



Your Guide To

FUNDRAISING

CANCER NATION



THANK YOU

Thank you for choosing to fundraise in support of Cancer Nation and our mission to advocate for quality cancer care for everyone touched by cancer.

This guide walks you through how to get started, with helpful tips, tools, and support along the way.

If you have any questions, or need help, we're [here](#).

Contact Karen at kwilson@canceradvocacy.org or 301-650-9127.



This is what **survivorship** looks like!



CANCER NATION

Here to be heard.

Cancer Nation is the collective voice of the 18+ million Americans living with, through, and beyond cancer. We're in every town, every family, and nearly every workplace. Cancer doesn't end when treatment ends, and for too many people, life after cancer comes with lasting physical, emotional, and financial challenges. We exist to make sure those experiences are seen and taken seriously.

What we do is push for care that actually works for real lives. We advocate for whole person cancer care, clear survivorship care plans, and financial protections so people aren't left to figure things out alone or pushed into debt just to stay healthy. By lifting up everyday experiences and bringing them into policy and practice, we work to change how cancer care shows up—not just during treatment, but for the long road that follows.

"When you've faced the brutal reality of cancer, health care policy stops being political, it becomes personal. I'll keep showing up, speaking out, and fighting for every survivor who deserves real access to care and the right to live—not just survive."

- Sharon Rivera Sanchez, Survivor and CPAT Advocate, Virginia



Cancer Nation is proud to hold a four-star rating from Charity Navigator, a distinction that reflects strong financial health, accountability, and transparency. This top rating means donors can give with confidence, knowing their support is managed responsibly and makes real impact through Cancer Nation's work.

FUNDRAISING BY THE NUMBERS

\$50 Reminds a survivor they're not alone, helping share trusted information and real hope when it's needed most.

\$100 Helps power survivor education through webinars and resources, giving patients and families guidance to navigate care and life after diagnosis.

\$500 Helps bring the Survivorship Survey to life—amplifying survivor voices nationwide.

\$1000 Helps offset travel costs for survivors to attend the in-person Cancer Nation Summit in Washington D.C.



Funds raised go to advancing better care and stronger protections for people living with, through, and beyond cancer.



GETTING STARTED

There's no single way to fundraise for Cancer Nation because there's no single cancer story. No matter which type of fundraiser you choose, GiveLively can be used to collect donations, fundraise individually or as a team, and turn connection into action for people living with and beyond cancer.

FUNDRAISE YOUR WAY - DIY Fundraising

Host an Event

DIY fundraising (do-it-yourself) is where our collective power shows up loud. It's us turning everyday gatherings into fuel for a Cure for Care. When we fundraise, we're not just collecting dollars. We're telling the world: we are 18+ million strong, and we refuse to settle for care that only helps us survive.

The best part? There's no one right way to do it.

Make it personal. Make it joyful. Make it bold.

Every dollar raised strengthens this movement—amplifying survivor voices, expanding our reach, and proving that we are a force policymakers can't ignore. This is how we turn milestones into momentum and community into change. We are Cancer Nation. And when we show up together, we are impossible to ignore.

Here are a few ideas for inspiration!

- Arts + Craft Sale
- Backyard barbecue
- Bingo Night
- Birthday Party
- Cocktail Party
- Dinner Party
- Game Night
- Garage Sale
- Host a Pickleball Tournament
- Karaoke Night
- Movie Night
- Poker Tournament
- Rally Your Book Club
- Tea Party
- 5K/Walk-a-Thon

MORE WAYS GIVE

However you choose to show up for Cancer Nation, you're helping grow this community and expand our reach. Every contribution moves us forward!

In-Store Fundraiser

Turn everyday places into moments of impact. Local businesses are already hubs of connection. Hold a one-day or one-week giveback where a portion of proceeds supports Cancer Nation. This allows customers to show up without changing their routine. Coffee gets poured, hair gets cut, classes get taught, and cancer care gets supported.



