

Welcome! On behalf of the Wake Forest Baptist Health Office of Philanthropy, thank you for being a Peer-to-Peer Champion and volunteering your time and resources to benefit the Cancer Patient Support Program (CPSP). By becoming a champion of the Cancer Patient Support Program you are touching thousands of lives that have been impacted by cancer.

This year more than ever, the support of our community matters. Without your support, we could not offer our patient support groups, patient aid, complementary therapies and so many other holistic and vital services.

Being a Peer-to-Peer Champion is an opportunity for those with a deep commitment to this cause to help raise funds and awareness for our mission in new and creative ways. This easy-to-use toolkit will guide you on how you can setup your own fundraising page then start sharing! We know you are here because you are passionate about seeing that ***no one faces cancer alone***. And we thank you for opening your network to us. Fundraising is rewarding and with a little bit of effort, you can truly help our patients and families.

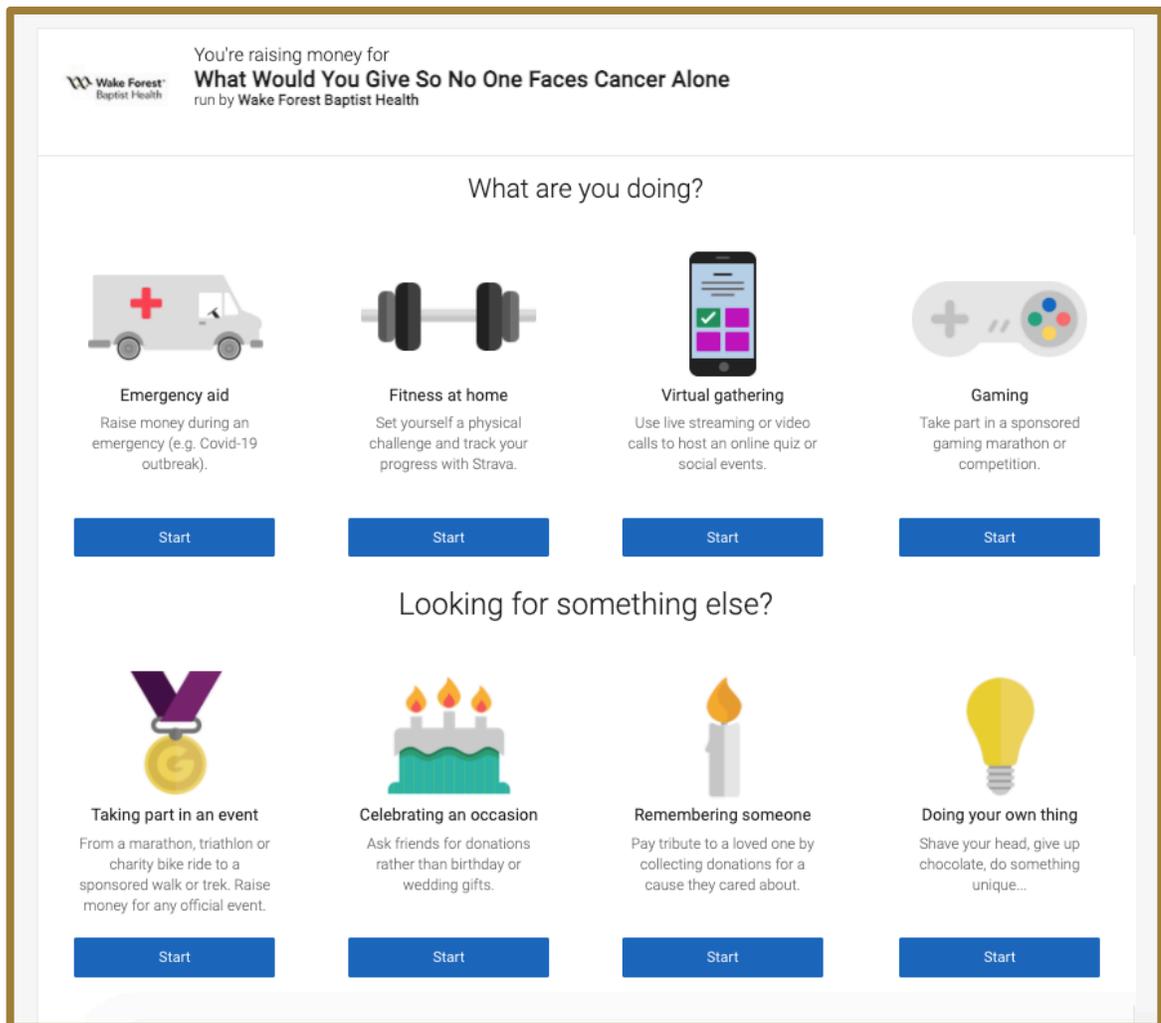
If at any time you have any questions or need assistance, please contact Brittany Pendleton at bpendlet@wakehealth.edu.

