



There are lots of ways you can support us!

Help us work towards curing below the belt cancers



# Six steps to fundraising for PELICAN cancer foundation

1

**Find a great fundraising idea.** This can be something you always wanted to do, but needed an excuse to do it! It could be running a 10K, going on an adventure, or taking part in that adrenalin rush ride or experience. Something that not only benefits Pelican Cancer Foundation, but that also benefits you. So, time to get out your running shoes for that sponsored run, book that sky dive or plan the adventure of a lifetime!

2

**Set up your fundraiser.** A great place to start is on JustGiving: [www.justgiving.com](http://www.justgiving.com) or Virgin Money Giving: <https://uk.virginmoneygiving.com/giving>. Set up an account with them online and choose Pelican Cancer Foundation as your nominated charity.

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 targets other people have set. Take a look at our website [www.pelicancancer.org](http://www.pelicancancer.org) or email us at [admin@pelicancancer.org](mailto:admin@pelicancancer.org) to see what projects are going on and set a target to meet that need or part of the project cost.

4

### Promote your fundraiser.

- Go to the fundraising page on our website at: [www.pelicancancer.org/fundraise-for-us](http://www.pelicancancer.org/fundraise-for-us) to download your supporter kit (posters, logos and sponsorship forms)
- Find us on social media, follow us and tag us! Tell your story and let us know.  
**Facebook:** @pelicancancer **Twitter:** @Pelican\_Cancer **Instagram:** @pelicancancerfoundation  
....use our hashtag **#livewellforlonger** in your posts.
- A picture is worth a thousand words, so take a photo. Use our poster included with this guide and post it to your social media accounts!
- Stay in contact: If you are training to do a run, keep tweeting or posting to let people know how you're getting on. Contact our fundraising team if there's anything else you think you'll need.

5

**Don't be afraid to share your story.** Explain why you are fundraising for Pelican Cancer Foundation, 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.

6

**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!