

How to generate generosity

I AM
AND
I WILL



A quick guide to
fundraising for a cause

worldcancerday.org





**Supporters
can make a
huge impact on
World Cancer
Day through
fundraising.**

Getting started

Who are you fundraising for?

Decide who you will be fundraising for. You may want to raise funds for your local cancer organisation, charity, cancer centre, foundation or hospital.

To find a cancer organisation near you, see the list of Union for International Cancer Control members at uicc.org/membership

Get in touch

Once you've decided who will be the focus of your fundraising campaign, reach out to your chosen organisation. They may already be organising a fundraising event which you can join or have further information or guidelines for fundraising on their behalf.

Set your target

Give yourself an ambitious goal and challenge everyone to reach that goal.



Your fundraising campaign

Plan what you will be doing to fundraise. Maybe, a healthy bake sale or a fundraising walk or a sponsored record-breaking attempt.

It's useful to also consider how you will collect donations. For some, it's practical to collect donations online through a fundraising page and for some, it's best done in person.

You can fundraise in the lead up to World Cancer Day and the day itself to ensure you attract the most amount of attention.



Ask and spread the word

Get in touch with everyone you know. Reach out to your family, networks, communities, friends and friends of friends.

Businesses and employers may also be happy to help match the funds you raised.

Be transparent

It's okay if you need to cover any costs, but make sure to be transparent about how much of the funds raised will go to your chosen organisation.

Reward and say thanks

Show your appreciation to your supporters. Acknowledge your supporters on social media, say thanks and let them know how much was fundraised altogether. This will go a long way!

Donate

Make sure to submit your raised funds as quickly as you can.

If you would like to donate World Cancer Day, visit worldcancerday.org/donate

A photograph of several young children in a rural, outdoor setting. The children are of African descent. In the foreground, a young girl with braided hair is smiling broadly, wearing a blue and white patterned dress. To her left, another child in a blue and white striped shirt is looking towards the camera. In the background, another child is visible, looking slightly away. The overall tone is warm and hopeful. A white speech bubble graphic is overlaid on the image, containing the text 'I AM AND I WILL' in a bold, white, sans-serif font.

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I WILL



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



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