Ideas

- Percent of proceeds days or weeks.
- Donation jar at checkout with a QR code to your GiveLively page.
- Include a sign on why the business chose Cancer Nation.

Facebook Fundraisers

Share your story and spark action. Facebook fundraisers are fast, familiar, and powerful. They are great for sharing personal stories. One post can open the door to dozens of quiet acts of generosity.



- Share why care after cancer matters to you so others understand why this fundraiser is important.
- Plan to post one or two updates during your fundraiser, like celebrating a milestone or thanking people for showing up.
- Remind your community that every gift counts.

Workplace Giving

Most workplaces already carry cancer stories, spoken and unspoken. Workplace fundraisers create space to acknowledge that reality and turn it into collective care. These campaigns work best when they're simple, inclusive, and optional.



Ideas

- Casual dress or "wear the same color" days.
- Small team challenges (steps, acts of kindness, shared goals).
- Matching gift moments from leadership.
- A shared GiveLively page employees can rally around.

In Honor or Memorial

Hold space. Create meaning. Carry someone forward. In honor or memorial fundraisers give people a way to channel love, grief, gratitude, or remembrance into action. These fundraisers often mean the most because they come from the heart.



Ideas

- These fundraisers can mark birthdays, anniversaries, or other meaningful milestones.
- There's no right way to share—short and simple is just as powerful as longer reflections.
- A photo, memory, or dedication can help others understand who or what you're honoring.

ONLINE FUNDRAISING

Supporters can easily create their own online fundraiser through GiveLively. Clear, step-by-step instructions to get started are below.

CREATE YOUR ACCOUNT

Start your fundraiser at the [Cancer Nation Campaign Page](#). Select **“Start a Fundraiser”** and create your individual or team fundraising page.

SET A GOAL

A goal helps your supporters see what they’re working toward. Go big, and if you reach it, you can always set your sights higher.

CUSTOMIZE YOUR PAGE

Your fundraising page is your space to make this personal. Add your story, why Cancer Nation matters to you, and what this effort represents—people give when they feel a real connection. A few honest words can turn a page into a rallying point for your community.

START THE MOMENTUM

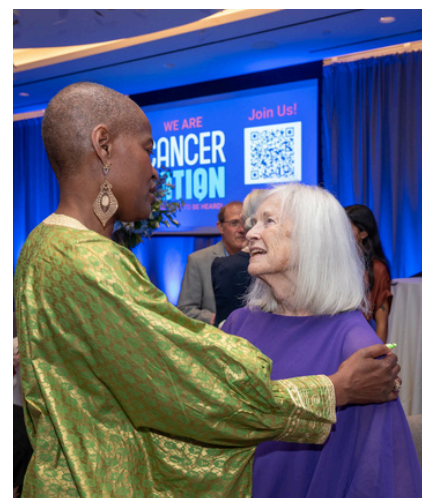
Making the first donation yourself sets the tone and shows others you’re all in, it signals belief, momentum, and invites your community to join you.

REACH OUT TO YOUR NETWORK

Sharing your page is how your fundraiser grows, post it on social media, send it by email, and share it directly with your circles, always using your **GiveLively fundraising page link** so people can take action and donate.

GRATITUDE

Your fundraising page will show when someone has made a donation. Make sure you show your appreciation! Send personalized emails, thank them in-person, or tag them in social media.



PROMOTE YOUR FUNDRAISER

No matter the format, in person or online, your event only grows when your community knows it's happening.



Send a personal email to friends, family, and colleagues explaining why this fundraiser matters to you. One clear ask. One clear link.



Print flyers or postcards and share where people are: coffee shops, gyms, libraries, health centers, or community boards.



Ask your employer, union, faith group, alumni association, or civic organization to share the fundraiser through internal emails, newsletters, bulletin boards, or staff meetings.



