



Scholarship Fundraising Toolkit

This year we're excited to offer the opportunity to get as many AYAs to CancerCon Live 2024 as possible by fundraising towards our 2024 scholarship fund. Every penny raised will go towards awarding scholarships to AYAs in need of financial support to attend CancerCon Live.

But here's the fun part: Once you reach \$2,500 (the cost of a CancerCon Live 2024 full scholarship) the scholarship will be yours to name, yours to give away or yours to keep. That's right! If you raise \$2,500 you can name yourself as the scholarship recipient.

How it works:

Step 1: Start your fundraiser!

Step 2: Promote your fundraiser!

Step 3: Win some awesome prizes on the way!

Whether you're raising money to send yourself to CancerCon 2024, trying to help a family member or buddy there or are getting together with your friends or co-workers to do a good thing for someone else, thank you for helping make cancer suck a less for the adolescent and young adult (AYA) cancer community.

This toolkit will give you a jumpstart towards your fundraising to reach that \$2,500 mark where you can name a scholarship for yourself, in honor or in memory of a loved one or in the name of your company, friend circle or family members. Inside, you'll find tips, tricks and messages that'll help you get busy living – and fundraising. Let's get started.

WIN SOME GREAT PRIZES AS YOU FUNDRAISE*

*Note: Images may not accurately represent the appearance of prizes.



[Start your fundraiser here](#)

What is Stupid Cancer's mission?

Stupid Cancer's mission is to help empower everyone affected by adolescent and young adult (AYA) cancer by ending isolation and building community. Stupid Cancer offers a lifeline to the adolescent and young adult cancer community by providing age-appropriate resources to help navigate treatment and survivorship on your own terms.

What does Stupid Cancer do?

Stupid Cancer programs empower all adolescents and young adults (AYAs) impacted by cancer. All of our programs are designed to help AYAs Get Busy Living by connecting with other AYAs and gaining access to critical information and resources to improve quality of life with and after cancer.

Those programs include [Stupid Cancer Stories](#), a way for AYAs to share experiences and connect with peers through the power of storytelling at intimate open mic events or by browsing our Story Library, [Meetups](#), which are social gatherings that bring together the AYA community, online or in person, our interactive, educational [webinars](#) hosted live by experts each month and available to watch here anytime and the [Health Equity Initiative](#) which works to address the needs of AYAs in historically marginalized

groups relating to their experiences during diagnosis, treatment, and/or support. And, of course, [CancerCon](#).

- [Check out the Stupid Cancer 2023 Annual Report here.](#)

What is an AYA?

AYA is short for “Adolescent and Young Adults” ages 15 to 39. Every year 89,500 new AYAs are faced with a cancer diagnosis and there are roughly 1,000,000 AYA cancer survivors in the United States. In fact, AYA cancer patients are the most underserved patient population by age, even though cancer is the number one cause of death by disease for 15 – 39 year olds.

What is [CancerCon Live](#)?

Every year, hundreds of adolescents and young adults affected by cancer gather at CancerCon Live for a life-changing weekend. It is THE gathering for the adolescent and young adult cancer community. Each year, we bring together hundreds of patients, survivors, advocates and health professionals to learn, share, and build community.

- [CancerCon 2023 promo video](#)
- [Read Chris Kalaytowicz \(they/them\)'s CancerCon story](#)

Spread the World - Social Media Toolkit

Looking for a way to ask your friends, family and coworkers to support your fundraiser? Check out our [social media toolkit](#) for a selection of graphics and suggested captions we've made up to help you get started.

[Start your fundraiser here](#)

Your Fundraising Best Practices:

1. Set-up and personalize your fundraising page
2. Make a donation to your own fundraiser – it shows people that you are *serious*
3. Post on social media early and often – sharing your story is more powerful than you think
4. Thank your donors, particularly by tagging them on social media so other people can be inspired
5. Share milestones and goals – people will want to help you get to the next one
6. E-mail! E-mail! E-mail! It's still the #1 to ask folks for donations – just don't forget to send reminders
7. Don't be afraid of a little nudge – a DM or text reminder can go a long way
8. Make a list and check it twice! Who are the people who should *definitely* be making a donation? Give them a little nudge.

9. **Always** include your link in messages, texts, DMs and emails
10. Have a fundraising event! More on that below.

