



Help us work towards curing below the belt cancers

# Five steps to fundraising for Pelican Cancer Foundation

There are lots of ways you can support us!

**1 Find a great fundraising idea.** This can be something you always wanted to do, but needed an excuse to do it! It can be getting fit, going on an adventure, or taking part in that adrenalin rush ride or experience. Something that not only benefits Pelican, but that also benefits you. So, time to get out your running shoes for that sponsored run, book that sky dive or plan that adventure you always thought about doing one day.

**2 Promote your idea.** A great place to start is on JustGiving or Virgin Money Giving. Here's how to promote your idea:

1. Set up an account with them online and choose Pelican Cancer Foundation as your nominated charity.
2. Share the page on social media with your friends who can use that page to donate to your idea.
3. Let all your friends know about it – use posters, badges, emails and keep using social media
4. Stay in contact: If you are training to do a run, keep tweeting or posting to let people know how you're getting on.
5. Keep promoting your fundraising page as well, if you are using JustGiving or Virgin Money Giving.

**3 Set a target.** It's always great to have something to work towards. There is no pressure for you to hit the target – any giving is great giving, but it's always fun to have something to aim for and it will help your friends and family support you in achieving your target. Make it challenging, but achievable. Have a look at JustGiving and Virgin Money Giving to see what target other people have set. Take a look at our website or email us to see what projects are going on and set a target to meet that need or part of the project cost.

**4 Don't be afraid to share your story.** Explain why you are fundraising for Pelican, why you have chosen to do what you are doing and why people should support you. Remember to get to a destination you always have to go on a journey. If people own your journey they will own your destination.

**5 Celebrate success.** Let everybody know how you got on, including the highs and the lows. Celebrate what was raised, even if you didn't reach your target - remember any money given means a lot. Have a party, you've made a massive difference and start to plan your next fundraising adventure!



PELICAN  
*cancer foundation*