

# How to raise £100 from your 365 birthday fundraiser



**Some of us like to keep our birthday quiet as we get older!**

**But on your birthday you'll find that the attention is on you. Even if you don't want it!**

**So your family, friends, colleagues, team-mates, or class-mates will all be thinking of you.**

**By setting up a birthday fundraiser for Pancreatic Cancer Action, you can use your birthday and the attention of your loved ones, to help drive change.**

**Share your story, share our vision and ask for support.**

**You may be surprised by the response.**

## Setting a fundraising target

You can set your own target if you like, but we are encouraging everyone that signs up to 365 birthdays to try to raise £100.

If we get 365 people signing up and raising £100 each, that would be £36,500 raised to help us drive the decade of change for pancreatic cancer.

We'll send regular emails to keep you up to date with everything and share success stories from other supporters that might give you ideas on how to run your birthday fundraiser.

## How to raise £100 (or more)

Once you have set up your Facebook fundraiser or Just Giving page we would recommend the following;

- Think about when you are launching your fundraiser. How long do you want to do this for? We recommend a few weeks/month before so that you can maximise donations.
- Make sure you capture everything you want to say – ask a family member or friend to check it over.
- Make a list of people you think will make a donation to your birthday fundraiser and contact them.
- Think of a target and break it down to achievable asks:
  1. E.g. could you ask 10 people to donate £10 / 20 people to donate £5 for your birthday, or on a date that is memorable to you?
  2. Ask people to donate the price of a drink which they might normally buy you at the pub.
- Send your Facebook Fundraiser or Just Giving page round to the 10 people (or more) that you think will support you to get your fundraiser off and running.
- Once you have a few donations then post it on your social media channels.
- Ask people to share your birthday fundraiser after they have donated.
- Be creative, honest and keep people up to date on how you are progressing towards your target.
- Make sure to thank people after they have donated.
- Go for it!

**Thank you for your support.**

Please email [fundraising@panact.org](mailto:fundraising@panact.org)  
if you require any further help or ideas.

