



PANCREATIC
CANCER
FOUNDATION



PUT YOUR FOOT DOWN!

2020 Charity Walk
Fundraising Pack



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THANK YOU ...

FOR HELPING TO SAVE LIVES!

The Avner Pancreatic Cancer Foundation is working hard to improve the survival rates and quality of life for pancreatic cancer patients. We do this by raising awareness of the disease and investing in ground-breaking medical research and much needed awareness of the disease.

The Avner Foundation is the only charity in Australia exclusively dedicated to pancreatic cancer.

We have committed more than \$7.6 towards medical research since 2008. This is the most significant contribution towards pancreatic cancer research from a non-government agency, and has been made possible entirely through community and corporate support.

We know from working with other cancers such as breast, skin and prostate, that medical research is essential for increasing patient survival rates. All three of these cancers now have 5-year survival rates of above 90%.

It's time to make the same difference for pancreatic cancer!

Thank you for joining us to make an impact on these devastating statistics and help make survival possible.

#yoursupportmeanseverything



THE PUT YOUR FOOT DOWN WALKS

The Put Your Foot Down Walks are the cornerstone of our community fundraising program.

Over the last 11 years, our walks have united 15,000 Australians in 7 cities across the nation to make a big impact for pancreatic cancer, raising over \$1.5 million of critical medical research funding.

OUR WALKS



Raise critical funding for ground-breaking medical research



Increase awareness of the disease and it's impact on the community



Generate media coverage and attention for the cause



Create an important place for people affected by pancreatic cancer to connect, talk and share their experiences



Bring families together to promote health and well-being

DID YOU KNOW?

Over **3,300** Australians are diagnosed with pancreatic cancer every year.



WHY FUNDRAISE ?

It's simple – fundraising fuels medical research which is the key to **increasing pancreatic cancer survival rates**.

The money you raise will go towards the Avner Foundation's pancreatic cancer research program, funding Australia's top researchers to find a breakthrough for the disease.

Fundraising as part of your walk is an important way of supporting the people in your life touched by the disease, and fighting back to make a difference.

It's also easy and lots of fun at the same time!

FUNDRAISING TIPS – IT'S AS EASY AS 1, 2, 3

Here are some simple and effective ways to maximise your fundraising efforts!

1. MAKE IT PERSONAL

PERSONALISE YOUR FUNDRAISING PAGE

Your page is the hub of your fundraising activity so take some time to personalise it with your own message and pictures. Explaining in your own words why you are walking and making regular updates will encourage people to donate.

ACKNOWLEDGE YOUR SUPPORTERS

There is nothing quite like a personal thank you to people who support you. Make sure you acknowledge and thank your donors with a call, email, text or even a hug. A personal touch can make a huge difference to your supporter's experience!



2. SPREAD THE WORD

FRIENDS AND FAMILY

If you have been affected by pancreatic cancer, you've been on a very difficult journey. Friends and family get it! Contact them and encourage them to contribute before you speak to others.

TIP: People tend to match the amounts they see have already been donated, so aim high.

SOCIAL MEDIA & EMAIL

Facebook and Instagram are the best way to engage your family & friends. Share & email a link to your page and post regular updates to take your friends on the journey with you.

Updates might include: your current fundraising total, facts about pancreatic cancer, photos/videos of your fundraising activities & how pancreatic cancer affected you and your loved ones.

EVENTS

Make a social event into a fundraising one! Try holding a movie night or dinner party and ask for support in return for attending.

YOUR NEIGHBOURHOOD

Put some posters up around your neighbourhood noticeboard, school, gym or anywhere else you have permission. Both a standard and personalised walks poster are available to download on the individual walks page for each region.



SOCIAL MEDIA TIPS:



Network - Make the most of your connections and ask your supporters to forward on your email or share your posts

Email signature - Add a link to your fundraising page in your email signature

Profile picture - Update your profile image to a picture that relates to your fundraising - purple up!

3. INVOLVE YOUR WORK

Many companies support employees who are involved in charity fundraising. Here are some great ways to get your workplace onboard with your fundraising drive.

DOLLAR MATCHING

Ask your employer if they will dollar match your fundraising.

POSTERS/FLYERS

Print some posters and flyers and place them around your workplace. Walks posters for each location are available on the specific event pages.

FUNDRAISING EVENT

Hold a simple fundraising event at your workplace like a morning tea to promote what you are doing and why.

WEBSITE, NEWSLETTERS & SOCIAL MEDIA

Companies are often looking for interesting stories to include in their customer communications - ask them if they will include your fundraising information into their regular content.



DON'T STOP YET!

It's surprising how many donations come in after the event. Be sure to let everyone know how your walk went and what the day was like for you by sharing photos or videos, and remind everyone it is still possible to donate.

This is also a great time to thank everyone for their support and contribution.

THANK YOU FOR YOUR SUPPORT!

On behalf of everyone at the Avner Pancreatic Cancer Foundation thank you for helping us work towards achieving our mission to

dramatically increase survival rates and quality of life for Australians impacted by pancreatic cancer.



CONTACT US

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