

Into The Unknown

#MAKETHEMISTORY



#MAKETHEMISTERYHISTORY

Cancer of Unknown Primary is a mystery.

Every year, approximately 1 million people around the world are diagnosed with Cancer of Unknown Primary or CUP. Their individual cancer pathway is very different to those diagnosed with other cancers - their journey is very much

unknown. To acknowledge this phenomenon, we want to focus our World Cup Awareness fundraising on going “into the unknown”.

We are inviting you to take on the challenge **Into The Unknown**.



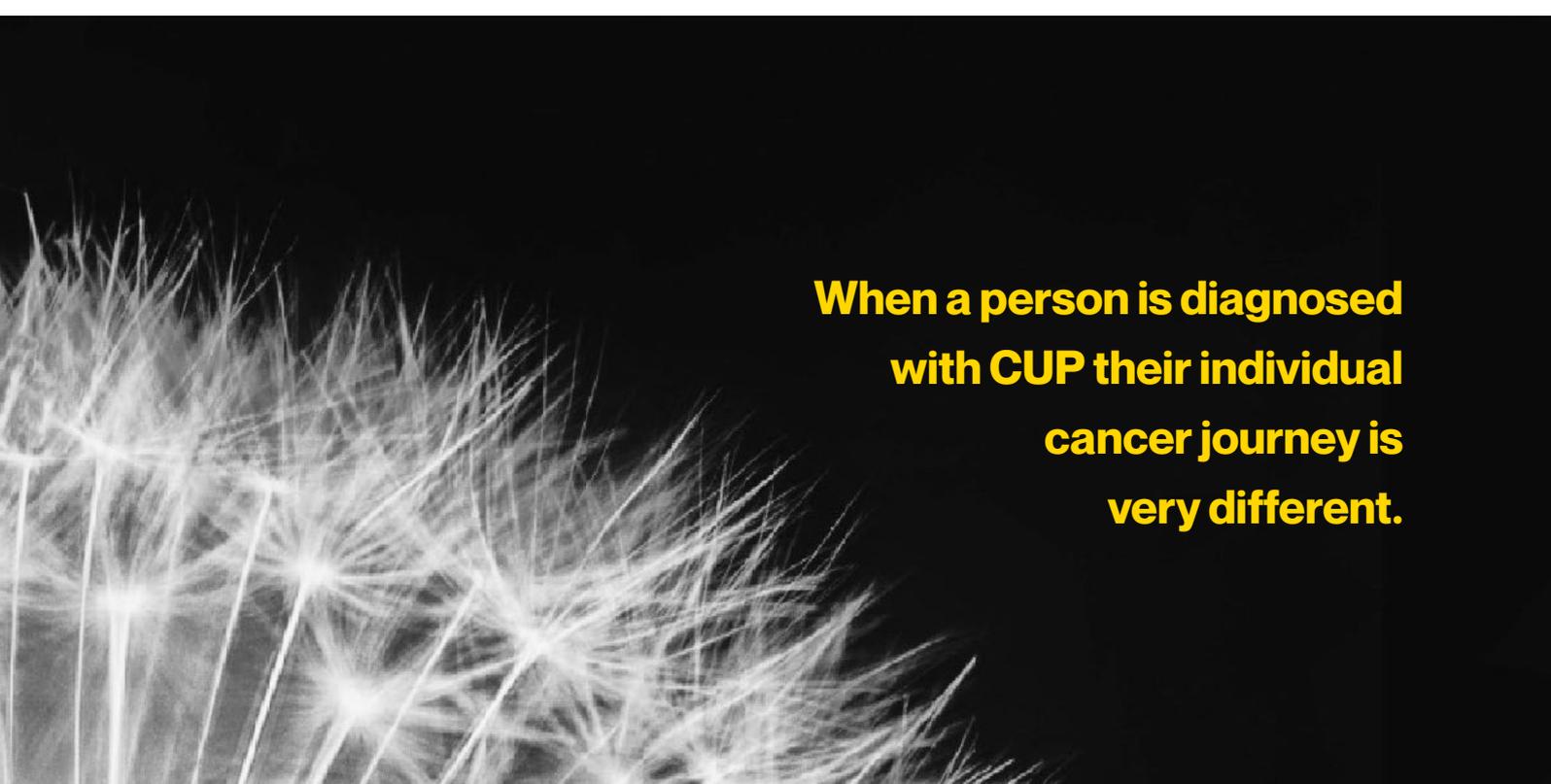
This could be an individual challenge or a team challenge.

