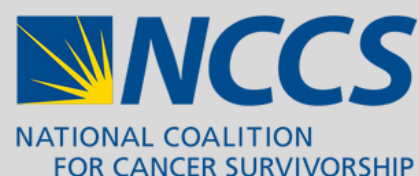


SURVIVORSHIP CHALLENGE FUNDRAISING GUIDE



2024 CPAT SYMPOSIUM



ABOUT NCCS

The National Coalition for Cancer Survivorship's (NCCS) mission is to advocate for quality cancer care for all people touched by cancer. Founded by and for cancer survivors, NCCS created the widely accepted definition of survivorship and defines someone as a cancer survivor from the time of diagnosis and for the balance of life. NCCS works with legislators and policymakers to represent cancer survivors in efforts to improve their quality of care and quality of life after diagnosis. Our unique niche in the cancer advocacy landscape is promoting policy change to ensure quality cancer care.

THANK YOU

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.



SURVIVORSHIP CHALLENGE FUNDRAISER DC or Bust!

Leverage the power of your network to raise funds for a cause you care about! We are excited to roll out the Survivorship Challenge Fundraiser which provides CPAT Attendees the ability to raise funds to cover their hotel expense. The room rate for CPAT attendees is \$75 per night. By creating your own fundraising page and sharing it with your friends and family, you can help us reach our fundraising goal.

The Survivorship Challenge will begin in February.

FUNDRAISING GOAL

Our overall campaign goal is 20,000.

Each participant has a minimum \$150 fundraising goal.



If you raise \$500+, you are eligible to participate in a private tour of the Capitol Building.

Any funds raised through the Survivorship Challenge are not refundable.

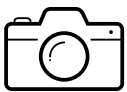
GIVE LIVELY

NCCS partners with the fundraising platform Give Lively to provide an easy way to fundraise online. Setup your account, tell your story, share it with friends, and collect funds.



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.



CUSTOMIZE YOUR PAGE

1. Customize your fundraising page, explaining what attending the CPAT Symposium means to you and how their contribution helps you achieve your goal.
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.

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 mean 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 26 - June 28 in Washington D.C. 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 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 26 - June 28 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.

You can make a donation to my personal fundraising campaign. [link to your fundraising page]

You can also help by sharing this email with other people who would like help improve cancer care delivery in communities across the country. Let them know I'm raising funds to receive education and advocacy training by attending the CPAT Symposium, and that 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 with the National Coalition for Cancer Survivorship (NCCS) to attend the annual Cancer Policy and Advocacy Team Symposium on June 26 - June 28 in Washington D.C. The training will help my advocacy skills. Please consider making a donation to help cover my hotel expenses. You can give by going to my personal fundraising page. [link to your fundraising page] Thanks!

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 on June 26 - June 28 in Washington D.C. 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!

Say Thanks

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

FUNDRAISE IN PERSON

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 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: Hairstylists, dentists, or mail carriers

Thank you!

Thank you for supporting the National Coalition for Cancer Survivorship! We're here to support you on your fundraising journey. Please contact Karen Wilson, Development Manager at kwilson@canceradvocacy.org if you have any questions.

Happy Fundraising!