



**CACTUS**  
CANCER SOCIETY



# Create-A-Thon



**FUNDRAISING  
TOOLKIT**







# ABOUT

## Cactus Cancer Society

We provide a safe space where young adults (ages 18-45) facing cancer can connect, cope, and thrive together in an online community through creativity and expression.

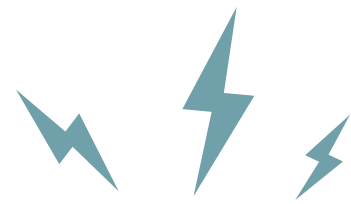
We want to end isolation for young adults facing cancer and we invite you to help us!



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## **Step 1:**



### **Choose your adventure with Cactus Cancer Society's Create-A-Thon!**

**Your Create-A-Thon is all about flexing your creative muscles, choosing a challenge that's unique to you, and inviting your community to support your goal!**

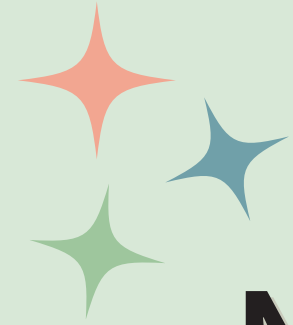
**Perhaps you'll use this opportunity to polish a craft you're already dedicated to, or maybe use this as a chance to try something totally new. The duration of your Create-A-Thon is your choice.**

**A traditional marathon is 26 miles, so if the number 26 inspires you to commit to a practice for 26 hours, days, weeks, or months, we invite you to try that!**



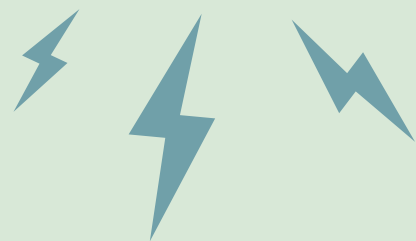
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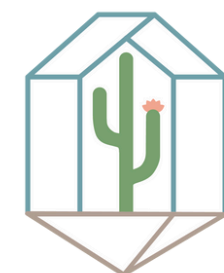


# Need to get your creative juices flowing?

Click these links for a  
little inspiration!



