

For all that cancer takes, give it everything you've got this Daffodil Day.

Social media toolkit for supporters

Cancer takes so much – from all of us. It takes from our friends, neighbours, work colleagues, and family members. But together, we can give as good as we get.

We can give it up for all the people who've helped you, or someone close to you, throughout the cancer experience. Giving: it's what Daffodil Day is all about.

In this toolkit you'll find information and tips to help you develop personalised Daffodil Day social media content and give hope for a cancer free future.

Campaign overview

Daffodil Day is Cancer Council's longest running fundraiser and is well-known and much-loved among the Australian community.

This year Daffodil Day falls on Thursday 31 August, and is all about raising vital funds for Cancer Council's life-saving cancer research.

All donations and funds raised through Daffodil Day will directly fund cancer research projects across Australia, helping save lives and bringing us closer to a cancer-free future.

Give thanks, give hope, give praise, give back, give someone a hand, give it a go, give a shout out. For all that cancer takes from every Australian, give your all to support Daffodil Day and inspire supporters across Australia.

Key taglines

- For all that cancer takes, give.
- For all that cancer takes, give hope.
- For all that cancer takes, give back.
- This Daffodil Day Appeal, give thanks.

Call to action

For all that cancer takes, give this Daffodil Day.

When to post

Daffodil Day is Thursday 31st August but we encourage people to purchase daffodils and donate in the lead up to this date as well. Please post anytime that suits you, in the fortnight up to Thursday 31st August, and/or a post on Thursday 31st August is greatly appreciated.

Give back, make a difference.



Donate to cancer research

Every dollar raised helps fund life-changing cancer research, prevention and support programs for people affected by cancer.



Fundraise and help save lives

Raise money in your community with your friends, family, school or colleagues to help Australians affected by cancer.



Get involved in your area

Keep an eye out for ways to help out and lead in your community.



Cancer statistics

- It's estimated that 151,000 Australians were diagnosed with cancer in 2021 – that's over 400 per day.
- Almost 1 in 2 Australians will be diagnosed with cancer by the age of 85.
- It's estimated that over 1 million Australians are currently living with cancer.
- The number of new Australian cancer cases diagnosed over the period from 2020-2044 is projected to total more than 4.56 million.
- Around 70% of people will likely survive five years after a cancer diagnosis. This is an increase from 51% since the late 1980s.
- The number of Australians living with or beyond cancer is expected to increase by a staggering 72% in the next 22 years.
- By 2040, 1.9 million Australians will be living with, or beyond cancer.

Mood board

We want to see your personality shine through your content. Here are some content examples to get you inspired!



About Cancer Council

We are Australia's leading cancer charity uniting the community, providing support, investing in research and saving lives. It takes many hands to take on cancer, but with the help of all of us, we're getting closer to a cancer free future.

For more information about Cancer Council, visit cancer.org.au or call Cancer Council's 13 11 20 Information and Support Service, a confidential service for anyone with questions about cancer.

Hashtags

#DaffodilDay

Website

For more information or to donate or buy daffodils visit DaffodilDay.com.au

Instagram tags

Cancer Council Queensland: @cancercouncilql

Cancer Council New South Wales: @cancercouncilnsw

Cancer Council Victoria: @cancervic

Cancer Council WA: @cancercouncilwa

Cancer Council ACT: @cancercouncil_act

Cancer Council NT: @cancercouncilnt

Cancer Council SA: @cancercouncil_sa

Cancer Council Tasmania: @cancertas

Please also keep the below in mind when creating content for this campaign:

- Do not show alcohol or cigarettes in content. If outside during the day and not under shade you must include one sun safe element in outfit e.g. sunglasses or hat etc.