

# Virtual Fundraising Project Guide

**Daffodil Day**  
**26 March 2021**



IN PARTNERSHIP WITH



# Your Daffodil Day Virtual Fundraising Project Guide

Thank you for taking part in our Daffodil Day Virtual Fundraising project. By taking part you are supporting cancer patients and their families across Ireland during this difficult time. Daffodil Day is our biggest fundraiser, and this year will be our most important Daffodil Day ever.

As a result of Covid-19, Daffodil Day 2021 will be an online campaign. As we face into another few months of restrictions, we are encouraging our supporters to fundraise online to protect themselves and their communities.

The pandemic has left cancer patients needing your support now more than ever. Covid-19 has changed so much for people living with and beyond cancer – it has meant increased risk to their health, isolation for those cocooning and additional worries for patients and their loved ones. With your help, we can be there for cancer patients and their families when they need it most.

We are delighted to have you on board for the first ever Daffodil Day Virtual Fundraising Project. Students all over Ireland will be hosting virtual events and we can't wait to see what you and your class/group organise.

In this guide you will find further information on the services that your event will help to fund. We've also included some hints and tips on virtual fundraising, to support your event.

If you have any questions, please get in touch with your Irish Cancer Society mentor, who will be happy to help!

Best of Luck,



**Rosemary Simmons**  
National Fundraising Lead

To learn more about the work we do, our mission and vision please take a look at our [Strategy for 2020-2025](#).

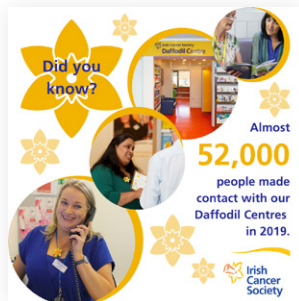


# Where your donations go – Services and Programmes



## Support Line

Available Monday – Friday 9.00am – 5.00pm for confidential advice and support. For more information check out [Cancer Support](#).



## Daffodil Centres

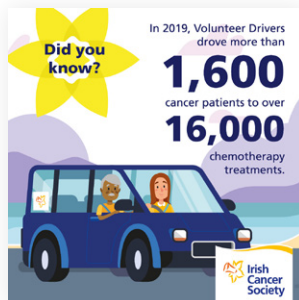
These centres are located in 13 hospitals nationwide and provide free, confidential advice, support and information to anyone affected by cancer. To learn more click [here](#).



## Support in Your Community

The Society funds professional one to one counselling and group survivorship programmes in communities all across the country.

For more information about what's available visit [Cancer Support](#).



## Patient Travel and Financial Support

Practical and financial support is provided for patients in need and undergoing cancer treatments. Find out more [here](#).

# Where your donations go – Services and Programmes (continued)



Our Night Nurses provided  
**6,839**  
nights of care in 2019

Did you know?

for  
**1,860**  
cancer patients

Irish Cancer Society

## Irish Cancer Society Night Nursing

We provide end-of-life care for cancer patients in their own home. This service allows patients to remain at home for the last days of their lives, surrounded by their families and loved ones. To learn more click [Night Nursing Service](#)



Irish Cancer Society  
Research

2020: THE YEAR IN RESEARCH

OVER 100 RESEARCHERS SUPPORTED	12 NEW PROJECTS FUNDED
18 CURRENT RESEARCH INSTITUTIONS	20 PPE ADVOCATES REVIEWED GRANT CALLS
11 PHD STUDENTS CURRENTLY FUNDED	4 RESEARCHER TRAINING EVENTS
28 RESEARCH TALKS	40+ YEARS SUPPORTING CANCER RESEARCH

## Cancer Research

Our research has led to hundreds of discoveries. Each of these new findings have been published in international peer reviewed journals, making this knowledge available to researchers worldwide.



## Advocacy

Through our cancer advocacy campaigning, we listen to patients and lobby the Government to make those patients' lives better. We work to influence policy, legislation and national budgets so that patients are at the heart of cancer services and cancer care. Visit our [Advocacy page](#) to read more about our successful and current campaigns.

To find out more about our services and programs:

- Visit us at [www.cancer.ie](http://www.cancer.ie)
- Follow our social media accounts on [Facebook](#), [Twitter](#) and [Instagram](#).

# Virtual Fundraising

Virtual Fundraising has become a popular way of fundraising for the Irish Cancer Society due to Covid-19 restrictions. Last year, we were thrilled to see many people organise creative and exciting events to help support cancer patients at this difficult time. Local communities showed us that even during a pandemic, we can continue to raise funds and have fun at the same time.

