

How to guide: Fundraise

An initiative of



**World
Cancer Day**
4 February

#IAmAndIWill
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.



Digital fundraising

Raising funds through online, mobile and social media platforms can offer an efficient and often easy way for organisations, businesses and individuals who are looking to support cancer organisations and charities this World Cancer Day.

Virtual fundraising ideas

There are a number of ways you can get creative with your digital fundraising this 4 February. Here are just a few ideas to get you started.

Personal or group challenges

Want to take up a personal or team challenge for a cancer organisation close to your heart? Here's your chance. Simply sign up to the World Cancer Day 21 Days to Impact Challenge (worldcancerday.org/Challenge) and ask your friends, family members and colleagues to sponsor your efforts.

Online auctions

Auctions can be an exciting and dynamic way to fundraise. You might want to take it virtual by using an online bidding platform or software. Ask around your local businesses to donate goods and experiences for your auction items. If you're a business, perhaps offer a behind-the-scenes tour and if you're an individual, consider auctioning off your own skills, expertise and time.

eBay for Charity

If you're a seller on eBay, did you know you can donate a percent of your profit to a registered eBay charity? So, if you're looking to raise funds for a cancer organisation this World Cancer Day by selling things you no longer need, eBay for Charity might be a good option.

Fundraising through social media

Nonprofit fundraisers on Facebook

If you have a Facebook account, you can easily raise funds this World Cancer Day (in selected countries), for one of the millions of registered charities on Facebook. It takes a few quick and simple steps to set up your own nonprofit fundraiser on Facebook – and 100% of the donations will be directed to the cancer charity you choose!

Find out how: [facebook.com/fundraisers](https://www.facebook.com/fundraisers)

Instagram Live and Stories fundraiser

Go live on Instagram this World Cancer Day and you can help to fundraise for a registered nonprofit. Through activating the donations feature during an Instagram Live and/or adding a donation sticker to your stories, you can encourage your followers to donate to your selected charity. It's that easy!

Learn how: help.instagram.com/524668988444724

YouTube Giving

Eligible YouTube channels may also create a fundraiser for a nonprofit registered on YouTube by adding a donate button to their videos.

Get the details: support.google.com/youtube/answer/6318560?hl=en

Choosing a donation platform

There are many peer-to-peer fundraising, crowdfunding websites and donation management platforms which can help you raise and collect money for charitable causes. When doing your research and selecting a platform, here are few things to consider:

- The platform's reputation for safety, security and data privacy
- Any fees charged by the platform
- How user-friendly it is for both yourself as the fundraiser as well as your donors
- Consider a platform that your donors might be already familiar with, prefer or already engage with



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 to World Cancer Day, visit worldcancerday.org/donate





I AM
AND
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



facebook.com/worldcancerday



instagram.com/worldcancerday



twitter.com/uicc



youtube.com/worldcancerday_official

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



Visionary
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