

BRIEF GUIDE TO SOLICIT DONATIONS

➤ To support you in your fundraising efforts, we have prepared a sales pitch leaflet that will help you reach your fundraising goal.

Don't forget to be succinct, organized, determined and positive. It's the key to success! Happy fundraising!



➤ What is the Canadian Cancer Society?

Ideally, begin by introducing the Canadian Cancer Society (CCS) to avoid confusion with other charities.

The CCS is the largest cancer charity in the country with the potential to save more lives through more prevention, more research and more support.

➤ What is the Canadian Cancer Society's Relay For Life?

Refer to the *What is the Relay For Life?* fact sheet included in your fundraising kit to explain to people you meet what makes this 12-hour walk by night a unique and distinctive event.

➤ Why am I participating in the Relay For Life?

Talk about your motivation, the reason for participating in the Relay For Life. Don't hesitate to share your personal history. Donors prefer giving their support to convincing people who have the cause at heart rather than listening to generic talk.

➤ Why make a donation to the Relay For Life?

Remember that thanks to the donations raised, the CCS can save more lives. The sheet with the heading *What is the Relay For Life?* found in your fundraising kit outlines the CCS's mission and how the organization can save more lives each day. Refer to it if necessary!

THE IMPACT OF DONATIONS

➤ Here are some examples of the concrete impact that donations raised have on prevention, research and support. Don't hesitate to make use of them during your presentation!

more prevention

\$150

helps reach 50 women whose lives could be saved by getting a mammogram.

\$1,500

helps raise awareness of the hazards of UV rays among 300 teenagers to prevent skin cancer.

more research

\$150

funds 3 hours of research to improve the treatment of childhood cancers.

\$1,500

funds nearly 30 hours of research to develop a test to find out the risk of prostate cancer recurrence.

more support

\$150

helps 3 people with cancer participate in support groups offered in 55 cities across Quebec.

\$1,500

enables 6 people living with cancer to receive accommodation in Montreal for a week near specialized hospitals.



RELAIS
POUR LA VIE

RELAY
FOR LIFE



Société
canadienne
du cancer

Canadian
Cancer
Society