How to be a great host

A quick guide to creating an awesome World Cancer Day event

worldcancerday.org
A World Cancer Day activity or event is one of the best ways to show your support.
Getting started

What’s your aim and goal?
Each World Cancer Day event and activity is unique.
For many, it’s all about bringing together the community to raise awareness. For others, the big motivation is to fundraise for a good cause. And for some, it’s all about getting the media talking.

However big or small, the one thing in common about World Cancer Day events is that it gets people talking and learning about cancer.

Whatever your activity or event, decide what your organisation, community or business wants to achieve.

Where?
World Cancer Day activities can take place anywhere – in a lecture hall, in a park, in a shopping mall, on social media – wherever you can get people together.

What’s your passion?
Use your passion to fuel your ideas to mark World Cancer Day.
If you love cooking, why not organise a healthy cooking class for friends and colleagues? If you enjoy getting active, organise a fun walk or run for your town or city. If you like to read, invite book clubs to read a book around the topic of cancer and discuss it together on World Cancer Day. If you love technology, host a competition to see how you can create new technologies to make the lives of those living with cancer that much easier.

When?
Make sure your activity is in and around World Cancer Day, 4 February so we can all join in together.
Who to get involved?

Get as many people as you can to join in – it’s World Cancer Day after all.

• **Family, Friends & Colleagues:** Anyone you think will be passionate about planning an activity together

• **TV & Radio:** Reach out to your local radio station and ask them to MC your event or ask your local station for free public announcements about your activity

• **Local businesses:** check if businesses around you can donate good and services such as your event venue, catering (make sure it’s healthy), prizes, printing of materials etc.

• **Cancer organisations and charities:** ask your local or national cancer organisation for brochures and flyers to hand out at your event

• **Healthy help:** reach out to health-related businesses like pharmacies, farmer’s market, gyms and yoga studios to help you out with promotion, sponsorship or activities

• **Helping hands:** contact your local community, schools or universities if you need volunteers

• **Represent!** Invite your local representative or Mayor to make a welcome speech

• **Clubs:** whether your book club, supper club, sports club, scouting club or any other club, get them involved too
Get planning
It’s never too early to get planning. We suggest starting your planning as early as October.
You may need plenty of time to engage partners and sponsors, to confirm a venue, to decide who in your planning group is responsible for what, and to plan out your communications and promotion.

Add your activity to the Map of Impact
Show the impact you’re making with your activity and inspire others by adding your event to the Map of Impact. worldcancerday.org/map

Spread the word
Take advantage of all the materials provided on the World Cancer Day website, including posters, social media banners, logos and branding resources.

Hashtag it
Don’t forget to use the official hashtags #WorldCancerDay and #IAmAndIWill in all your communications on social media.
For more tips, download the Social Media guide at worldcancerday.org/materials

Need more inspiration?
See what supporters are doing for World Cancer Day at: worldcancerday.org/map
Thank you for supporting World Cancer Day.

For more information and the latest news, sign up to our newsletter at worldcancerday.org

Have questions? Email us at hello@worldcancerday.org

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instagram.com/worldcancerday
twitter.com/uicc

World Cancer Day is an initiative of the Union for International Cancer Control.