the venue, the host of the evening may require a microphone / PA.
- Also consider the background music of the evening as this will greatly affect the mood. We suggest liaising with the venue in advance. Spur will also supply Spotify playlists that you can use.

# CONTACT

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If you have any questions, wish to get involved or want to find out more about Fuck Up Night, Soften the Fck Up or Spur Projects, well, you're more than welcome to get in touch!



## EMAIL

[mail@spurprojects.com.au](mailto:mail@spurprojects.com.au)

## WEBSITE

[www.spurprojects.com.au](http://www.spurprojects.com.au)



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[www.softenthefckup.com.au](http://www.softenthefckup.com.au)

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