

**PANCREATIC
CANCER CANADA**

Survival, Not Sympathy

Fundraising Toolkit



We've raised enough sympathy. We must raise survival rates.

Pancreatic cancer is the world's toughest cancer to diagnose and treat. It is the third deadliest cancer today and is projected to become the second by 2030. By 2050, new cases are expected to rise by 95 percent, with one of the sharpest increases among people under 55.

Despite this devastating trajectory, pancreatic cancer remains underfunded, understudied and overlooked.

By raising funds for Pancreatic Cancer Canada, you are helping redefine this disease from a death sentence to a survivable one. Every dollar you raise fuels research, advocacy, and support that patients and families urgently need.



November is Pancreatic
Cancer Awareness Month

Fundraising tips

Make the ask

Share your page with friends, family, co-workers, and neighbors. Keep it personal and direct. All donations made through your fundraising page will receive an official tax receipt.

Share your story

Post updates, photos, or short “behind-the-scenes” videos of training or planning. Use #SurvivalNotSympathy and tag @PancreaticCancerCanada.

Get creative

Ask for donations instead of birthday gifts, host a small gathering, or challenge friends to match your contribution.

Amplify your reach

Check if your employer offers donation matching or encourage your team to fundraise together.

Engage your community

Promote your fundraiser locally by sharing with neighborhood groups, community boards, or local businesses. Ask if they can post about your fundraiser, display a poster, or help spread the word to reach more supporters.

Offer incentives

Small tokens of appreciation like a shout-out on social media, a handwritten thank-you note, or a fun challenge prize can motivate supporters.

Keep climbing

Once you hit your fundraising goal, raise the bar and set a new target.

Track and celebrate progress

Share milestone updates with your donors to show impact and inspire others to contribute.

Fundraising Ideas and Inspiration

Special Events

- Golf Tournaments
- Corporate Events
- Dinner-Dance Gala
- Auction Fundraisers
- Fashion Shows
- Art Exhibitions
- Masquerades

Athletic Fundraising

- Walkathons
- Marathons
- Team Sport Events
- Cycling Events
- Fitness Class Events
- Hiking Events
- Field Day Events
- Endurance Events
- Dog Walking Events

Community Fundraising

- Cook-offs
- Talent Shows
- Bake Sales
- Face Painting Events
- Craft Fairs
- Axe Throwing Tournaments
- Barbecues
- Face Painting Events

Virtual Fundraising

- Video Game Tournament
- Online Talent Show/Live Concert
- Virtual Book Club
- Personal Fitness Challenge
- Virtual Trivia Night
- Online Cooking Classes
- Virtual Craft Night

Your support brings us
one step closer to
changing the future of
pancreatic cancer.



Saying Thanks

Acknowledging support is key. Thank your donors quickly and sincerely by text, email, phone call, or social post. Show them how their contribution is driving real impact. Check out the thank you email and social media templates provided on pages 5-7.

Stay Connected

Follow us for updates and tag us to amplify your reach:

- Instagram: [@PancreaticCancerCanada](#)
- Facebook: [@PanCanCanada](#)
- LinkedIn: [@Pancreatic-Cancer-Canada](#)
- Email: info@pancreaticcancercanada.ca
- Web: pancreaticcancercanada.ca

Take the Next Step

Every fundraiser, every donation, and every share drives survival forward. Build your fundraising page today and rally your community to give and help change the pancreatic cancer experience.

Start Now



Stand with us and demand
Survival, Not Sympathy.

Your Impact

In this time when I feel like I am falling, waiting for help, it is
so beyond appreciated that you are here.

————— ” —————

When you host an event or fundraise for Pancreatic
Cancer Canada, you are helping:

- Accelerate research that will improve survival outcomes.
- Provide care and support so that no one faces pancreatic cancer alone.
- Raise visibility of a disease that has been overlooked for far too long.

Together, we are fueling the change needed to turn
pancreatic cancer into a survivable disease.

Tools & Templates

Fundraising Appeal Sample Language

Hi friends,

I'm hosting [name of event/fundraiser] to raise awareness and funds for pancreatic cancer. This disease is one of the deadliest cancers and it's on the rise, especially among younger people. While survival rates for many cancers have reached as high as 90%, survival rates for pancreatic cancer remains at a mere 10%. That's not progress - it's a wake-up call.

By supporting me, you're fueling research breakthroughs into early detection, expanding care and support for patients and families, and helping bring pancreatic cancer into the spotlight where it belongs.

My goal is to raise \$[amount], and every gift brings us closer to survival, not sympathy.

Please donate today and join me to help transform pancreatic cancer from a death sentence to a survivable disease.

*Yours,
[Your name]*

Thank You Message (to send to donors to your page)

Dear [first name],

*Thank you so much for supporting [event/fundraiser] in support of **Pancreatic Cancer Canada**. Your generosity means the world, not only to me, but to everyone affected by pancreatic cancer. Because of you, we're driving vital research, expanding care and support, and igniting the visibility this disease urgently needs.*

Your gift is part of a movement to transform the experience of pancreatic cancer. Together, we are making survival possible.

*Thank you again,
[Your name]*

Shareable Information about Pancreatic Cancer

- Pancreatic cancer is currently the third deadliest cancer and is projected to become the second leading cause of cancer-related deaths by 2030
- It is notoriously difficult to detect and treat, with the majority of cases diagnosed at Stage 4
- There are currently no established screening or early detection protocols
- Global incidence is projected to increase by 95% by 2050, with one of the sharpest rises expected among people under the age of 55.

Social Media Templates

To Download:

1. Click the applicable image below
2. Image will open in a new window
3. Right-click the image and select 'Save Image As' and save it to your device.



Please use #SurvivalNotSympathy and tag @PancreaticCancerCanada in your posts