

SPECIAL OCCASIONS TOOL KIT

Thank you for dedicating your special day to support life-changing rare cancer research and world-class care at Memorial Sloan Kettering Cancer Center (MSK).

Including MSK as part of a milestone event is a meaningful way to ensure your day makes an impact — helping people with cancer celebrate more weddings, birthdays, and milestones with their loved ones. Here are a few occasions to celebrate with MSK:

- Birthdays
- Weddings
- Anniversaries
- Graduations
- Bar and bat mitzvahs
- Retirements
- Holidays
- Treatment or remission anniversaries

Raise Money Through Your Special Occasion

In Lieu of Gifts

Ask friends and family to make donations to your Cycle for Survival fundraising page instead of giving traditional gifts. Get started by registering on the Cycle for Survival website to create your personal fundraising page. Once your page is set up, we recommend these five steps:



PERSONALIZE YOUR PAGE

1

Upload a photo or video and share why Cycle for Survival matters to you.



SET A FUNDRAISING GOAL

2

Choose a meaningful goal tied to your special occasion. Turning 50? Set a \$5,000 goal or ask for \$50 donations. Share the meaning behind your goal so family and friends understand the impact of their gift.



MAKE YOUR OWN DONATION

3

Be the first donor to your Cycle for Survival fundraising page to show your commitment. Share your donation with loved ones to inspire them to support your efforts.



GET STRATEGIC

4

Divide your guest list into three groups: family and friends, colleagues, and acquaintances. Start with your closest circle, then build on that momentum as you expand outreach.



CONNECT ON SOCIAL MEDIA

5

Post a request for donations and include a direct link to your Cycle for Survival fundraising page.

To learn more about fundraising for MSK through Cycle for Survival, please contact us at cycleforsurvival@mskcc.org.