Easy and Effective Fundraising Ideas:

1. Host a bake sale: It's a classic for a reason
2. Got some extra junk? Host a yard sale for a cause
3. Simply e-mail people. They will donate!
4. It's summertime. How about a good ol' fashioned lemonade stand?
5. Have a happy hour at your favorite bar and charge folks for admission
6. Are you funny? Or do you think you are? Host a comedy night at your local comedy club.
7. Invite folks over for dinner – and ask for a donation to eat your delicious (or not so delicious) food
8. Host a “Ghost Gala” where you make invitations and invite people to a gala... that doesn't exist. People will gladly pay good money to not have to have another rubber chicken dinner, believe me.
9. Get your company involved! They can be a sponsor or just donate to the cause. Here's our [prospectus](#) for this year's CancerCon – whatever you get will be credited to your fundraising.
10. Did we mention emails? They work, trust us.
11. Have a Brown Bag challenge and skip buying lunch (or that \$7 chai latte) and donate that money to your goal. Encourage others to join and turn it into a competition.
12. Want to get your summer body ready? Have a weight loss challenge where everyone pays a registration fee that gets split between the person with the biggest percentage of weight loss and your fundraising goal.
13. Put pen to paper ask people to donate the old fashioned way: With a letter!
14. Bookworms in your social circle? Whether in-person or virtually, you can have Read-A-Thon and ask folks to donate for every book they read or have Book Club parties that ask for a donation.
15. Ask some local businesses for raffle prizes and sell tickets to win prizes!
16. Better yet, do a 50/50 raffle where half the money goes to the winner while the other half gets donated.
17. Musically inclined? Have a battle of the bands and charge people tickets to hear those golden pipes.
18. Birthday coming up? Have a birthday fundraiser asking your friends to donate in lieu of gifts.
19. Start an affinity circle with your friends and spread the wealth. 25 people can donate \$100, 10 people can donate \$250 dollars, 5 people can donate \$500 – you get it!
20. Lastly, you should definitely ask people to donate. Via email!

Have a great fundraising idea or host a successful event? We want to hear from you! E-mail and share your story, pictures, and video with us; you might be featured on our social media channels!

Frequently Asked Questions

1. Are there any benefits or incentives for raising money?

There sure are. In addition to the prizes above, you will also get lots of appreciation and thanks including a personal message from the person who received your scholarship.

2. I raised money – but it's cash! What do I do with it?

You can either deposit it and write us a check or make a credit card donation on [your](#) fundraising page. Or send it via [PayPal](#).

3. Uh oh! I got a check! What do I do with it?

No problem. Just send it to our office at Stupid Cancer, ATTN: CC24 Scholarship Fundraising, 40 Worth Street, Suite 808, New York, NY 10013. Don't forget to include your name so we can credit you for the donation!

4. I need some help with the website, who can I ask?

You can reach out to our Development Coordinator, Alex Hearn (ahearn@stupidcancer.org) for any website guidance. She's the best.

5. I want to raise money on Instagram or Facebook, but I want it to count towards my fundraising page. How do I do that?

You can set-up a fundraiser on Facebook through your personal fundraising page and the two will be connected. If that sounds complicated, you can just share your fundraising page in your posts and they will go straight towards your goal.

6. I raised \$2,500 and I want to use it to go to CancerCon myself – is that cool?

Not only is it cool, it's the coolest! You can totally name yourself as the recipient of your scholarship and join us at CancerCon.

7. I want to name a scholarship for an AYA cancer patient in my life – will you be able to notify them or their family?

Absolutely! If you're raising money in honor or in memory of someone, we will let them or their family know the awesome thing you've done.

8. What if I raise less than \$2,500? Can that money still go towards my CancerCon scholarship?

Unfortunately we can't provide partial scholarships, but don't fret: Every dollar raised through the CancerCon 2024 Scholarship Fundraiser goes towards CancerCon, so no matter how much you raise you're helping people get to CancerCon.

9. Can we raise money as a company?

We'd love that actually. The scholarship can be named after your organization or after an employee and you will receive a personalized thank you from the scholarship recipient you can share with your employees and community.

10. What if I raise \$5,000? Or \$10,000? Will there be more than one scholarship given?

Of course! And you can name them all the same thing or you can name them for different AYAs or people in your life.

[Start your fundraiser here](#)