

Institute of Fundraising Insight SIG Conference

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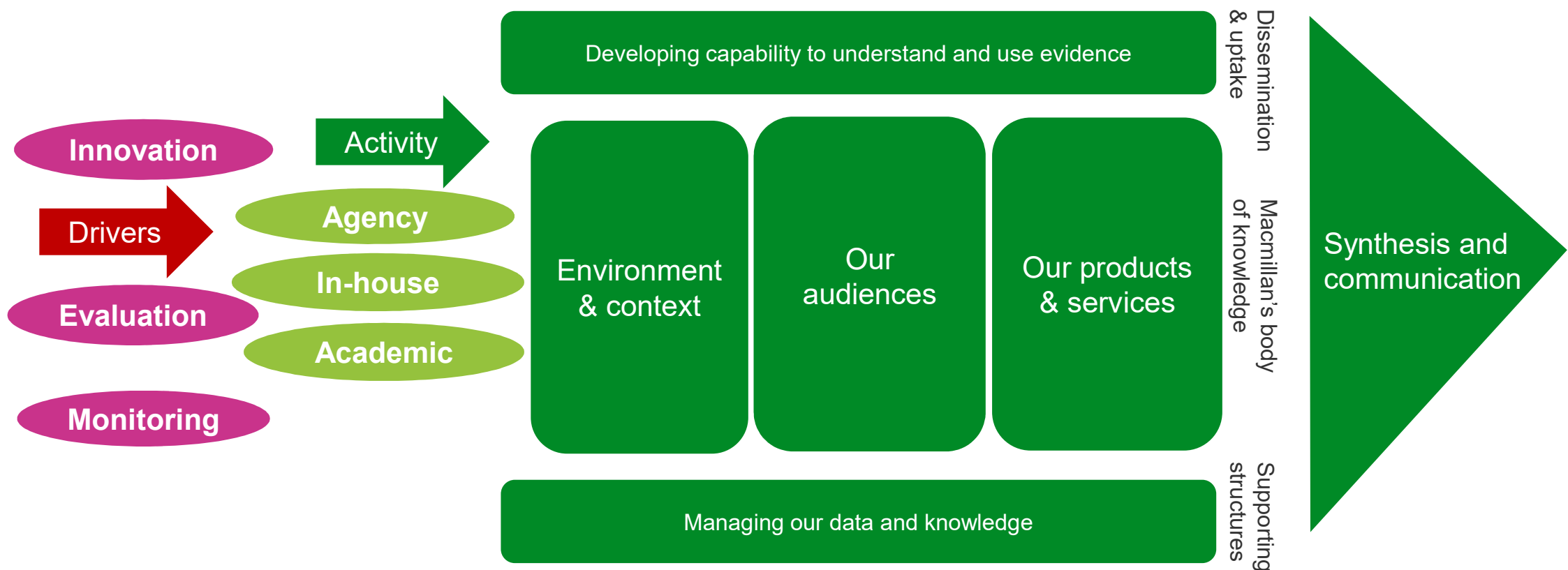
MACMILLAN
CANCER SUPPORT





Macmillan moment

Evidence & Insight at Macmillan

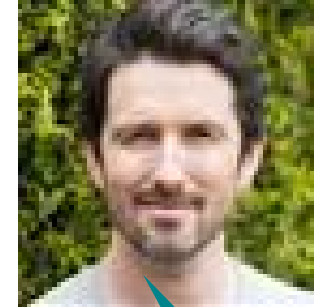


A man with short brown hair and a light beard, wearing a grey t-shirt with a dark square patch on the chest, stands in a kitchen holding a light-colored mug. The background shows white kitchen cabinets, a tiled wall, and various kitchen items like a red apron and a water bottle.

THERE WHEN WE'RE NEEDED MOST

Neil, who was diagnosed
with a brain tumour in 2016

Evergreen advice



Ask what they need, why it's important and what they'll do with the results

Be kind to yourself and each other

Have fun and don't be afraid of competition

Balance being both an enabler and a disruptor

Introverts are great and extroverts are great but introverts and extroverts who can work collaboratively together are the BEST

Don't say "we can't because" say "we can if"

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