You could take up a personal challenge something that is a mystery/unknown to you or a group challenge, bringing a team together.

A group or leader will choose the mystery/unknown destination, this could be a walk, a cycle, a 10km run or a sailing event depending on your groups interest. The idea

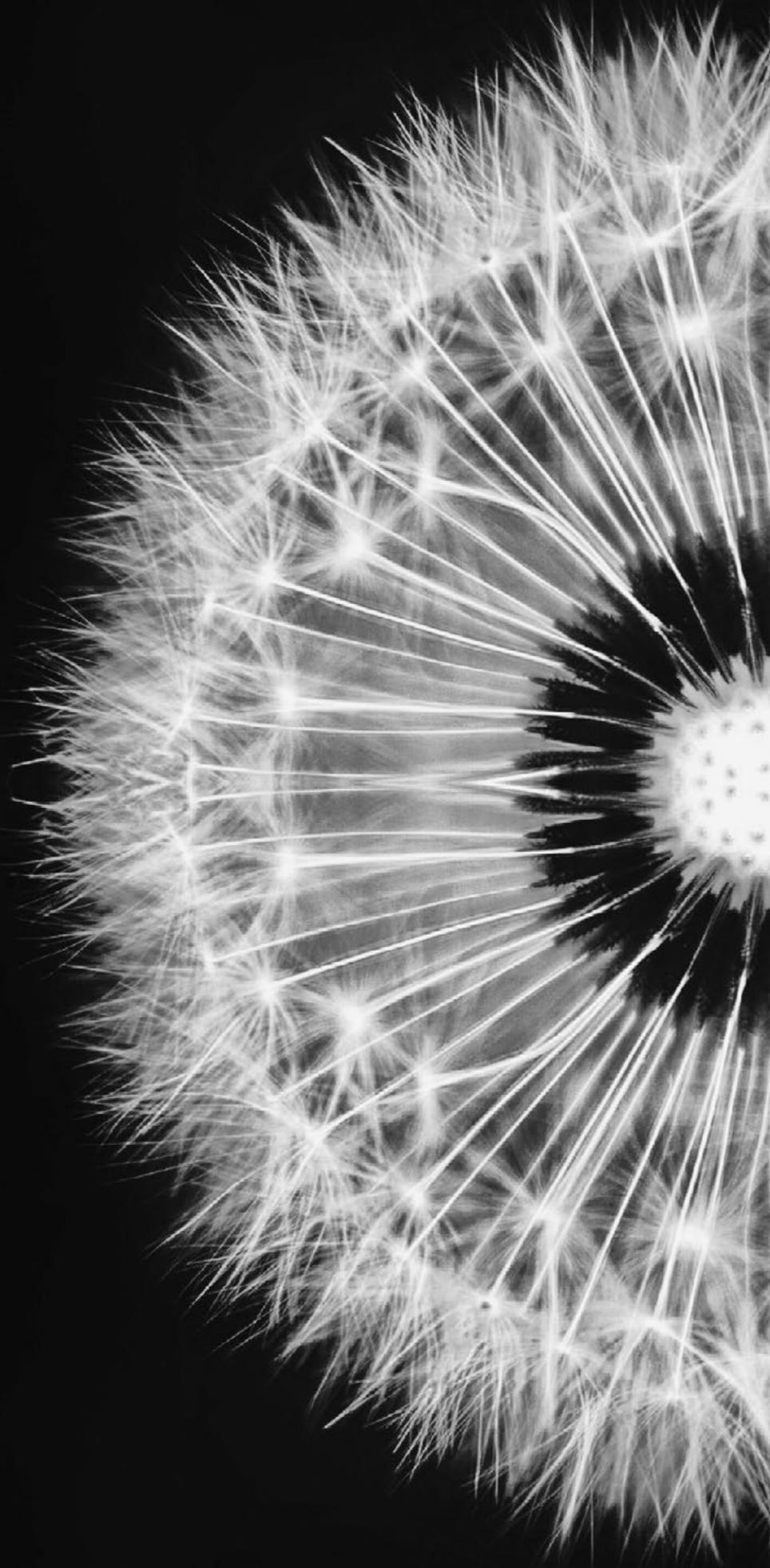
is that the destination is unknown for the participants. Throughout the challenge the trip and where it will lead will be a mystery.