During casual get-togethers or group activities, take a few minutes to share why you're fundraising for Cancer Nation. When people hear a personal reason tied to real lives, giving feels natural, not transactional.

TOP TIPS FOR SOCIAL MEDIA

1. Share your fundraiser across various social media platforms - Facebook, Instagram, Twitter, and any other platform where your network is active.
2. Add pictures to make your post visually appealing and shareable.
3. Craft an inspiring caption that shares why you're fundraising for Cancer Nation and invite others to support the mission. We provide ready to use examples at [online](#).
4. Always link to where you want people to donate.
 - If running an online fundraiser, link to your [GiveLively fundraising page](#).
 - If running an in-person fundraiser only, use Cancer Nation's main [donation page link](#) in your social media posts and event promotions.
5. Use relevant hashtags like #CancerNation and #CancerAdvocacy to get more attention.
6. *Respond to comments, tag friends, and keep the momentum going by periodically updating your supporters on your progress. The more engagement the more visibility!*



Be sure to thank your donors after your fundraiser is over. You can make phone calls, thank them in-person, email, or give a shout-out via social media.



FREQUENTLY ASKED QUESTIONS

Do I need approval before holding my fundraiser?

No, you don't need approval to get started. We trust and appreciate the creativity and passion our supporters bring to their fundraising efforts. If you'd like to run an idea by us or have questions along the way, we're always happy to help, just reach out to Karen at kwilson@canceradvocacy.org.

Does Cancer Nation have tools I can use to promote my fundraiser?

Yes! We're happy to support your efforts by providing Cancer Nation social media graphics and our logo to help you spread the word. Refer to our logo guidelines and social media toolkit. [Click here](#).

Can someone from Cancer Nation attend or speak at my event?

Cancer Nation would love to attend every event! However, we can't guarantee attendance of staff at your fundraiser.

What are the guidelines for fundraisers that include door prizes, raffles, drawings, or sweepstakes?

Because laws governing raffles, drawings, and sweepstakes vary by state, Cancer Nation is not able to run or administer these activities directly. If your fundraiser includes door prizes or drawings, the organizer is responsible for ensuring the activity complies with all applicable local and state laws.

Is Cancer Nation a nonprofit organization?

Yes, Cancer Nation is a national 501c3 nonprofit organization.

Is my donation tax-deductible?

Yes. Donations are tax-deductible to the fullest extent allowed by law. After you give, you'll receive a receipt for your records, making it easy to keep track at tax time.

How should checks be made out?

Please make checks payable to Cancer Nation. All checks should be mailed to: Cancer Nation, 8455 Colesville Rd, Suite 1025, Silver Spring, MD 20910.

WHY THIS WORK MATTERS.



Cancer is not just a moment. It's a lifelong experience.

Here's what that looks like in real life:

- ▶ More than 18 million people in the U.S. are living with, through, or beyond cancer.
- ▶ Cancer doesn't end when treatment ends—many survivors live with long-term side effects, anxiety, and uncertainty.
- ▶ Only 1 in 3 survivors receives a survivorship care plan, even though nearly everyone who gets one finds it helpful.
- ▶ Half of survivors experience financial hardship tied to their diagnosis, from medical bills to lost income.
- ▶ Mental health support is a major gap—many survivors experience anxiety or depression without adequate care.
- ▶ Too often, survivors are left to coordinate their own care, sharing information between doctors instead of being supported by a connected system.

You don't need to be an expert. Sharing a little about life with and beyond cancer helps your community understand why this fundraiser matters.

Use This When You Share:

Cancer doesn't end when treatment ends. Millions of survivors are living with long-term side effects, financial stress, and gaps in care, and that's why I'm fundraising for Cancer Nation.

You've Got This!

When you're ready, your community is ready to!

For additional support, visit our [fundraising](#) page or contact kwilson@canceradvocacy.org. We appreciate you SO MUCH and thanks for supporting Cancer Nation!

Thank you!

**CANCER
NATION**