



Canadian
Cancer
Society

JUNE 2021 • Version 3.0

**TODAY IS THE
DAY YOU CHANGE
THE FUTURE OF
CANCER**

Fundraising Toolkit





WELCOME!

Thank you for signing up to fundraise for the Canadian Cancer Society (CCS). You've taken a huge first step in changing the lives of people affected by cancer! We hope you enjoy your experience and wish you great success with your fundraiser.

We're here to help!

- For fundraising support from a CCS staff person, email connect@cancer.ca.
- To get answers to commonly asked questions, visit cancer.ca/fundraise.

Fundraising during COVID-19

COVID-19 has affected us all, changing our world in unprecedented ways. But people living with cancer are among the most vulnerable in our communities since they may have compromised immune systems that could put them at a greater risk of more serious outcomes if they contract COVID-19.

Based on current guidelines from the Public Health Agency of Canada, physical distancing is one of the best ways to reduce the spread of COVID-19 and protect the health of our communities. **That's why we are recommending that fundraisers think virtually!** Be sure to consult your local guidelines about what is allowed in your community.

There are so many ways to fundraise online — from live streamed events to fundraising through your personal page, the options are (almost!) endless. Please reach out to your CCS staff partner or connect@cancer.ca if you need help turning your in-person fundraiser into a digital fundraiser.

Thanks to your efforts, we can continue to fund groundbreaking cancer research and offer a national support system to anyone affected by cancer.



This toolkit is a step-by-step guide that will help you plan and organize your event from start to finish. We have also provided a number of tools and resources in your [Fundraising Centre](#), which we've linked through this document, so be sure to check them out!

1

Set up your fundraising page

When you set up your [personal fundraising page](#), be sure to include a fundraising goal (and think big!). Explain how you're raising funds — and why. **Fundraisers who tell their story on their fundraising page raise more than those who don't.** And with nearly 1 in 2 Canadians expected to be diagnosed with cancer in their lifetime, you'll be surprised by how much support you can rally!

2

Recruit some pals

Everything is better with friends, so recruit some teammates to help you out! You can find email templates in your [Fundraising Centre](#) with suggested messaging to invite your friends and family to join you.

Remember, the bigger your network, the more people there are to support your goal of helping Canadians affected by cancer.

3

Create an event plan

Once you have signed up your event, your [Fundraising Centre](#) will give you access to different tools to support you every step of the way, from [setting your budget](#) to planning your event and keeping track of your tasks. You can use these tools for as much or as little as you need to complete the planning for your fundraiser! For more ideas and support, you can speak with your CCS staff partner or email connect@cancer.ca.

You can also find resources in your [Fundraising Centre](#) to help with your offline fundraising, like donation forms for donations made with cash or cheques, and tools to help you create a silent auction.

WHERE CAN I HOST AN ONLINE EVENT?

There are many platforms you can use to stream or pre-record an online cancer fundraiser for friends, family, and any others you'd like to invite.

Many organizers use Facebook or Instagram Live to broadcast online events in real time. These are free, easy-to-use and effective platforms for broadcasting all sorts of online events, such as virtual concerts, fitness classes, and much more.

If you need more information about hosting an online event, please reach out to your CCS staff partner or email us at connect@cancer.ca.





PLANNING YOUR FUNDRAISER

4

Set a budget

Make a list of all the expenses that your fundraiser will incur and use the handy Sample Event Budget template you will find in your [Fundraising Centre](#) to help you determine your budget. Keep in mind that the more expenses you have, the less (net) proceeds you will have to donate in the end.

To keep things simple, choose one person to manage the finances and keep accurate records. Remember, donations made to CCS are eligible for tax receipts and can't be used to cover event costs. You can talk to your CCS staff partner or email connect@cancer.ca for more information.

5

Promote your fundraiser

Social media can be the easiest and most effective way to spread the word. Once you're signed up, log in to your [Fundraising Centre](#) to take a look at our Social Media Guide for lots of tips and tricks to help your fundraiser be the next viral sensation!

Be sure to:

- Email or text your friends to share the details of your fundraiser
- Post the link to your fundraising page on your social media channels and ask your network to donate online and share your link
- Create a Facebook Event for your fundraising activity and invite your friends
- Check out your [Fundraising Centre](#) for customizable posters and signs you may be able to use

TIPS

A personal touch goes a long way when fundraising. Whether you tag people you know will support your fundraising on social media, send a personalized letter requesting support, or even pick up the phone to share your story with friends and family, you are more likely to raise more money when you ask personally.

Don't forget that everyone appreciates a thank you! Shout out to your donors on social media or use the thank you email templates in your [Fundraising Centre](#) to send out thank you notes.



Logos

We have a special fundraiser logo that is available for you to use on any materials you develop on your own. Please ensure you select the appropriate logo for print or digital use. The logos are available for download in your [Fundraising Centre](#).

Important

Do not alter the logo in any way, such as changing the colours or stretching it. To ensure legibility, please make certain the logo is a minimum of 1" wide and is placed on a solid background clear of any other graphic elements.

Tax receipting 101

The Canadian Cancer Society is a registered charity and will issue charitable tax receipts for eligible donations in accordance with Canada Revenue Agency guidelines.

Donations of \$5 or more made online through your fundraising page will receive emailed tax receipts automatically. Cash donations of less than \$20 will not be receipted unless specifically requested.

If your donors have not received their receipt, please check with your Canadian Cancer Society staff partner or email Donor Care at connect@cancer.ca. Have the donor's full name and all other details on hand (cheque #, amount, etc.).

For more information about donations and tax receipts, please visit our FAQ resource at cancer.ca/fundraise or reach out to connect@cancer.ca.





