

IGNITE CHANGE TIPS AND TRICKS



Thank you for igniting a fundraiser in support of OCC. **Your support is helping create a future where ovarian cancer is preventable, curable, and ultimately eradicated.**

Now that you have registered and set up your fundraising page, get creative with how you ask your friends, family, and followers to support you.

Here are some tips to help you reach your goal!

CHOOSE A FUNDRAISING GOAL

A fundraising goal will give you and your donors something to strive towards. A more ambitious goal will motivate your donors to help you achieve it!

SHARE YOUR STORY

Why do you fundraise? Whether it's for yourself, someone you love, all those affected, or generations to come, inspire your donors by sharing your connection to the cause and posting it on your personal fundraising page to help ignite support and get closer to your goal.

MAKE THE FIRST DONATION

Making a self-donation further shows your commitment to the cause. Others will feel more inclined to make a donation when they see you are devoted to the mission.

SHARE YOUR FUNDRAISER

Start looking to your inner circle first as it is usually your family, close friends, and co-workers who are more likely to be your most generous donors.

Email

- Use our suite of email templates in the email section of your participant centre to rally or thank your supporters. You can also copy and email the sample message on the following page of this guide and include a link to your personal fundraising page.

Social Media

- Go social! Save our collection of [social graphics](#) to share on your social channels with a link to your personal fundraising page.

THANK YOUR DONORS

Thank your donors and let them know that their contribution is igniting change. You can do so using our email template in your participant centre, by sharing our Thank You [social graphic](#), or by sharing the initiatives below to demonstrate their impact.

INITIATIVES POWERED BY YOUR FUNDRAISER

- We are galvanizing the ovarian cancer research community by working collaboratively to re-imagine the traditional approach to medical research.
- We are actively building research capacity, unlocking insights into rarer forms of disease, addressing urgent needs, and changing the landscape of available treatment options.
- We are ensuring that those at high risk for ovarian cancer are educated and have the self-advocacy tools to take preventative action to stop the disease before it starts.
- We are addressing urgent needs and filling gaps in care to ensure that those experiencing ovarian cancer have the tools to advocate for their own health.
- We are providing year-round education programs and important lifelines to ensure those with ovarian cancer are supported and have the knowledge to make informed decisions.

SAMPLE MESSAGE

Each year, 3,000 Canadians will be diagnosed with Ovarian Cancer, and only half will live to see another five years. This is why I fundraise. By supporting me, you're also supporting those experiencing, affected by, or at risk of ovarian cancer. Your donation will go towards fueling the latest research in Canada, providing expert information and resources, and advocating for system change.

This cause is close to my heart, and I greatly appreciate any support you can show for my fundraiser by donating here: [\[Fundraising Page Link\]](#)

THANK YOU

Thank you for fundraising for Ovarian Cancer Canada! Together, we're demanding action, delivering change, and transforming lives.

If you have any questions about anything in this guide or about your fundraiser, please reach out to diy@ovariancanada.org.



**OVARIAN
CANCER**
CANADA