



Every cancer. Every life.®

Frequently Asked Questions

Sober January

Fundraising Instagram Challenge

About the American Cancer Society

The American Cancer Society (ACS) is the leading cancer-fighting organization with a vision of ending cancer as we know it, for everyone. We are the only organization working to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

What is an Instagram Challenge?

An Instagram challenge is a virtual fundraising event taking place over a one-to-two-month period. The goal is to raise money through a JustGiving fundraiser while completing the challenge activity. You will post about your progress on your fundraiser AND your Insta story to encourage donations from your followers. Donors will have the option to cover processing fees, and the proceeds go directly to the organization.

The purpose of this challenge is to raise funds for the American Cancer Society while not drinking during the month of January.

How can I tell this challenge is sponsored by ACS?

We understand you want to be sure that your funds are going toward the ACS mission. There are a few ways to ensure that you're supporting the American Cancer Society. Our campaign page on JustGiving has our mission, charity registration number, and a link to our official website. We also list all our challenges on our website [here](#), so you can keep up with the latest ways to support us.

About the Challenge

How do I track my progress?

The best place to post updates is on your fundraising page AND your Instagram story (don't forget to tag American Cancer Society @americancancersociety)! That is how your friends and family can monitor your challenge and donate to support you!

How do I share my progress on my Instagram story?

1. Open your JustGiving fundraiser
2. Tap Share, and copy the link
3. Add the link to your Instagram Story
4. Tag @americancancersociety

Do I have to provide proof of completion?

Absolutely not - we trust you! But it is a great idea to post updates on your progress to your fundraiser and your Insta story to encourage others to donate. Don't forget to tag the American Cancer Society on your Insta story! @americancancersociety

What if I fail to complete the challenge?

We would love to see everyone complete the challenge and experience the health and lifestyle benefits of not drinking alcohol for the month. Every sober day gets us closer to our goal, so thanks for helping!

Is there an age limit to take part in the challenge?

No. There is no age limit, but we do want people to feel comfortable with the challenge and not push beyond their limitations. Remember: if you are under 18, you need a parent or a guardian to agree you can take part in the challenge.

Registration Process

Is the registration free?

Yes, the registration is completely free. We strongly encourage you to start a fundraiser so you can help support the American Cancer Society's mission.

Where do I create my fundraiser?

Click the orange button that says "Start fundraising" on our Sober January Fundraising Challenge campaign page in JustGiving.

When will I get my free gift?

Once you register AND receive a \$25 donation, please allow two to three weeks for it to arrive. The registration will remain open until January 31, 2025. We have a limited supply, so register early to guarantee you'll receive your free gift!

T-shirt

My T-shirt hasn't arrived yet. When can I expect it to be delivered?

Please allow two to three weeks for delivery after you have received your first donation of \$25 or more.

Can I start the challenge without my T-shirt?

Absolutely! You can start tracking your progress on the first day of January. When your T-shirt arrives, snap a picture of you wearing it to post to your fundraising page and Instagram story for everyone to see!

Donations

How much do I have to raise?

Your JustGiving fundraiser will automatically provide a target amount in place, but you can customize that number to your liking. Every dollar we raise helps us in the fight against cancer.

Can I donate to my own page?

Yes, of course! This is the best way to activate your fundraiser before sharing it with friends. Lead by example, then invite friends and family to donate, too!

My friend accidentally donated the wrong amount. Can they get a refund?

Refund requests should be sent via email to challenges@cancer.org.

My page still needs donations. How do I encourage people to donate?

Have you shared your fundraiser link with friends? A great way to kick off your fundraising is by posting your fundraising link to your Instagram story and other social media feeds or texting it to your network.

My friends don't like to donate online. Can they still donate to my fundraiser?

Yes, there are still options to give!

- They can give you cash: You can deposit the amount of cash collected into your bank account, then donate that amount to your fundraiser yourself!
- Mail a check to this address:
American Cancer Society
PO Box 6704
Hagerstown, MD 21741

About the Fundraising Page

Can I edit the information to make it in memory of a loved one?

Yes, you can. There is an edit (or manage) button on your fundraiser page where you can make your tribute for your loved one and edit all information.

Can I share my fundraising page?

Yes, you can! All your friends and family should be able to follow the link and donate to your fundraising page. Share it on your Instagram story and any other social media you use. You can even text and email your fundraising link.

How do I find my fundraiser?

Your personal fundraising link will be emailed to you after you create your fundraiser. Please refer back to your email for the link.