NEXT STEPS

What to do with donations made by cash or cheque

If you receive any offline donations (cash or cheques) you will need to print off and complete the Donation Form found in your Fundraising Centre, “Resources to help you fundraise” section, so CCS can issue the donor’s charitable tax receipt.

Once the form is completed, keep a copy for your records and mail the form with the cheques to a CCS office in Toronto, Montreal or Calgary. Do not mail cash. Once the donations are processed, a charitable tax receipt for donations over \$20 will be issued by CCS directly to the donor at the address provided on the Donation Form.

Questions? Ask your CCS staff partner or email connect@cancer.ca.

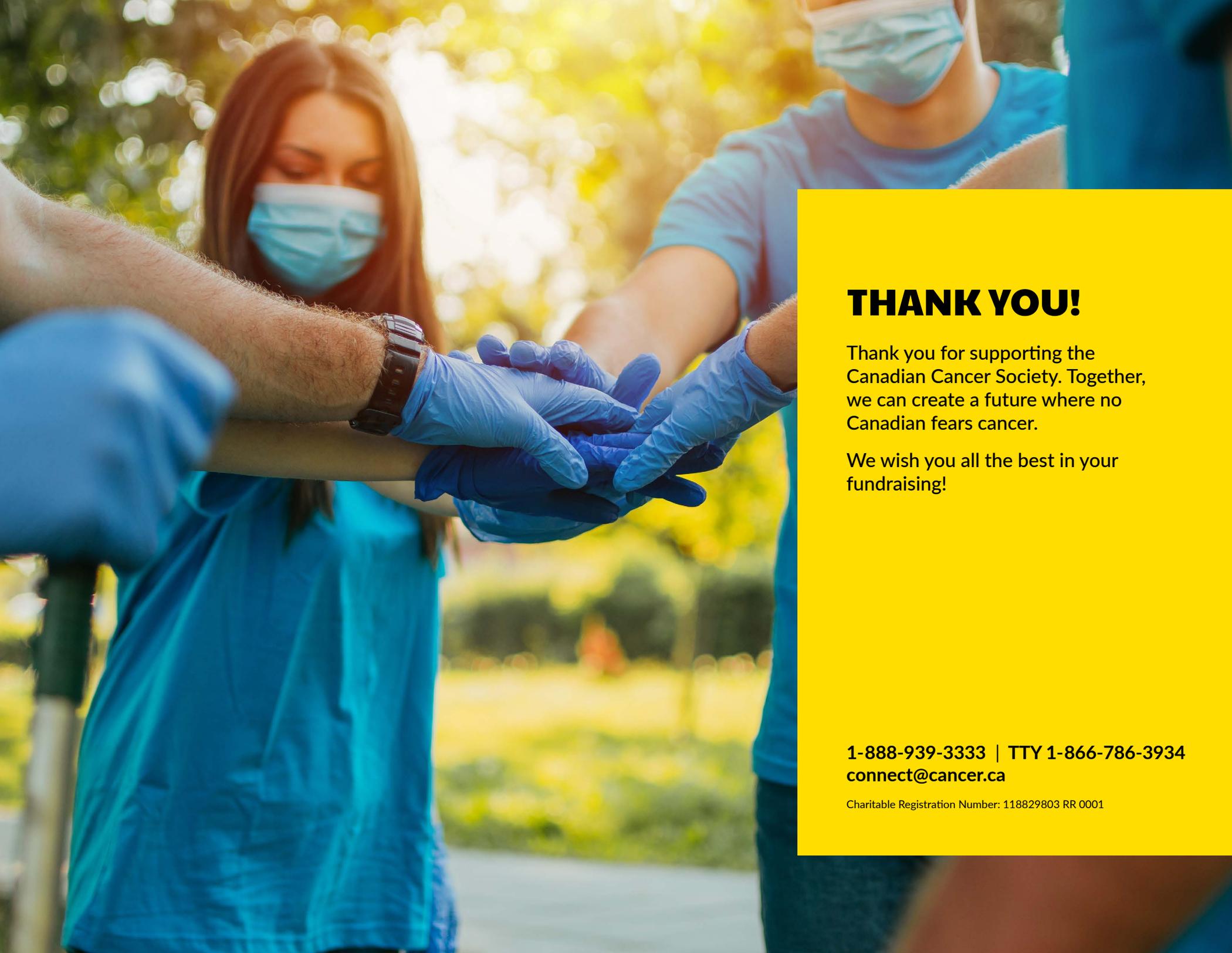
Post-event wrap-up

You did it! Your event is over – thank you for all of your hard work!

Consider finishing up with some small tasks that will made a huge difference:

- **Thank your supporters!** It’s important to thank everyone who helped make your event a success! Remember, we have thank you email templates available for you to customize in your Fundraising Centre.
- **Mail in the donations you’ve collected offline**, following the instructions above.
- **Do a post-event evaluation.** What worked really well? What could have gone better? Making these notes will help if you decide to create another fundraiser in the future. Plus, we’re always happy to hear suggestions and feedback from our fundraisers! Provide your feedback to your CCS staff partner, or submit it by email to connect@cancer.ca.
- **Pat yourself on the back!** Fundraising isn’t easy, but please know that your efforts are so appreciated. You truly are making a difference for Canadians affected by cancer and we thank you for a job well done!





THANK YOU!

Thank you for supporting the Canadian Cancer Society. Together, we can create a future where no Canadian fears cancer.

We wish you all the best in your fundraising!

1-888-939-3333 | TTY 1-866-786-3934
connect@cancer.ca

Charitable Registration Number: 118829803 RR 0001