



Canadian  
Cancer  
Society

## Talking Points

To encourage people to support your fundraiser and the Canadian Cancer Society, it's important that you tell your story and speak about your fundraiser in support of the Canadian Cancer Society. You can do this by communicating the following three short points we want people to remember:

- Through [event name] on [event date] we will be raising funds in support of the Canadian Cancer Society.
  - > This event is being run through the Cancer Fighter program which helps people organize their own fundraising initiatives to raise money for the fight against cancer.
- Through this fundraiser, we will be [description of activities] in order to raise \$[fundraising goal]. The money we raise will help patients and their families through life-saving research, support services and other important work that will change the future of cancer forever.
- To [call to action; register/buy tickets/donate], go to [link to fundraising page] or call [phone number].

## Sharing your story

If you have a personal cancer story through which the disease has touched your life and you feel comfortable sharing, please do so. When sharing your story, it's important to tell it in a nutshell. Avoid sharing your story chronologically with too many details.

Here's one example of how a fundraiser could tell their story in a nutshell:

*"My mom was diagnosed with breast cancer in 2015. I was so scared hearing this news and so was my mom. Thankfully, a mammogram found her cancer at an early stage. She underwent a lumpectomy and radiation and has been cancer-free since 2016. In the future, I don't want other moms and daughters to fear cancer, so I'm raising money for the Canadian Cancer Society."*