Funds raised will go to the CUP Charity of your choice (see page 7 for details) and will go towards education, awareness and research into Cancer of Unknown Primary, and **#makethemysteryhistory**. Read on to find out how you can take part.



When a person is diagnosed with CUP their individual cancer journey is very different.

#CANCEROFUNKNOWNPRIMARY



Into The Unknown: personal challenge

1

DOWNLOAD THE CAMPAIGN MATERIALS PROVIDED IN THE TOOLKIT AND CONFIRM THE DETAILS OF YOUR EVENT, SUCH AS DATES, LOCATION, COUNTRY, ETC. DECIDE A FUNDRAISING TARGET.

2

CHOOSE YOUR ACTIVITY: CHOOSE THE CHALLENGE YOU WANT TO OVERCOME. DECIDE A STARTING POINT AND A DIRECTION, HOW LONG IT WILL TAKE - EXPERIENCE THE UNKNOWN.

3

USE ALL AVAILABLE PROMOTIONAL CHANNELS TO PROMOTE THE EVENT BEFORE DURING AND AFTER - WHETHER IT'S YOUR OFFICE INTRANET, YOUR LOCAL SPORTS OR FRIENDS' CLUBS, EMAIL AND SOCIAL MEDIA. YOU WILL FIND PROMOTIONAL MATERIAL TO SUPPORT YOU WITH THIS IN THE DIGITAL TOOLKIT.

4

LET US KNOW ABOUT YOUR EFFORTS SO WE CAN SUPPORT YOU IN YOUR PROMOTIONAL EFFORTS. SIMPLY SEND AN EMAIL TO HELLO@WORLDCUPAWARENESS.ORG AND WE'LL SHARE IT WITH OUR NETWORK.

5

CHOOSE THE CUP CHARITY YOU WOULD LIKE TO DONATE YOUR FUNDRAISING TO.

Into The Unknown: group challenge

1

DOWNLOAD THE CAMPAIGN MATERIALS PROVIDED IN THE TOOLKIT AND CONFIRM THE DETAILS OF YOUR EVENT, SUCH AS DATES, LOCATION, COUNTRY, ETC. DECIDE A FUNDRAISING TARGET.

2

DESIGNATE A LEADER OR GROUP OF LEADERS TO CHOOSE A ROUTE AND END POINT FOR THE MYSTERY ROUTE. CHOOSE THE MOST DISCREET AMONGST YOUR GROUP!

3

USE ALL AVAILABLE PROMOTIONAL CHANNELS TO PROMOTE THE EVENT BEFORE DURING AND AFTER - WHETHER IT'S YOUR OFFICE INTRANET, YOUR LOCAL SPORTS OR FRIENDS' CLUBS, EMAIL AND SOCIAL MEDIA. YOU WILL FIND PROMOTIONAL MATERIAL TO SUPPORT YOU WITH THIS IN THE DIGITAL TOOLKIT.