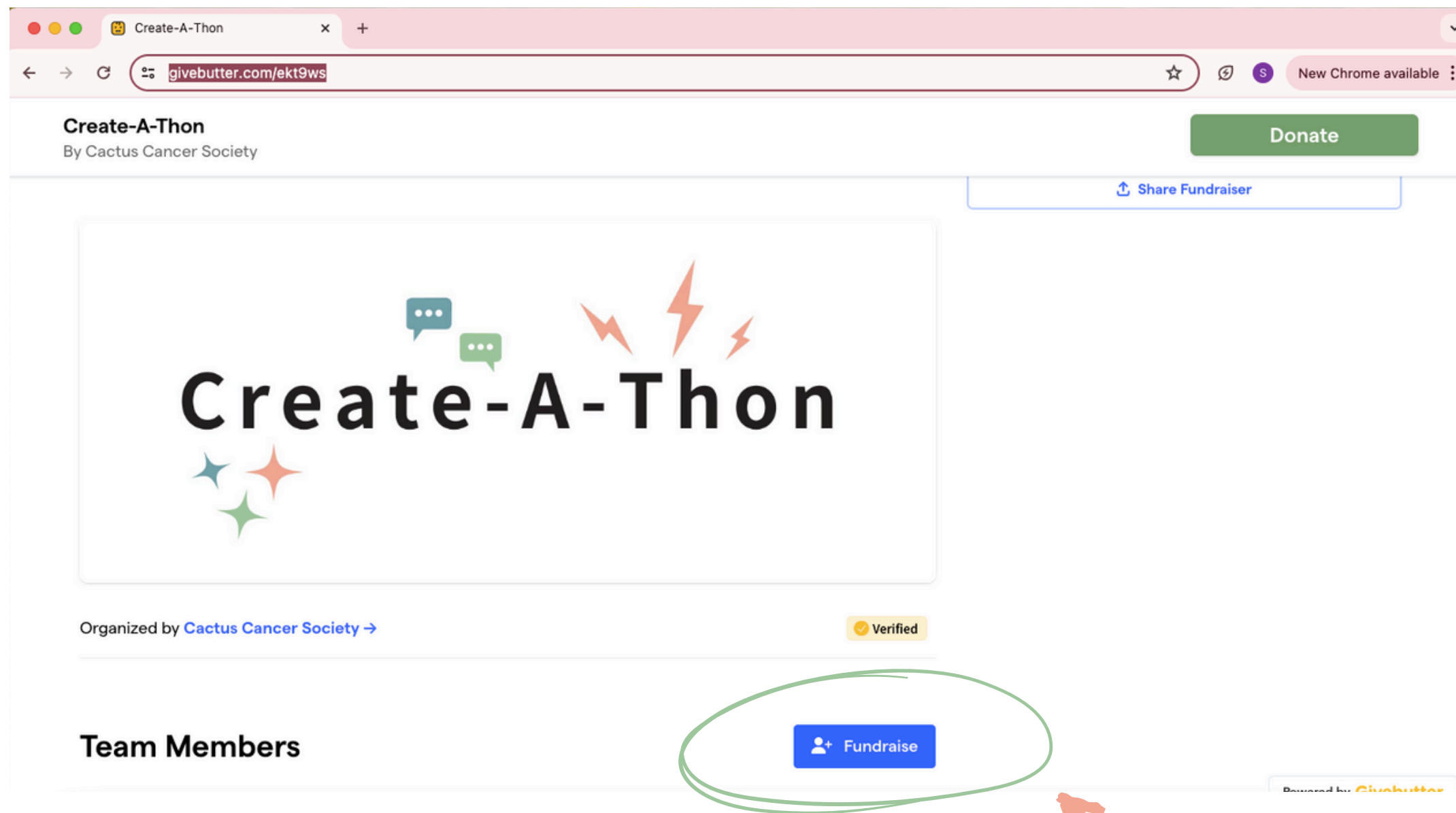
- Try a journaling prompt for 26 days straight
- Create 26 pieces of origami
- Learn to crochet 26 granny squares and make a whole blanket!
- Paint 26 different images- maybe even try different techniques!
- Upcycle an old article of clothing by embroidering 26 small details
- Meditate 26 days in a row & create inner peace
- Create a woodworking project for 26 weeks straight
- Try out 26 different crafts or diy projects
- Start your day with a doodle for 26 days



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# Step 2: Sign Up for Your Fundraiser!



In a few easy steps you'll be ready to sprint toward your creative goals:

**First, follow this link to launch your Create-A-Thon!**

**When you land on the Create-A-Thon page, click 'Fundraise'**





# Step 2: Create Your Fundraising Page

**Fundraise**  
Sign Up > Create Page > Share

Profile Picture

First name\*  Last name\* 

Email\*

Phone\*

Password\*

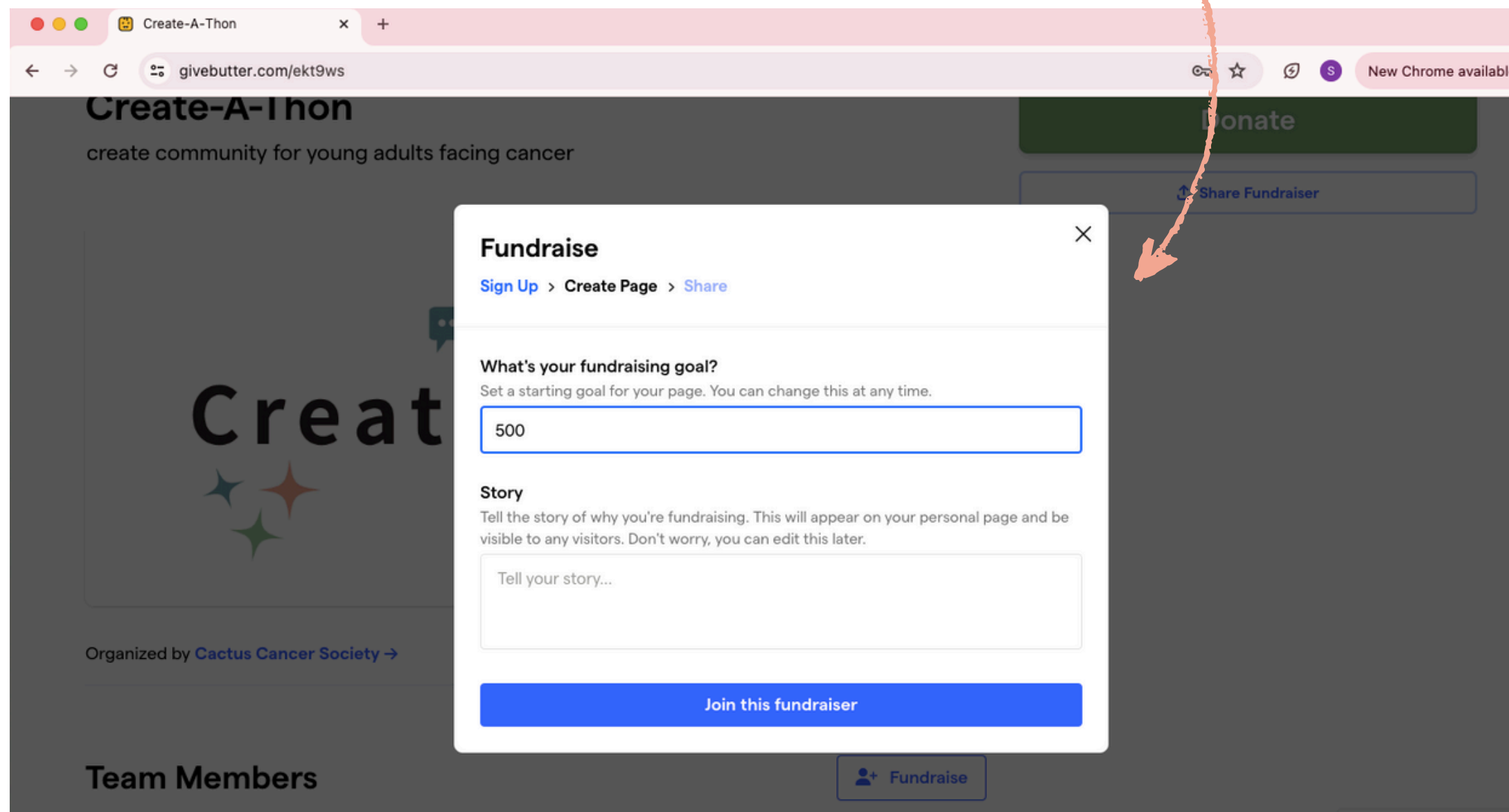
Powered by Givebutter

**You'll be prompted to sign up, and then you can create your own unique Create-A-Thon campaign page.**

Here you can post updates, track donations made to your fundraising page, and thank your supporters!



## Step 2: Set A Fundraising Goal



The screenshot shows a web browser window with the URL `givebutter.com/ekt9ws`. The page is titled "Create-A-Thon" and is organized by "Cactus Cancer Society". A modal window titled "Fundraise" is open, showing the following fields:

- What's your fundraising goal?** Set a starting goal for your page. You can change this at any time. The input field contains "500".
- Story** Tell the story of why you're fundraising. This will appear on your personal page and be visible to any visitors. Don't worry, you can edit this later. The input field contains "Tell your story...".

At the bottom of the modal is a blue button labeled "Join this fundraiser".

**Set a goal that seems reasonable for your network to reach – \$500 is a great place to start, but the sky's the limit.**

If that feels overwhelming, start smaller - every dollar counts! You can always increase your goal later, if you want.



# Step 2: Tell Your Story!

GiveButter.com browser window showing the 'Fundraise' form for a Create-A-Thon fundraiser. The form includes a goal field with '500' and a story field with a sample text about free-writing for 1 hour daily. A red arrow points to the 'Share Fundraiser' button.

**Fundraise**

[Sign Up](#) > [Create Page](#) > [Share](#)

**What's your fundraising goal?**  
Set a starting goal for your page. You can change this at any time.

500

**Story**  
Tell the story of why you're fundraising. This will appear on your personal page and be visible to any visitors. Don't worry, you can edit this later.