HOW TO CREATE YOUR FUNDRAISING PAGE:

1. Visit the Wake Forest Baptist Health's campaign page
What Would You Give To See No One Faces Cancer Alone giving page at:

www.justgiving.com/campaign/cancerpatientsupport2021

2. Click on "Start Fundraising" - the **ORANGE** button on the right-hand side.
3. Create an account or log-in if you already have an account.
4. Select your page type! You can dedicate your page to any type of event/theme, or just select "Doing your own thing" if you just want a page to share with others.
We recommend selecting 'Doing your own thing'.



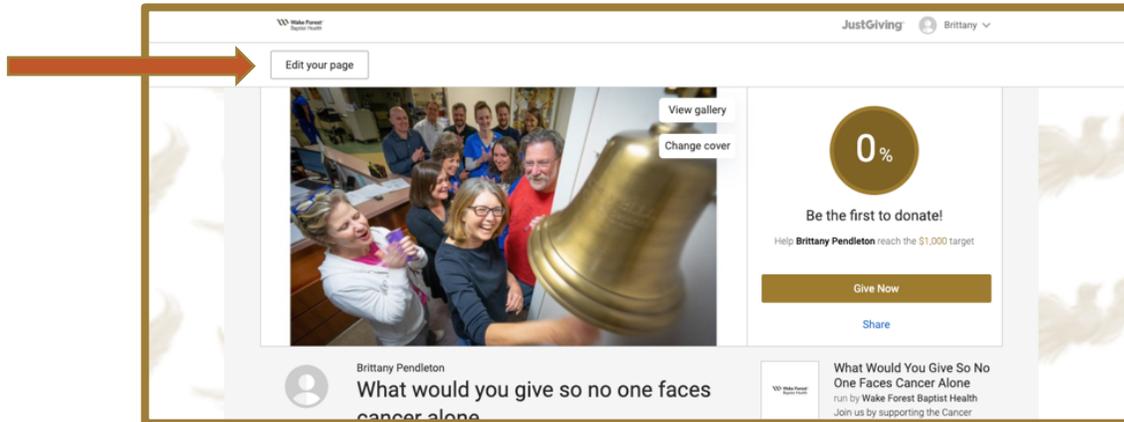
5. Tell us about your event. Select an event type and name your event/page.

6. Choose your own web address. This is the link you'll be sharing with friends and family when asking them to support you so give it a name they will recognize!

Ex. [https://www.justgiving.com/fundraising/\[insert your name or organization\]](https://www.justgiving.com/fundraising/[insert your name or organization])

You've created a page - thank you!

7. Click "edit your page" on the top left corner to customize your page.



Tips to customize your page and make it your own!



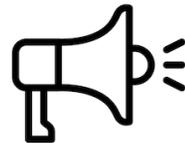
Add a picture!
Add a picture of you, or one that tells a story and makes it personal. Landscape photos work best.



Tell your story!
Add your own personal story to tell others why raising money for CPSP is important to you.

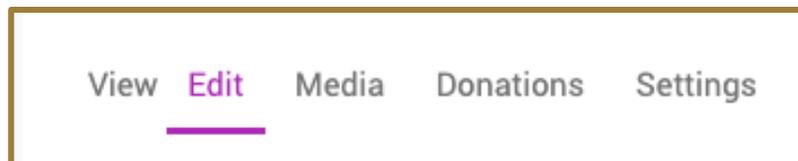


Add a goal!
Add your own personal fundraising goal so you can ask people to help you reach it.



Update!
Remember to add updates to your page frequently. Thank someone that gave, share a story, update people on how close you are to your goal.

*There are lots of options to edit your page!
Use the menu bar at the top to find all your customization options.*



EDIT

Customize your goal, add a personal story, and share your reason for participating.

MEDIA

Find options to change your cover photo or add more photos.

DONATIONS

See how many donations you've had and add any donations you've received offline.

SETTINGS

Customize your thank you message, create a fundraising team and find your personal QR code that you can share.

8. **Share, Share, Share!** – See below for some sample ways to share your page.

REMEMBER: Your page is only going to raise money if you SHARE it with friends and family! Share to your Facebook friends, email it to your family, send a tweet to encourage people to join you in supporting the Cancer Patient Support Program. Whatever you do, make sure to SHARE your page!

