

# SURVIVORSHIP CHALLENGE: THE ROAD TO CPAT

## FUNDRAISING GUIDE



## 2025 CPAT SYMPOSIUM



# **SURVIVORSHIP CHALLENGE FUNDRAISER**

## **The Road to CPAT!**

We are thrilled you made the decision to participate in the 2025 Survivorship Challenge Fundraiser!

There is no better way to show your support for cancer survivors than to use your talents to raise awareness and funds for NCCS. Thank you for supporting our community. Please refer to this guide for instructions, resources, and sample content to help you have a successful fundraiser.

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## FUNDRAISING GOALS

- The Survivorship Challenge's fundraising goal is \$6,000.
- Participants are asked to raise a minimum of \$150.

All funds raised through the Survivorship Challenge go directly to our cause and are non-refundable.

## INCENTIVES

This year's Survivorship Challenge features new incentive levels!

- Participants that raise \$300+ will receive an exclusive CPAT t-shirt.
- Participants that raise \$500+ will receive special recognition during the first night at CPAT.
- Our top fundraiser will receive special recognition during the June 26 reception.

## GIVE LIVELY

NCCS partners with the fundraising platform Give Lively to provide an easy way to fundraise online. This is where you will go to setup your account, tell your story, share it with friends, and collect funds.

[Click Here to go to the Survivorship Challenge Campaign page on Give Lively.](#)

# SETTING UP YOUR FUNDRAISER



## REGISTER YOUR ACCOUNT

1. Start your fundraiser at the [Survivorship Challenge Campaign](#) page.
2. Select the “I Want To Fundraise For This” button.
3. Select the “Create My Own Page” button.
4. Take a moment to read “How this Works” information.
5. Fill out the required details in the Create Account box.
6. SPECIAL NOTE: If you participated in last years fundraiser, log in to your existing account.



## CUSTOMIZE YOUR PAGE

1. Write a personalized donation appeal.
2. Upload an image or a video.
3. Click the “Save” button early and often so you don’t lose your content.



## REACH OUT TO YOUR NETWORK

1. Share your fundraiser on social media with friends and family.
2. Email the link to your contacts.
3. Make a self-donation to kick things off.



## MANAGE YOUR FUNDRAISER

1. Your fundraising page will show when someone has made a donation.
2. Keep an eye on your fundraising page so that you can thank your donors on social media or via email.

## IN-PERSON FUNDRAISING

A personal fundraising ask still works best in many cases. If you want to collect cash or check donations off-line, contact Karen Wilson at [kwilson@canceradvocacy.org](mailto:kwilson@canceradvocacy.org) for an off-line pledge form.

Potential supporters that you see often and may not connect with online include:

- Work acquaintances: Bosses, co-workers, business partners, vendors, clients.
- Associates from group activities: Teammates, coaches, classmates.
- Members of your church or spiritual group.
- Neighbors.
- Local Relationships: Physician, dentists, hairstylists.

## CPAT SYMPOSIUM PHOTOS

Photos from the 2024 CPAT Symposium are available for you to use on your fundraising page or social media posts.

[Browse and download photos from the 2024 CPAT Symposium.](#)



# EMAIL + SOCIAL MEDIA TEMPLATES

Most potential donors you contact will be people you personally know—friends, relatives, co-workers, and others within your social network. Their decision to donate is because they are supporting you rather than supporting the cause.

Directing them to your personal page is key! You want to explain why you are participating, what the CPAT Symposium means to you, and how their contribution can help you achieve your goals.

## Email Template #1 - Share your fundraising page

Subject line: I'm raising funds to attend the NCCS CPAT Symposium

Dear [First Name],

As you may know, advocating for quality cancer care is important to me. I'm raising funds with the National Coalition for Cancer Survivorship (NCCS) to attend the annual Cancer Policy and Advocacy Team Symposium on June 25 - June 27 in Washington, DC. If you don't know why this cause is important to me, here's my story:

### Share your story here.

The training I'll receive at the CPAT Symposium helps me to share my cancer journey with my local Congressperson to advocate for legislation that eases burdens on cancer survivors and improves the quality of cancer care in my community.

Interested in helping? Please consider making a donation to my personal fundraising campaign. [\[link to your fundraising page\]](#) Your donation will go directly to help cover my hotel expenses.

Sincerely,  
[Your name]

# EMAIL + SOCIAL MEDIA TEMPLATES

## Email Template #2 - How to give to your fundraiser

Subject line: In case you missed it, I'm raising funds to attend the NCCS CPAT Symposium

Dear [First Name],

I'm raising funds with the National Coalition for Cancer Survivorship (NCCS) to attend the annual Cancer Policy and Advocacy Team Symposium on June 25 - June 27 in Washington D.C. The training I'll receive at the CPAT Symposium helps me to share my cancer journey with my local Congressperson to advocate for legislation that eases burdens on cancer survivors and improves the quality of cancer care in my community. Your donation will go directly to help cover my hotel expenses.

If you are interested in supporting me, here are a couple of ways you can help.

1. Make a donation to my personal fundraising campaign. [link to your fundraising page]
2. Share this email with your friends and let them know I'm raising funds to attend the CPAT Symposium, a program for cancer survivors and advocates to receive education and advocacy training. Any help they can provide makes a difference.

Thank you for your support!

[Your name]

## Social Media Template #1 - Share your fundraising page

Hey Friends! As some of you may know, advocating for quality cancer care is important to me. I'm raising funds for the National Coalition for Cancer Survivorship (NCCS) to attend their annual Cancer Policy and Advocacy Team Symposium in June in Washington, DC. The training will help me develop my advocacy skills and share my story with lawmakers. Please consider making a donation to help cover my hotel expenses. You can give by going to my personal fundraising page. Thanks!

[link to your fundraising page]

## Social Media Template #2 - Encourage them to share your fundraiser

Hey Friends! You are all awesome. Thank you for supporting my fundraiser to attend the annual NCCS Cancer Policy and Advocacy Team Symposium in June in Washington, DC. Do you mind helping me out just a little bit more? If you could share my fundraiser on your social media, I would really appreciate it! The opportunity to receive advocacy training and share my cancer story would mean so much to me. Thanks!

[link to your fundraising page]

# DON'T FORGET TO THANK YOUR SUPPORTERS

Thanking your donors is the most important part of fundraising. Make sure they know how much you appreciate their support!



*Thank you!*

Thank you for supporting the National Coalition for Cancer Survivorship!

We're here to assist you on your fundraising journey. Please contact Karen Wilson, Development Manager at [kwilson@canceradvocacy.org](mailto:kwilson@canceradvocacy.org) if you have any questions.

Happy Fundraising!