We are delighted that you have chosen to get involved in the Daffodil Day Virtual Event Project. To give you some ideas for your fundraiser, we have put a sample list together of virtual events

## Online Quiz/Bingo



We learned in 2020 that our community loves a good online quiz. No one could have predicted that every weekend we would sit in and try and

beat our family and friends with random facts we have learned over the years.

Online quizzes and bingo are easy to organise and participate in. There are many websites available to create these quizzes – [Kahoot](#) can build a custom quiz for you and you can invite your friends to take part on [Zoom](#).

**A top tip:** Set up an online giving page such as [Just Giving](#) and ask people to register by making a donation. A thank-you message will be sent to everyone who donates through JustGiving. This is sent as part of an email receipt and it can be personalised to include a link to attend the quiz. Click [here](#) to find out more.

## Online Raffle



Sometimes it's the simplest ideas that raise the most funds. Everyone loves to win a prize and raffles can easily be organized online. Ask

local businesses to sponsor a product or service. Since lockdown, many people have started making crafts and jewellery. Why not reach out to these people to see if they would donate something. This way you will be promoting them and also offering a unique raffle prize.

You can use an online platform such as [IDonate](#) to gather names and donations for the raffle.

**A top tip:** To reduce cost, encourage businesses to send the prize directly to the winner. Always seek permission before sharing the winners' details with the business first.

## Get Active



Lockdown also taught us that we love to take on challenges. Why not create a running, walking or exercise challenge for your

fellow students? Set a target of running 5k or walking 10,000 steps every day for the month of March. Help them set up a fundraising page and encourage them to share it with friends and family. It's a great way to keep fit and make a difference!

**A top tip:** Create a challenge that everyone can do. You could add a competitive element to it, by offering a prize to the person that raises the most!

# How to Raise Virtual Funds

Once you have your idea you will need to decide on the best way to gather your funds. As your event is virtual, we would encourage you to gather donations via online platforms. This is a much safer way of fundraising as the funds are transferred directly to the Irish Cancer Society.

## Online Giving Platform



These are websites that allow fundraisers to collect donations online. Once you setup your page, a unique link will be created. You can then

share this link with family and friends to encourage them to donate. All funds will be sent directly to the Irish Cancer Society. We suggest using [Just Giving](#).

## Social Media Giving Platforms



Many of our social media channels now give us the option to donate directly to our chosen charity. Facebook lets you set up an event page

with a donation button. This is safe and easy to do and the income goes directly to the Irish Cancer Society. To set up your donation button [click here](#).

## Virtual Fundraisers

In March 2020, all of our lives changed remarkably and we had to adapt to the "new normal". Fundraising was no different and many of our supporters changed their fundraising plans, using technology to raise vital funds to support people affected by cancer.

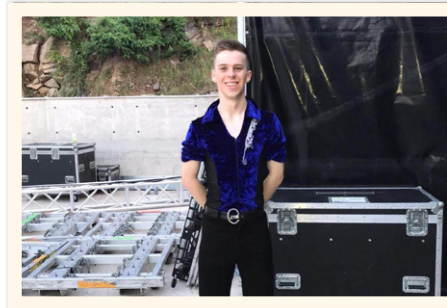


The Irish Cancer Society was amazed by the creativity and continued generosity of the general public. We saw people do incredible things like marathons, 1000 push ups in 24 hours, Facebook singalongs, shave or dye their hair and so much more.

I would like to introduce you to two of our 2020 virtual fundraisers, Francis Fallon and Rhys Terry.



# Francis Fallon



Francis is an Irish dancer from Barna, Co Galway who organised "Step a Day For May" #StepADayForMay. Every day in May, Francis posted a video of himself dancing.

Francis's father died three years ago from a brain tumour, aged 62. When lockdown restrictions were imposed, Francis decided it was an ideal opportunity to give something back and to honour his Dads memory.

Francis created a fundraiser for the month of May on [Facebook](#) and encouraged his friends and family to like, share and donate.

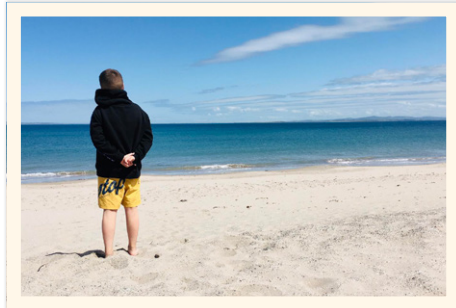
The extensive reach of virtual fundraising meant that Francis was able to collaborate with other dancers from across the world.