9. If you have a friend, family member or co-worker that would prefer to make their contribution by cash or check, please mail the funds to the address below.
(Please make checks payable to Wake Forest Baptist Health)

*Wake Forest Baptist Health
ATTN: Winterlark
Office of Philanthropy
PO Box 571021
Winston-Salem, NC 27157-1021*

SAMPLE COMMUNICATIONS:

Here are some sample communications that you can copy and paste to share with your network – think about your family, friends, colleagues and even your neighbors! Feel free to personalize them with your story or add any additional information you want to share. Simply click on one of the “Share this story” options on the bottom of your personal fundraising page to get started.

SAMPLE EMAILS

Colleagues,

I know you see a lot of these types of requests and I hope that you won't mind my sharing a cause that is so important to me and to our community. Check out my fundraising page at – [\(insert your link here!\)](#). You can read my personal story and see why the Cancer Patient Support Program at Wake Forest Baptist Health is so important. If you can give a contribution to support this program, that would be amazing!

Thank you for your support!
[\(insert your name here!\)](#)

Family/Friends,

I've recently made a gift to support cancer patients like [\(me, dad, sister – insert name of who you've created the page in honor of\)](#). I hope you will check out my page to read my story, and make a gift to support the Cancer Patient Support Program at Wake Forest Baptist Health. This program is critical for cancer patients and our community.

Thank you for your support!
[\(insert your name here!\)](#)

SAMPLE SOCIAL MEDIA POST

Facebook:



Susie Supporter

The Cancer Patient Support Program at Wake Forest Baptist Health provides critical support services to those in our community who are battling cancer and they need our help!

Please visit my personal fundraising page to learn more and help me reach my goal of raising \$500 for the Cancer Patient Support Program.



Twitter:

 The Cancer Patient Support Program at Wake Forest Baptist Health provides critical support for patients and their families who are facing a cancer diagnosis. Please visit my [@JustGiving](#) page and please donate to this worthy cause if you can. [#JustGiving](#)
https://www.justgiving.com/fundraising/andrea-garton?utm_source=Twitter&utm_medium=fundraising&utm_content=andrea-garton&utm_campaign=pfp-tweet&utm_term=e3201e7df2af4abfa3a2197cc97a7f5e



Winterlark 2021 - Campaign for the Cancer Patient Support Program
Andrea Garton is fundraising for Wake Forest Baptist Health. Donate on JustGiving
[justgiving.com](https://www.justgiving.com)

 **Everyone can reply**

     1  **Tweet**

Your personal website link will appear here when you share from your personal fundraising page.

CANCER PATIENT SUPPORT PROGRAM – ACTS OF KINDNESS:

Your Act of Kindness of \$25 can provide...vouchers for patient and caregiver meals, transportation to and from medical appointments, art and game entertainment kits.

Your Act of Kindness of \$50 can provide...one-night stay at SECU House, assistance with prescription and over-the-counter medication, one-hour therapeutic music in the Cancer Center

Your Act of Kindness of \$100 can provide...gift cards for direct patient aid, Tai Chi or Chair Yoga session, inpatient or outpatient waiting room chair massage.

Your Act of Kindness of \$250 can provide...Individual or Family Counseling session, snack and drinks for onsite support group participants, stock for the Cancer Center Hospitality Suites for a week.

Your Act of Kindness of \$500 can provide...CD's, books and materials for patients and families, a full month of healing drum circles in the Cancer Center.

Your Act of Kindness of \$1,000 can provide...food for four weeks of support group meetings, supplies for Just4You Day event, one-year of quilting supplies for the Caring Quilt Program.

Your Act of Kindness of \$2,000 can provide...more hope, compassion and caring than you could ever imagine!

FREQUENTLY ASKED QUESTIONS:

I don't think anyone will want to donate. What is the expectation?

Every donation, no matter how big or how small, makes a difference! We appreciate each of you and your willingness to share our mission. Getting the word out to your friends, family members and even co-workers gives them an opportunity to give if they are able and want to. We are hopeful each Peer-to-Peer campaign will set a fundraising goal of \$500, but we know many will raise far more and some will raise less. The only barrier to philanthropic giving is not asking!

Tell me more about the cause, what is the Cancer Patient Support Program?

The CPSP provides psychosocial support, patient aid, complementary therapies (yoga, massage, etc.) and a host of support groups and other services outside of medical oncology for both cancer patients and their families/caregivers.

- Here is a link to their webpage so that you can read more about their truly impactful work.
<https://www.wakehealth.edu/Locations/Facilities/Comprehensive-Cancer-Center/Cancer-Patient-Support-Program>
- Visit the Winterlark webpage to learn more about this historical event and our exciting plans for 2021. <https://www.wakehealth.edu/About-Us/Philanthropy/Constituency-Engagement-and-Events/Winterlark>

Is there a deadline for donations?

The campaign will close in early March 2021.

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