I am raising money on behalf of Cactus Cancer Society by committing to a Create-A-Thon! My creative challenge to myself is to free-write for 1 hour each day. 5 years ago, I was diagnosed with Acute Myeloid Leukemia. I felt alone in my experience, so I would journal to pass the time. Writing has been a healing practice for me and I'm excited to see what happens when I re-

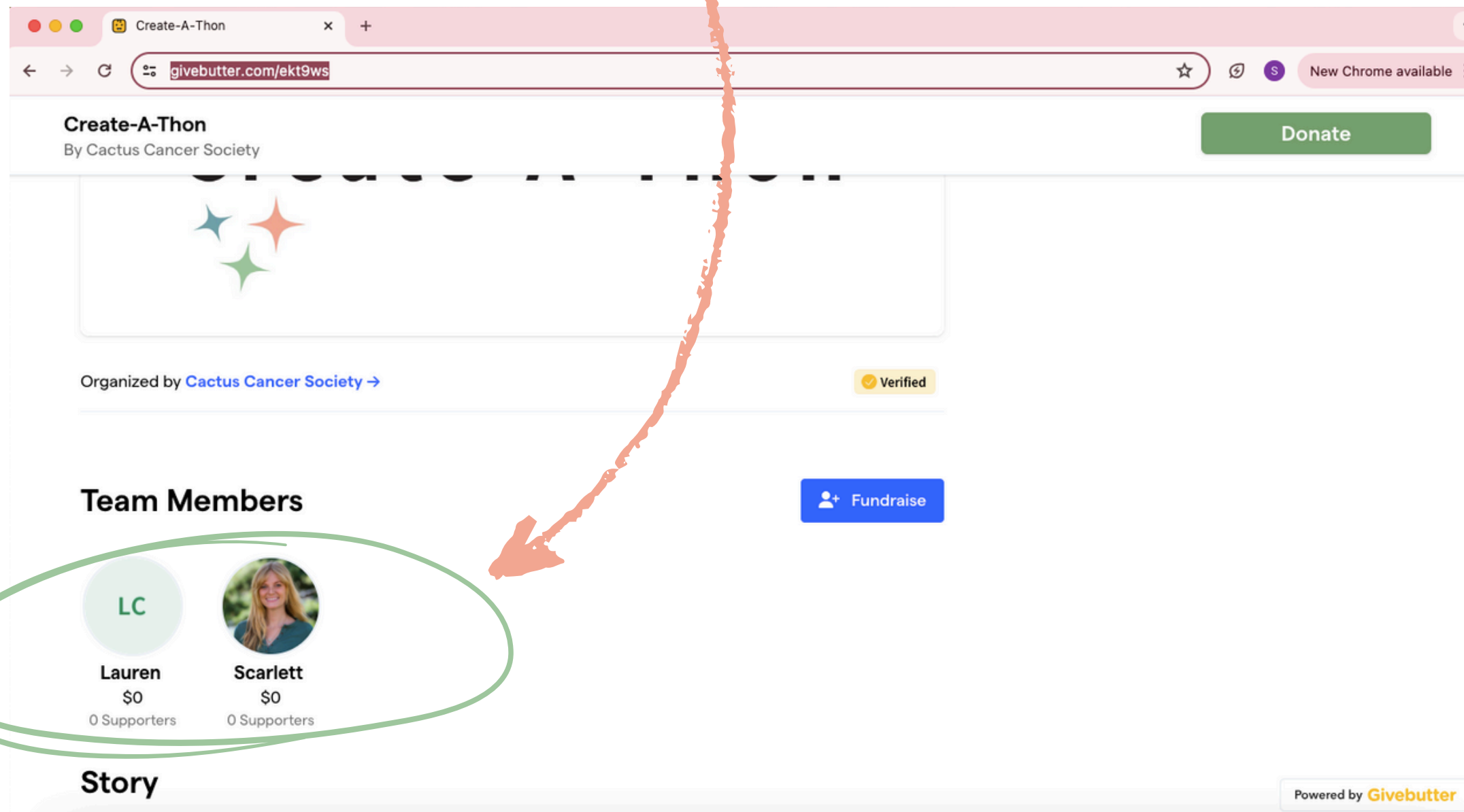
[Join this fundraiser](#)

**Your fundraiser is unique to you! Share your story** - you may include what your creative challenge means to you and your connection to Cactus Cancer Society to inspire your community to support your Create-A-Thon!