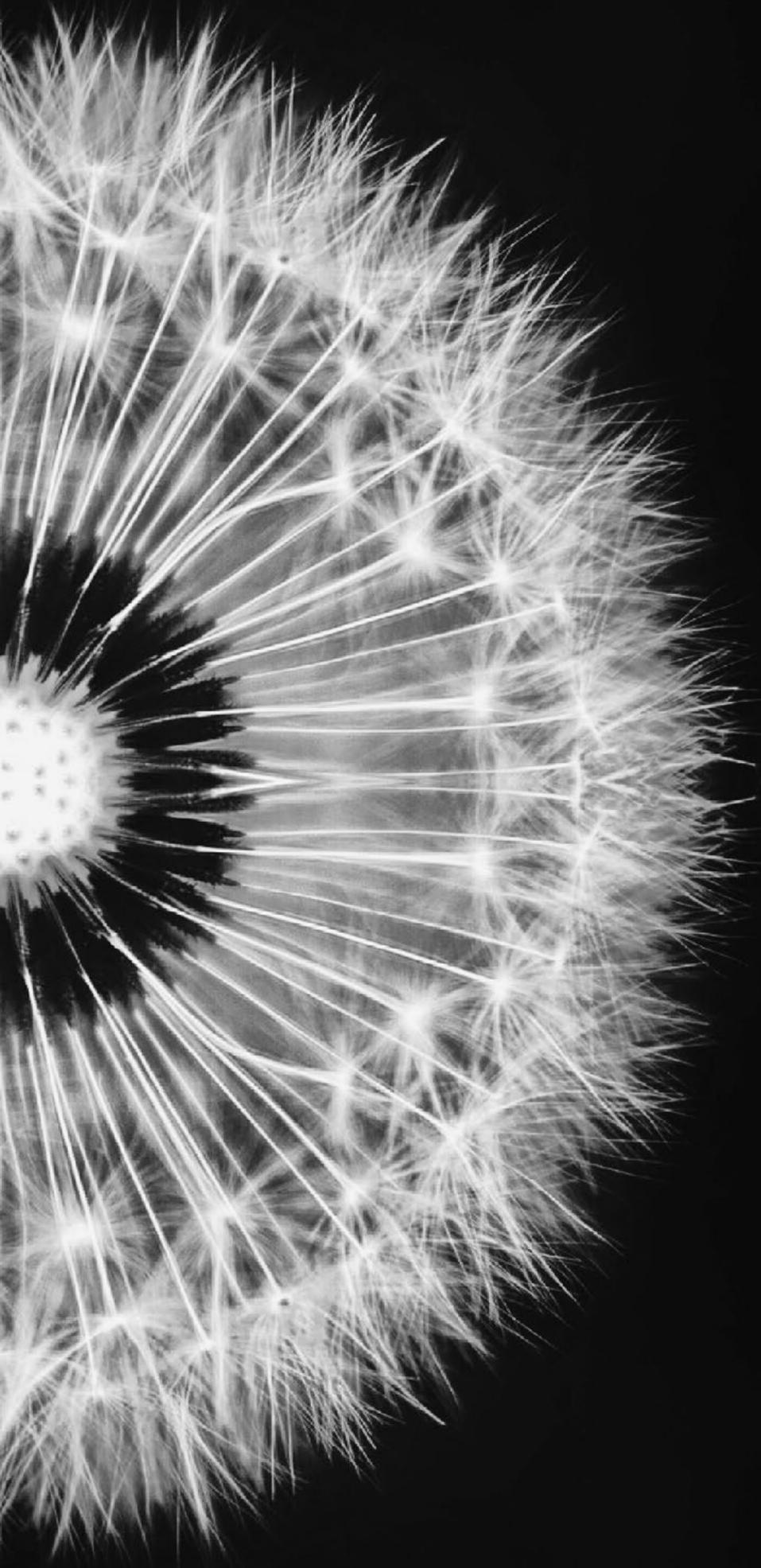
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#WORLDWARENESSWEEK

