



fcsfoundation.org **FCSP**

FIGHT CANCER STAY POSITIVE

-Shultz

2025 DUNKEE GUIDE

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.

182 people get a new diagnosis of Pancreatic Cancer daily. That's 67,440 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 yr survival rate for Pancreatic Cancer has more than **tripled since 1998** because of improved research. **It's up to 13.3%**



100 % OF WHAT YOU RAISE GOES TO RESEARCH

The FCSP has raised **over \$780,000** in the last five 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.

We have helped fund projects like **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 most at-risk for Pancreatic Cancer*

DON'T KNOW HOW TO FUNDRAISE?

**NO
PROBLEM!!!**

WE GOT YOU

RAISE \$500 IN A WEEK

Day 1: Donate \$25 to the fight.



\$25

Day 2: Text 15 people to pitch in \$10.



\$175

Day 3: Lean on your social media for \$75



\$250

Day 4: Call 3 family members for \$25 each.



\$325

Day 5: Holler at 5 friends to throw down \$15.



\$400

Day 6: Ask 5 coworkers or classmates for \$10.



\$450


Day 7: Hit up 2 local spots that you visit for \$25.



\$500


YOUR TOOLBOX

If you do
1 thing,
do this!!!



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

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



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

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

WHY WE MUST ACT?

- 185 people will be diagnosed with Pancreatic Cancer today. That's 67,440 new cases expected in 2025 alone.
- Pancreatic Cancer is the 3rd leading cause of cancer-related deaths in the United States.
- Despite its lethality, Pancreatic Cancer receives only about 3% of all cancer research funding.
- The 5-year survival rate is just 12.5%—though that's more than three times higher than it was in 1998, we still have a long way to go.
- While deaths from most major cancers have declined over the past 20 years, Pancreatic Cancer deaths continue to rise.
- Early detection can save lives.
 - When diagnosed *before it spreads*, the survival rate jumps to 44%.
 - But only 13–14% of patients are diagnosed this early.
 - Once it spreads, the survival rate drops to just 3%.

FOLLOW THESE 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

 **Set Your Goal — Then Stretch It!** Decide how much you want to raise before you start. Aim high. You've got this.

 **Know Your “Why”** Share your story. Let donors know why pancreatic cancer—and supporting the FCSP Foundation—matters to you. Passion is powerful.

 **Make Your Ask List** Think about your circle: Friends, family, neighbors, classmates, coworkers. If they know you, they're a potential donor!

 **Personalize the Ask** Wondering why someone would donate? Simple: People *hate* cancer, and they *like* you. Be genuine, and make your ask personal.

 **Follow Up Like a Pro** Is it OK to ask more than once? *Absolutely.* People get busy—life happens. A reminder, especially via text, can make all the difference.



SAMPLE LETTERS

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.

The need for private help has never been higher. The 2025 federal budget eliminated the only funding dedicated solely to pancreatic cancer research. 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 research is making an impact! The survival rate is has more than quadrupled since 1998, up to 13.3% now. 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

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 about 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

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

fcspfoundation.org **FCSP**

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Questions? Reach out!
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