Francis also used TikTok to record videos of his duets and promote his event, then sharing them on his Facebook fundraising page. For the last day of the challenge, Francis co-ordinated 63 dancers across the globe to come together for the final dance of the month.

People donated online through Francis's fundraising page on Facebook. The innovative nature and quality of Francis's daily dance videos, uploaded from a variety of locations such as the rocks of Connemara to Francis's local GAA pitch helped the fundraiser go viral.

Francis had a target of €1,500 for his fundraiser but ended up raising an amazing total of €5,210.43!

# Rhys Terry



10-year-old Rhys from Turners Cross, Co Cork set himself a challenge of swimming a mile in the sea in Fountainstown, Co Cork on July 25th 2020.

Rhys was motivated to raise funds for the Irish Cancer Society Nursing Services as his grandad, Eddie, died from cancer. Eddie was supported by our Night Nursing service in his final days, so Rhys wanted to give back.

"My Grandad Eddie passed away 2 years ago and lovely nurses came in at night to mind him while my daddy and aunties could get some rest, they were amazing and I just want to say thanks they were from the Irish Cancer Society".

Rhys created an online fundraising page through Go Fund Me, allowing Rhys and his family to promote the page through their network of contacts.

People donated to Rhys's event through his [Go Fund Me](#) page using a credit/debit card and included messages of encouragement for him. Rhys's fundraising target of €1000 was displayed on his Go Fund Me page along with the total raised to date, so both himself and donors could easily check progress. Rhys ended up exceeding his target and raised a total of €1,209.23 for the Night Nursing Service.

# Best of Luck

Everyone at the Irish Cancer Society would like to thank you for registering to take part in the first-ever Daffodil Day Virtual Fundraising project. We hope the ideas and suggestions included in the pack will encourage you and your classmates to organise your online fundraising event!

Please reach out to your fundraising mentor if you have any questions or need any additional support with your fundraising event. We can't wait to hear all about your event and wish you the very best of luck!

## Useful Links

### How to create a JustGiving Page

[www.justgiving.com/how-to](http://www.justgiving.com/how-to)

### Tips on how to maximize your Justgiving page

[www.justgiving.com/fundraising/tips](http://www.justgiving.com/fundraising/tips)

### How to create a Facebook Fundraiser

[www.facebook.com/fundraiser](http://www.facebook.com/fundraiser)

### Irish Cancer Society Virtual Fundraising

[www.cancer.ie/virtual-fundraising](http://www.cancer.ie/virtual-fundraising)

### How we put your funds to good use

[www.cancer.ie/funds](http://www.cancer.ie/funds)



#### Remember:

We want you to enjoy your fundraising event and stay safe! The Irish Cancer Society accepts no liability for any loss, damage or injury caused during the event you undertake. The Society's insurance does not cover property or the property of your helper or guests, nor does it cover your personal liability for any injury suffered by yourself or your event participants. You should seek independent insurance advice prior to organising your event. Remember to use common sense when it comes to health and safety. Where food is involved, please take care and work to ensure safe preparation, storage and cooking. Please follow good hygiene practices.

#### Disclaimer:

The Irish Cancer Society reserves the right to terminate the agreement relating to an event at any time if it appears there is a likelihood of the Fundraiser failing to adhere to any of the above terms and conditions. The Fundraiser agrees to release the Irish Cancer Society to the fullest extent permissible under law for claims and demands of any kind, and from all liability that may arise in respect of any damage, loss or injury occurring to any person, except where such liability arises because of the negligence of the Irish Cancer Society and its agents.

#### Public Health Guidelines:

We want to ensure the health and wellbeing of those that fundraise on our behalf and of the public. Please ensure that any fundraising activity is delivered in line with current public health guidelines in relation to minimising the spread of COVID-19. Details of current restrictions can be found at <https://www.gov.ie/coronavirus>

#### Irish Cancer Society

43/45 Northumberland Road, Dublin 4

Ground Floor, Lawley House, Monahan Road, Cork

Callsave: 1850 60 60 60 Fax: 01 231 0555 Email: [fundraising@irishcancer.ie](mailto:fundraising@irishcancer.ie) [www.cancer.ie](http://www.cancer.ie)

You can also find us on:



[www.facebook.com/IrishCancerSociety](https://www.facebook.com/IrishCancerSociety)



[www.twitter.com/IrishCancerSoc](https://www.twitter.com/IrishCancerSoc)