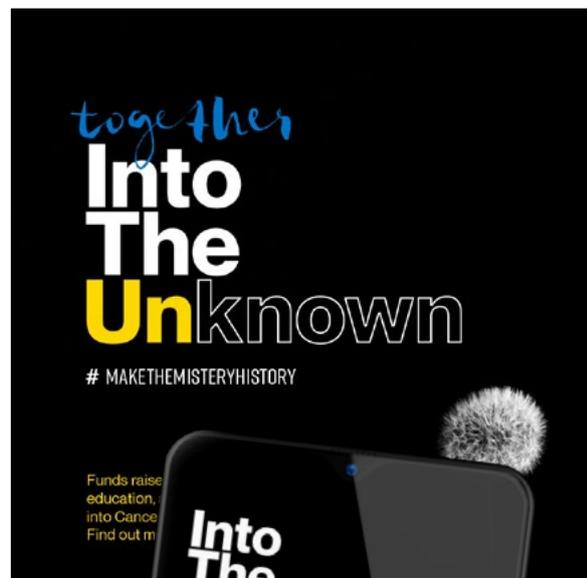
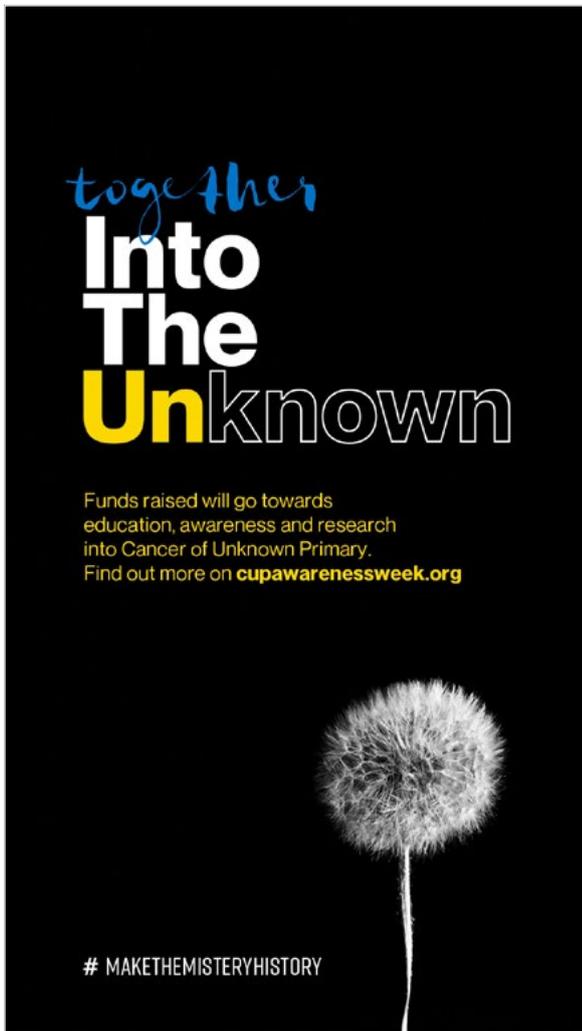


#MAKETHEMISTERYHISTORY

Campaign Materials

Social Media & How to use the toolkit

The folder contains posts you can share on every platform, Instagram (Post or Story), Facebook, Twitter and LinkedIn. You will also find a quick booklet with suggestions on how to use them and some suggested messages.



Fundraising for one the CUP charities

If you are directly supporting one of the CUP charities, we prepared a full set of branded posts that you can use and a list of the direct links to their donation pages.



CUP Foundation Jo's Friends (UK)

cupfoundjo.org/donate



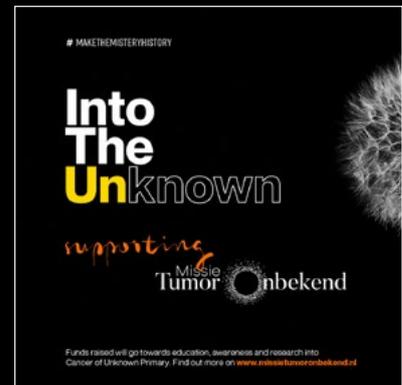
Missie Tumour Onkebend (Netherlands)

steunmissietumoronbekend.nl



Sarah Jennifer Knott Foundation (Ireland)

sjkfoundation.org/donate



T-shirts

Print your t-shirts with the original logo Into the Unknown, only at the front or double-sided (front and back). There are also customised options with the charities' logos.

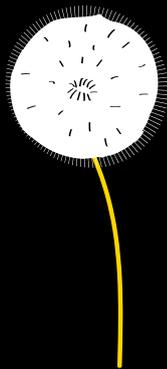
Send an email to info@worldcupawareness.org to receive the print ready file.



one side print



double-sided print



Cancer of Unknown Primary

WORLD AWARENESS WEEK

20/26 SEPT 2021

WORLD CUP AWARENESS WEEK IS ORGANISED AND HOSTED BY

