**PURPOSE:**

Unfortunately, Solaris doesn’t have a marketing budget like many other not-for-profit organisations. We rely heavily on word-of-mouth and our May We Survive campaign for generous financial support from the community.

One of the ways we reach the community is through social media – Facebook mostly. It is a low cost option for Solaris and we have seen that it gets results.

The Solaris Family is large and spreads across all corners of Western Australia. We have a 350 volunteers and an even bigger patient base. And each year, we ask our Solaris Family to help support our campaigns.

The more people who post a video online, the bigger our reach.

So please help us to spread the message by recording and posting a video on Facebook and tagging Solaris in your videos so we can share. And thank you again for your kind support.

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**The situation**

* With the health care industry stretched for resources due to COVID-19, Solaris Cancer Care needs the support of the WA community more now than ever.
* We are supporting the vulnerable part of our community who are already immune-compromised and fighting for their lives in isolation in both the metropolitan and regional areas.
* Solaris Cancer Care was ahead of the curve when responding to social isolation measures, bringing all essential services online by March 20 in a cost-effective way ensuring continuity of services to our clients.
* Solaris Cancer Care improves the lives of all adult cancer patients, their families and carers, all year round, and with support will continue to do so after COVID-19 is a thing of the past.
* Solaris Cancer Care is able to provide support to the extended West Australian community who may be suffering mental health through their online service provision

**Key messages - general**

* Solaris Cancer Care offers free evidence-based support and therapies such as counselling, in-hospital support, education and exercise programs, research, carer support services, survivorship programs that are integrated with mainstream medical treatment, support and information to all people in Western Australia affected by cancer, including carers and family members.
* Solaris Cancer Care provides cancer support that is based on data and research, improving outcomes through safe, coordinated and evidence-based care.
* Solaris Cancer Care is the main organisation in Western Australia providing these vital services and therapies to the many individuals affected by cancer every day.
* Solaris Cancer Care currently provides its services to cancer patients and their carers free of charge, allowing access to all individuals affected by cancer, no matter what their financial situation.
* Solaris Cancer Care provides services to those in all stages of their cancer journey – diagnosis, treatment, recovery, survivorship and palliative care.

**Supporting facts and figures**

* Solaris delivers more than $1.74M worth of health care in complementary therapies free to cancer patients and carers each year
* Solaris Cancer Care provided over 28,000 treatments to cancer patients, carers and families in Western Australia in 2019.
* Over 13,300 people diagnosed in WA each year and 3 out of 10 deaths directly caused by cancer in WA.
* 5-year survival rate of cancer is 72%.
* 1 in 2 Australian men and women are diagnosed with cancer by the age of 85.
* 2025 prediction – more than 17,000 cancer diagnoses in WA
* 2025 prediction – more than 5,000 cancer deaths in WA per year

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| --- | --- | --- |
| **Tool** | **Information** | **How and where do I use it?** |
| hashtags | #maywesurvive  #solariscancercare  #maywethrive | Tag your posts for the campaign |
| My Cause page | [www.solaristhrive.com.au](http://www.solaristhrive.com.au) | Link to MyCause – one idea is to write it on a piece of paper or cardboard and show it in your video |
| Solaris Facebook | <https://www.facebook.com/SolarisCancerCare/> | Follow, like and share posts by Solaris Cancer Care |
| Solaris Instagram | <https://www.instagram.com/solaris_cancer_care/> | Follow, like and share posts by Solaris Cancer Care |
| Solaris website | [www.solariscancercare.org.au](http://www.solariscancercare.org.au) | Subscribe for news and updates |

**Script examples for you to watch and get handy ideas:**

|  |  |
| --- | --- |
| Russell Woolf 2018 Campaign | <https://www.youtube.com/watch?v=UjhkL6G050s> |
| Russell Woolf 2019 Campaign | <https://www.latest.facebook.com/SolarisCancerCare/videos/2274861615882311/?v=2274861615882311> |
| Samantha Jade 2019 Campaign | <https://www.latest.facebook.com/watch/?v=354122921878823> |
| Patricia Williams 2019 Campaign | <https://www.facebook.com/SolarisCancerCare/videos/2177764772341254/?v=2177764772341254> |
| Patricia Williams 2019  (carers course overview) | <https://www.latest.facebook.com/SolarisCancerCare/videos/759091237866635/?v=759091237866635> |
| Lisa-Holland McNair 2019 Campaign | <https://www.latest.facebook.com/SolarisCancerCare/videos/592022541274890/?v=592022541274890> |
| Lisa Holland-McNair 2019 Campaign (Lisa’s story) | <https://www.facebook.com/watch/?v=1330284317109442> |
| Mandy Roney | <https://vimeo.com/405718143> |
| Terese (volunteer) | <https://www.facebook.com/SolarisCancerCare/videos/1792857954091052/> |
| Tim McMillan | <https://www.facebook.com/SolarisCancerCare/videos/402120247305381/> |

**Step 1: Create a personal introduction – including your relationship to Solaris.**

e.g. *Hello, my name is Jen Smith. I work at Solaris Cancer Care as a Pilates instructor. Cancer has a profound effect on people’s physical wellbeing, but what’s often forgotten is how it messes with their minds and emotional makeup. Everything that Solaris does is centred around assisting a person diagnosed with cancer to live well.*

*e.g. Hello, my name is John Smith. Some of you may know that I was diagnosed with cancer in 20XX. I may have felt unlucky at times, but lucky in other ways. Lucky that in XX I was introduced to Solaris Cancer Care, a charity organisation who supports cancer patients like me, and their families to get through one of the worst experiences any of us could face.*

**Script example 1:**

<insert personal introduction>

Solaris Cancer Care is currently operating in ‘survival mode’ – we need your help to ensure our survival, so we can continue to help Western Australians who are suffering from cancer.

