

2023 DUNKEE GUIDE

fcsfoundation.org **FCS P**

FIGHT CANCER STAY POSITIVE

-Shultz

STEP 1



Sign Up.
Raise money.
GET DUNKED



WHY YOUR DUNK MATTERS

Volunteers and donors power the FCSP Foundation's commitment to supporting the most promising research to find cures for Pancreatic Cancer and give hope to those fighting.

175 people get a new diagnosis of pancreatic cancer daily. That's **64,050** Americans every year.

Pancreatic cancer is the **3rd leading cause** of cancer-related deaths in the US, but it gets **less than 3%** of cancer research funding.

The 5 year survival rate for pancreatic cancer has **tripled since 1998** because of improved reserach



**WHERE DOES THE
MONEY GO?**



100% of the money you raise goes to research

The FCSP has raised **nearly \$500,000** in the last three years to fund projects that will improve early detection

The 5-year survival rate when doctors find the disease **early** is **46%**, but that **plummets** to **3%** after it spreads

Examples of projects that we have funded are **The Felix Project**, **CancerSEEK**, and a **Clinical Trial Accelerator**

Current Projects Include:

A Preventative vaccine

Patient-specific vaccines, given with chemotherapy

Improved surveillance for the those most at-risk for pancreatic cancer

**DON'T KNOW HOW TO
FUNDRAISE?**


**NO
PROBLEM!!!**

WE GOT YOU

RAISE \$500 IN A WEEK

<u>Day 1</u>: Donate \$25 yourself	—————→	\$25
<u>Day 2</u>: Call 3 family members for \$25 each	—————→	\$100
<u>Day 3</u>: Holler at 5 friends to throw down \$15	—————→	\$175
<u>Day 4</u>: Ask 5 coworkers or classmates for \$10	—————→	\$225
<u>Day 5</u>: Hit up 2 local spots that you visit for \$25	—————→	\$375
<u>Day 6</u>: Text 15 people to pitch in \$10	—————→	\$425
<u>Day 6</u>: Lean on your social media for \$75	—————→	\$500

YOUR TOOLBOX



People pay attention to texts. Use Reach to send texts quickly. It could help you fundraise \$1,000 in an hour and costs \$6.



Use Yet Another Mail Merge to send personalized emails your friends and family members at once. Send one per week during your campaign.

Share stats from the stats page to bring the size of the problem and the progress that researchers have made to your communications.

Let people know that 100% of the funds that they donate will go towards pancreatic cancer research projects aimed at improving early detection

Stats

175 people will get a pancreatic cancer diagnosis every day. That's 64,050 in 2023

Pancreatic cancer is the 3rd leading cause of cancer-related deaths in the US

Pancreatic cancer gets less than 3% of research dollars, but causes

The chances of getting pancreatic cancer are 1 in 64

The 5 year survival rate of pancreatic cancer is 12%, triple what it was in 1998

While deaths from almost every major cancer have declined in the last 20 years, pancreatic cancer deaths have continued to climb.

Patients have a 44% survival rate when doctors find their pancreatic cancer before it spreads. Only 12% of patients get a diagnosis that early. They have a 3% survival rate once the disease spreads.

ESSENTIAL FUNDRAISING TIPS

From the Jump:

Be the first to donate. Set the pace by giving the amount you would like others to give

Recruit your friends and family. Form a team together or start your own.

Personalize your homepage with a photo and share why you support the cause

Send a big thank you to every donor

Be a Superstar!

Follow up. People get busy. Remind people to give. People forget. Follow up with them.

Encourage your donors to see if their employers match programs to double their efforts

Get creative. We give you a handy four-week plan with interesting fundraising ideas to boost your efforts.

Customize your URL to make it memorable. Include it in your email signature

HOW TO ASK FOR A DONATION

Decide how much you want to raise

Set your fundraising goal before you start. Stretch yourself

Why would they donate to my cause?

People hate cancer, and they like you!
Personalize your ask

Know your "Why"

Educate your donors about pancreatic cancer and the FCSP Foundation. Let them know why you are putting energy into the cause

Who are you going to ask?

Make a list of people that you constantly interact with: Friends, family, neighbors, classmates, or co-workers

Is it OK to ask more than once?

Oh yeah. People get busy and forget. Try texting! people respond more quickly from their phones

Sample Donation Request

SUBJECT: Can I count on your support today?

Hi [recipient],

Did you know that Pancreatic Cancer has the highest mortality rate of all major Cancers? For all stages combined, 88% of Pancreatic Cancer patients will die within five years of diagnosis. I'm getting dunked on [DATE] at [LOCATION], to raise money for Pancreatic Cancer research so I can reverse those trends.

I would be honored if you supported me with a donation to help me exceed my fundraising goal of [\$ amount]. Your investment supports the FCSP Foundation's mission to fund projects aimed at early detection, when treatments are significantly more successful. The 5-year survival rate in patients who get a diagnosis in early stages is 44%, but that rate plummets to 3% once the cancer spreads. The research is making an impact! The survival rate has increased 1% per year since the FCSP Foundation's induction. Please visit my personal fundraising page at [insert fundraising page link] to make a donation and learn more about the FCSP Foundation.

Thank you so much for being a hero to those affected by Pancreatic Cancer. Together, we will fight to find a cure!

Fight Cancer, Stay Positive!

Your Name

Sample Donation Reminder



SUBJECT: One last chance to join the Fight Against Pancreatic Cancer!

{recipient},

There's still time to support my fundraising efforts for Pancreatic Cancer research. Your contribution can help me reach my fundraising goal of [\$ amount]. Click this link to donate today: [insert fundraising page link].

I am getting dunked on [DATE] at [LOCATION] to make a difference for people with Pancreatic Cancer. Despite the highest mortality rate amongst major cancers, pancreatic cancer research receives less than 3% of funding for research. Your investment helps to reverse that trend and supports research projects aimed at finding pancreatic cancer earlier, when doctors have more success treating it.

Thank you for considering joining the fight against Pancreatic Cancer! Together, we will fight to find a cure!

Fight Cancer, Stay Positive!

Your Name

Sample Donation Thank You



RE: Thank You for Contribution to the Fight Against Pancreatic Cancer! Dear

{recipient},

Thank you! Your gift helped me raise \$ to support the FCSP Foundation.

Together, we're funding the best Pancreatic Cancer research to save the lives of those affected by Pancreatic Cancer in our community and around the world. FCSP Foundation gives hope to those affected by Pancreatic Cancer. To learn more about the impact you've made, I encourage you to check out the FCSP Foundation website to see the groundbreaking research made possible by your generous donation.

Thank you for helping us get one step closer in the fight against Pancreatic Cancer!

Fight Cancer, Stay Positive!

Your Name

Happy Fundraising!



fcsfoundation.org **FCSP**
FIGHT CANCER STAY POSITIVE
-Shudtz

Questions? Reach out!
fcsfoundation@gmail.com