SURVIVORSHIP CHALLENGE

FUNDRAISING GUIDE

40 Years of Survivor Power On Full Display

2026 CANCER NATION SUMMIT

CANCER NATION

SURVIVORSHIP CHALLENGE FUNDRAISER

Welcome

We're thrilled you've made the decision to participate in the **40th Anniversary Survivorship Challenge**!

This year is especially meaningful. As Cancer Nation celebrates 40 years of survivor-led advocacy, your fundraising supports more than your Cancer Nation Summit experience – it fuels the next 40 years of change.

The Cancer Nation Summit equips survivors and advocates with the training and tools to shape national cancer policy. By fundraising, you are helping ensure survivor voices continue to be heard where decisions are made. Thank you for being part of this milestone year.

What is Cancer Nation Advocates?

Turning Lived Experience into Legislative Impact

Cancer Nation Advocates brings together individuals who care about cancer care to learn how policy shapes our health care system—and how we can improve it together. Through the Cancer Nation Summit, advocates receive hands-on training and meet directly with lawmakers to ensure their voices shape the future of cancer care.

When you fundraise to attend the Summit, you are investing in leadership, advocacy, and the continued push for cancer care that sees and supports the whole person.

FUNDRAISING DEADLINE

- The Survivorship Fundraising Challenge runs through June 15, 2026.
- All funds must be received by end of day Monday, June 15 to qualify for fundraising incentives and prizes.

40 YEARS

In honor of 40 years of advocacy, we encourage fundraisers to consider a 40-themed goal:

- Raise $400
- Ask 40 people to give
- Share your page with 40 contacts

All funds raised support Cancer Nation's mission and are non-refundable.

INCENTIVES

This year's incentives recognize your role in powering the next 40 years of survivor-led advocacy.

- **Raise $300+** and receive an exclusive 40th Anniversary T-shirt.
- **Raise $500+** and receive a t-shirt and special recognition during the Summit as part of our 40th celebration.
- **Our top fundraiser** receives a t-shirt and will be honored as the Cancer Nation 40th Anniversary Fundraising Champion.

RAFFLE PRIZES

This year's Survivorship Challenge includes exciting raffle prizes to thank participants and add a little extra fun along the way.

How Participants Earn Entries:

- $150 raised → 1 entry
- $300 raised → 2 entries
- $500 raised → 3 entries
- Each additional $100 → +1 bonus entry

All funds must be received by Monday, June 15 at 11:59 PM ET to qualify for incentive drawings.

Prize Structure

Grand Prize:

$50 Uber Gift Card

Second Prize:

$25 REI Gift Card

Third Prize:

Cancer Nation Merch Bundle

Winners will be drawn in advance and announced at the Cancer Nation Summit. Donations received after June 15, 2026 are greatly appreciated and will continue to support Cancer Nation. They will not count toward incentive eligibility or prize drawings.

SETTING UP YOUR FUNDRAISER

Cancer Nation partners with the fundraising platform GiveLively to provide an easy way to fundraise online.

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

Personal asks can be powerful. If you want to collect cash or check donations off-line, contact Karen Wilson at 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 2025 CPAT Symposium are available for you to use on your fundraising page or social media posts.
Browse and download photos from the 2025 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 Cancer Nation Summit 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 Cancer Nation Summit

Dear [First Name],

As you may know, advocating for quality cancer care is important to me. I'm raising funds with Cancer Nation to attend the annual Cancer Nation Summit on June 16-18 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 Summit 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 Cancer Nation Summit.

Dear [First Name],

I'm raising funds to attend the annual Cancer Nation Summit on June 24 - 26 in Washington D.C. The training I'll receive at the Summit 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 Summit, 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 Cancer Nation to attend their annual Cancer Nation Summit 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 Cancer Nation Summit 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 Cancer Nation!

For 40 years, we've insisted surviving cancer is not the finish line. Because of you, we're just getting started.

We're here to assist you on your fundraising journey.

Please contact Karen Wilson, Development Manager at **kwilson@canceradvocacy.org** if you have any questions.

Happy Fundraising!