



PANCREATIC
CANCER
FOUNDATION



PUT YOUR FOOT DOWN!

2018 Charity Walk
Fundraising Pack



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THANK YOU FOR HELPING SAVE LIVES!

At the Avner Pancreatic Cancer Foundation we are working hard to improve the survival rates of Pancreatic Cancer patients. We do this by raising awareness of the disease and investing in ground-breaking Australian medical research to improve treatment.

The Avner Foundation is the only charity in Australia exclusively dedicated to Pancreatic Cancer. We have committed more than \$6,400,000 towards medical research since our establishment back in 2008. This is the most significant contribution towards Pancreatic Cancer research from a non-government agency, and has been made possible entirely through the support of community and corporate fundraisers.

We know from working with other cancers such as breast, skin and prostate, that medical research is the single most important factor impacting patient survival rates. Due to intensive research funding, all 3 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 in the fight to improve these shocking statistics and make survival possible.



THE PUT YOUR FOOT DOWN WALK

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

Over the last 10 years, our walks have spread across 7 national locations, attracting tens of thousands of walkers and raising over a million dollars of essential medical research funding.

OUR WALKS

By getting involved in our walks you are helping:



Raise essential funding for ground-breaking medical research



Increase awareness of the disease and its impact on the community



Generate media coverage and attention for the cause



Create an important place for people affected by Pancreatic Cancer to come together, talk and share their experiences



Bring families together to promote health and well-being

DID YOU KNOW?

Over **3,200** Australians are diagnosed with Pancreatic Cancer every year.



FUNDRAISING FOR AVNER'S FOUNDATION



"WHAT WAS LEFT OF LIFE
SUDDENLY SPARKLED"
- AVNER NAHMANI

WHY FUNDRAISE?

Fundraising for our walks is simple and fun.

Our walkers are passionate about being involved and proud to make a stand against Pancreatic Cancer.

The money you raise will go towards the Avner Foundation's multi million dollar Pancreatic Cancer research program, helping to create something positive out of everyone's experiences.

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.

HOW TO FUNDRAISE:

We use the online platform GoFundraise to manage the registration and fundraising for our walks.

To get started on your fundraising simply:

1. Jump onto the GoFundraise website and register to walk - A Fundraising Page will automatically be set up for you
2. Customise your fundraising page with your own message and pictures
3. Share your page with your family, friends and community and encourage everyone to support your walk

Want to fundraise as part of a team? GoFundraise lets you set up a team fundraising page when you register.

We need your help for our walks to grow and flourish so please spread the word!



"I MISS AVNER SO MUCH, BUT I AM SO HAPPY TO BE DOING SOMETHING TO TRY AND MAKE A DIFFERENCE."
- CAROLINE KELLY (CO-FOUNDER)

DID YOU KNOW?

This year the same amount of people will die from Pancreatic Cancer as **Breast Cancer.**



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

There are plenty of easy ways to maximise your fundraising efforts!

Try these three simple tactics:

1. MAKE IT PERSONAL

Focus on your personal reasons for supporting Pancreatic Cancer research and why you are walking. Some ways to do this include:

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!



SPREAD THE WORD

Promotion is the key to successful fundraising - don't be afraid to showcase what you are doing, when, and why it is important. Focus on the following areas to get started:

CLOSE 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 first.

EVENT

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 in the Fundraising Tools section at the end of this toolkit.

LOCAL MEDIA

Everyone's story about their experience with Pancreatic Cancer is unique and significant. Local media will often pick up these stories, especially if you are actively promoting your walk - it only takes a call!

SOCIAL MEDIA & EMAIL

Your social network is the easiest, most effective way to let everyone know about your fundraising and keep them engaged. Start by emailing or sharing 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 and how Pancreatic Cancer affected you and your loved ones.



OTHER 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

Voice mail - use your voicemail message as an easy way to remind friends and family of what you are doing

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 where staff and clients can see them. A standard Sydney walks poster as well as a personalised walks poster are available in the **Fundraising Tools** section at the end of this toolkit.

FUNDRAISING EVENT

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

WEBSITE, NEWSLETTERS AND 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, this will help spread the word outside your personal network.



DON'T STOP YET!

It's surprising how many donations come in after the event has finished. Be sure to let everyone know how your walk went and what the day was like for you. Make it personal by sharing some 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 let them know that they are helping to make survival possible for Pancreatic Cancer patients.

TOOLS AND RESOURCES

We've prepared some tools and resources to help you promote your walk and maximise your fundraising efforts.

VIDEO

Show this short animated video to your family and friends and give them a background of the disease, and why research is so important. You can play it at your own fundraising events or share it on your social media channels. [Click here](#) to watch.



Watch Video

POSTERS

Download and print out some posters to put up around your workplace or neighbourhood. We have a [standard walks poster](#) as well as a [personalised walks poster](#) where you can include your name and details.



Standard Walks Poster



Customised Poster

FLYERS

Hand out some flyers to your friends or put some in your local shops and cafés. [Click here](#) to download and print your own.



Download Walks Flyer

THANK YOU FOR YOUR SUPPORT!

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

“To break through 40 years of no progress by doubling the number of people who survive Pancreatic Cancer by 2020”



CONTACT US

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