With over 13,000 people diagnosed in WA each year, Solaris Cancer Care provides the support to cope with the emotional and physical side effects of cancer diagnosis, treatment and recovery.

We deliver more than $1.74M worth of health care in complementary therapies free to cancer patients and carers every year. And we are continuing to do this despite the challenges of COVID. We’ve moved to online outreach programs.

Never have we experienced such a demand for our services. Please help us continue to provide vital support to the most vulnerable members of our community – cancer patients. Give today via the Solaris Cancer Care website:

With your support this May, Solaris will survive.

**Script example 2:**

<insert personal introduction>

I am writing to you in the hope to seek your support for a cancer charity that I <have used/volunteer/work>, that is undergoing financial hardship. It is a place that is very close to my heart and makes a significant difference to the lives of thousands of individuals in Western Australia.

Solaris Cancer Care is a helping hand to all cancer patients and their carers, bringing together the best in modern medicine with evidence-based support services to help cope with the emotional and physical side effects of diagnosis, treatment, recovery and palliative care.

Because of COVID-19, times are tough for all West Australians and many, many people are in need.

And for Solaris - supporting cancer patients, who are already immune-compromised and fighting for their lives, these uncertain times are even tougher, they need us more now that ever before.

I’m asking you to dig deep and donate to Solaris through their May we Survive campaign. Because that’s what it comes down to – helping cancer patients survive. And they can’t do it alone.

[www.solaristhrive.com.au](http://www.solaristhrive.com.au)

**Script example 3:**

<insert personal introduction>

With 13,300 cancer diagnoses, and three in 10 deaths from cancer each year in Western Australia, cancer touches many lives regardless of global pandemics and economic meltdowns. Last year alone, Solaris Cancer Care provided 28,000 treatments to everyday West Australians, valued at $1.74 million.

And now, because of COVID, Solaris has had to completely change how they support cancer patients. Instead of face to face, they are now offering support through outreach, online and by phone. But this has come at a cost, and now Solaris is doing it tough.

Solaris Cancer Care relies on the donations and money raised through fundraising activities.

But here’s where you can help Solaris stay connected with cancer patients. Give today via the Solaris Cancer Care website [www.solaristhrive.com.au](http://www.solaristhrive.com.au)

With your support this May, Solaris will survive and thrive.

**Script example 4:**

<insert personal introduction>

With over 13,000 people diagnosed in WA each year, Solaris Cancer Care provides the support to cope with the emotional and physical side effects of cancer diagnosis, treatment and recovery.

Solaris Cancer Care is currently operating in ‘survival mode’ and needs your help to ensure its survival, so it can continue to support Western Australians who are suffering from cancer.

Solaris is desperately seeking immediate, long-term funding from the Government and the community.

Solaris is launching a campaign this May to raise $200,000 to sustain its services during the COVID crisis, or Solaris risks being shut down.

You can help Solaris stay connected with cancer patients in Western Australia. Give today via the Solaris Cancer Care website:

[www.solaristhrive.com.au](http://www.solaristhrive.com.au)

With your support this May, Solaris will survive and thrive.

**Script example 5:**

<insert personal introduction>

Solaris delivers more than $1.74M worth of health care in complementary therapies free to cancer patients and carers per year.

Solaris Cancer Care provided over 28,000 treatments to cancer patients, carers and families in Western Australia in 2019.

Over 13,300 people diagnosed in WA each year and 3 out of 10 deaths directly caused by cancer in WA.

Solaris is desperately seeking immediate, long-term funding from the Government and the community.

Solaris is launching a campaign this May to raise $200,000 to sustain its services during the COVID crisis, or Solaris risks being shut down.

You can help Solaris stay connected to cancer patients. Give today via the Solaris Cancer Care website [www.solaristhrive.com.au](http://www.solaristhrive.com.au)

With your support this May, we survive and thrive.

**Script example 6:**

<insert personal introduction>

We think “other people” get cancer. It becomes real when it touches someone you love. When you see all the good work that the people at Solaris do it makes you determined to help.

And right now, Solaris Cancer Care needs your help to help others. Solaris provided more than 28,000 treatments free of charge to cancer patients, carers, and families in 2019.

But this terrible COVID-19 pandemic that is creating upheaval everywhere has robbed Solaris of its ability to care for patients face-to-face, and to raise funds.

Solaris is now caring for patients through outreach programs online, by webinars and by phone.

But making that change in March and continuing these services takes money – something that Solaris, and their patients desperately need right now.

This is where you can help. Please support the Solaris May We Survive campaign. I know it is tough financially for so many people right now but please donate what you can — it all helps.

Go to <http://www.solaristhrive.com.au/> (show piece of paper) and please spread the message far and wide.

Or you can help promote Solaris’ awesome services by liking, following and sharing their posts on your socials and using #maywesurvive

Thankyou — I know you will all do what you can to help.

And thankyou Solaris for being there for so many.

**Script example 7:**

<insert personal introduction>

With the health care industry stretched for resources due to COVID-19, Solaris Cancer Care needs the support of the WA community more now than ever.

Solaris is supporting the vulnerable part of our community who are already immune-compromised and fighting for their lives in isolation across Perth and in the country.

Solaris was ahead of the pack to protect its patients by bringing its essential services online on 20 March. But it came at a cost.

This May, you can help vulnerable cancer patients by donating to Solaris and keeping their services going. Last year, they provided 28,000 treatments, most free of charge.

Cancer is frightening on its own, and now COVID takes it to a whole new level of support. Solaris’ counsellors are run off their feet, but the money is drying up.

To help Solaris continue to fight for our cancer battler, please donate to [www.solaristhrive.com.au](http://www.solaristhrive.com.au)