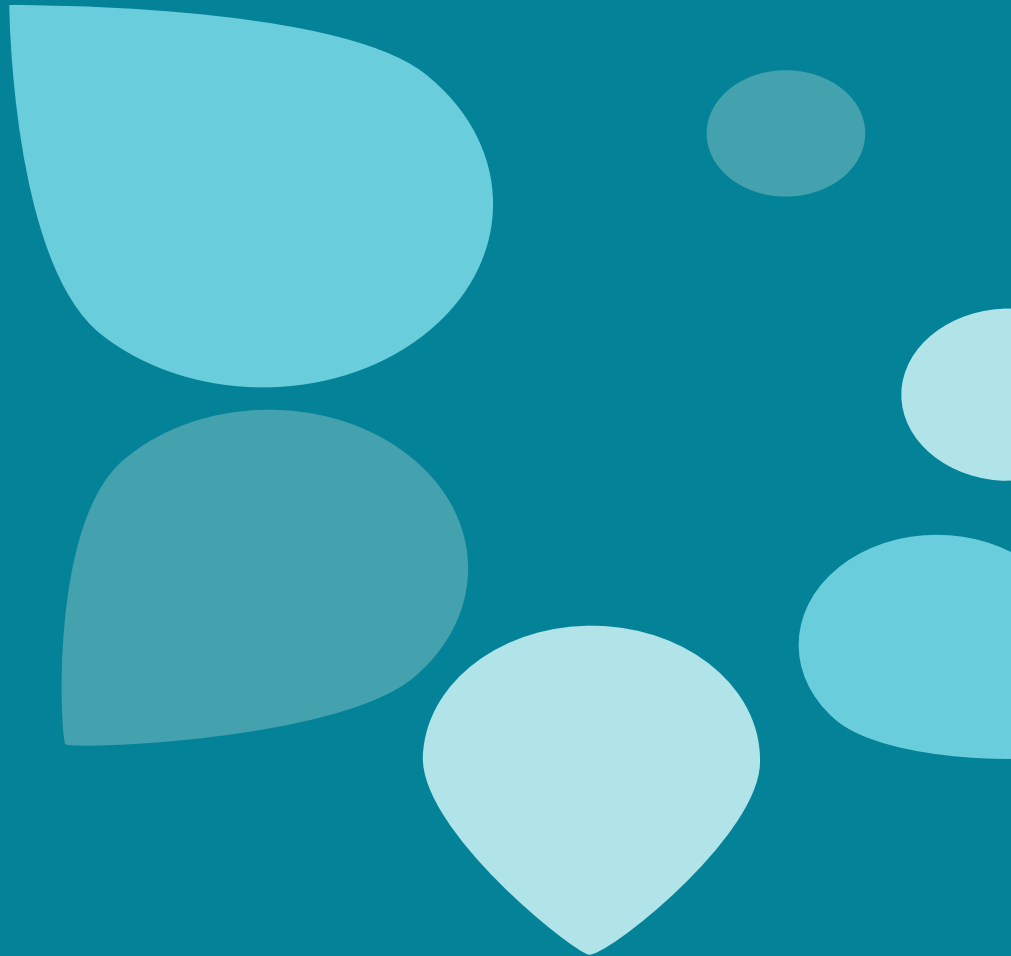




Cancer
Focus
NORTHERN IRELAND



About Us

- 50th Birthday
- Local cancer organisation
- We rely on the support of Northern Ireland community and businesses to fund 95% of our work.
- Main areas of work

Our areas of work:



CARE



PREVENTION



CAMPAIGNING



RESEARCH



FUNDRAISING

Cancer

The Facts

1 in 2

will develop cancer
in their lifetime

87,000

families living
with cancer in
Northern Ireland

13,244

people
were diagnosed
last year

Almost
4,150
cancer patients
die annually

To continue our
services and projects
we have to generate

**£3.5
million**

each year

Last year
we reached

5,771
people living with
cancer and
104,095
people with our
cancer prevention
services

Covid-19

- Impact on the patients
- Impact on fundraising
- Address the issues!
- Start up business...
- Opportunity knocks
- Budget – gone!
- Virtual Events
- Saturated Market
- Long-term impact



Cancer Focus
NORTHERN IRELAND
Celebrating over 50 years
DALE FARM

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Virtual Events.....The Facts

- Most popular – physical activity events
- Live streaming events
- Asking for donations – JustGiving, text.
- Least popular - Virtual hosting/social
- New virtual events
- Converted current events
- Marketing – is key!

Virtual Events.....

- Sport Events
- Appeals
- Virtual Fundraising at Work
- Virtual Get Together
- Game On
- Giving in Celebration
- Virtual Campaigns

Virtual Events 2020

Cancer Focus Events	Successful	Recommendations
Virtual Belfast Marathon	<ul style="list-style-type: none">- Highly- Over 4,000 sign ups- £58K	<ul style="list-style-type: none">- Brand awareness on social- Lack of relationship
Virtual Fitness Factors	<ul style="list-style-type: none">- Average- Low sign ups	<ul style="list-style-type: none">- Impact on fundraiser- Face –face if possible
Online Appeals	<ul style="list-style-type: none">- Highly successful	<ul style="list-style-type: none">- Draw on your call to action
Online Competitions	<ul style="list-style-type: none">- Highly Successful- Stand out from the crowd	<ul style="list-style-type: none">- Do something a bit different- Call to action

Impact of Virtual Fundraising

- How much does it actually raise?
- Lack of face – face
- Relationship building
- Low engagement
- Low numbers
- Saturated Market

Virtual Fundraising Recommendations

Plan

- Research idea – keep it simple!
- Move quickly
- Website, online platforms etc
- Artwork, target audience

Promote

- Brand awareness is key
- Partner up – corporate, celebrity, influencer
- Social media platforms
- Measure Success

Prepare

- Packs
- Material support

Back to Basics

- Bring it back to the cause
- The patients view
- Build on relationship management
- Connect with your long term, major donors.
- A clear ask
- Acknowledging the fundraising efforts.
- Be brave, be bold & just got for it!

Forward thought.....