**(More on this in Step 3!)**



# Step 2: Join This Fundraiser!



**Ready, set... as soon as you click "join this fundraiser," your campaign page will go live.** You're officially a creative marathoner for team Cactus Cancer Society!

Go ahead, we're cheering for you! You can share your page to have donations credited to your Create-A-Thon.





## **Step 3:**

# **INVITE FRIENDS AND FAMILY TO SUPPORT YOUR CREATE-A-THON!**

Getting your Create-A-Thon on to help end isolation amongst young adults facing cancer is no small feat. Invite friends, family, and colleagues to cheer you on by donating to your unique Create-A-Thon fundraising page!

Link to your fundraising page via social media platforms, email, or text to update your network on your progress and ask for donations to support your unstoppable momentum!

Look to the following pages for outreach ideas and easy-to-share prompts to help get you started!

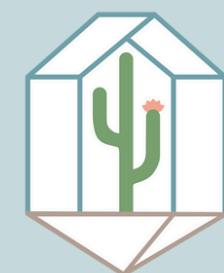


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# **WAYS TO FUNDRAISE AMONGST YOUR NETWORK:**

- **Text 10 friends and ask them to support your Create-A-Thon!**
- **Link to your Create-A-Thon page on social media and explain your creative challenge!**
- **Send an email to 26 people you know, explaining why you're participating in Cactus Cancer Society's Create-A-Thon!**
- **Share an exciting Create-A-Thon milestone reached, a project in-the-works, or a finished masterpiece on social media!**
- **Call 5 people who always support your creative process and tell them about Create-A-Thon!**



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# SUGGESTED SOCIAL MEDIA POSTS:



- I'm participating in Cactus Cancer Society's #CreateAThon to help ensure creative coping programs are within reach for young adults facing cancer. Support me as I [\[insert your creative challenge here\]](#) by donating in support of my project: [\[insert link to your fundraising page\]](#)
- I'm embarking on a creative coping marathon in support of Cactus Cancer Society's mission to end isolation amongst young adults facing cancer. Support young adults facing cancer by making a donation in my honor: [\[insert link to your fundraising page\]](#)

Plus, choose from these [share-ready graphics](#):



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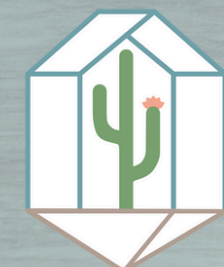
# SUGGESTED EMAIL PROMPT:

Hi [Name],

I'm participating in Cactus Cancer Society's Create-A-Thon, which means I will be [insert your creative challenge & timeline here, (ex: writing one page per day for 26 days)]. I am embarking on this creative coping marathon in support of Cactus Cancer Society's mission to end isolation amongst young adults facing cancer.

Please cheer me on in support of young adults facing cancer by making a donation to my fundraising page: [insert link to your fundraising page]. Thank you in advance for your support - I'm excited to share my progress and creative process with you!

With Gratitude, [Your Name]



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## SUGGESTED TEXT MESSAGE PROMPTS



- Hi [Name], what's new with you? I thought of you because I'm participating in Cactus Cancer Society's #CreateAThon, to help ensure creative coping programs are within reach for young adults facing cancer. I'm [insert your creative challenge here (ex: writing one page per day for 26 days)]! You've always been such a loyal supporter of my creative endeavors! Will you show your support by making a donation to my page? [insert link to your fundraising page]
- Hi There! I'm embarking on a creative coping marathon in support of Cactus Cancer Society's mission to end isolation amongst young adults facing cancer. I'd love if you would show your support on my page: [insert link to your fundraising page]



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## Step 4: Crossing the Finish Line!

As you finish your creative challenge, we'll be rallying behind you! Share your finished products and reflections with your supporters - they'll be excited to hear your updates.

To take your fundraising further, you might even auction off your finished creative work(s) and donate the funds to Cactus Cancer Society. At each fundraising milestone, you'll unlock new levels of cactus swag:

**\$100 Raised: Cactus Pen + Sticker**

**\$250 Raised: Emotional Support Cactus**

**\$500 Raised: Cactus Cancer Society T-shirt + Sunglasses**

**\$1,000 Raised: Limited Edition Create-A-Thon Hoodie**



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# Start Your Create-A-Thon

