FUNDRAISING GUIDE

TOGETHER WE WILL BEAT CANCER
Relay For Life brings your community together to beat cancer. Teams raise funds in the lead up to the Relay, then join other teams and survivors to celebrate their fundraising, collectively helping even more people to survive cancer in the future.

There are Relay For Life events happening across the UK this year, and thousands more around the world.

Cancer Research UK is the world’s leading charity dedicated to beating cancer through pioneering research. Every day nearly 990 people are diagnosed with cancer in the UK. We will not stop our vital work until everyone is told they are going to be okay.

By taking part in Relay For Life, and raising as much money as you can, you will bring us a step closer to the day when all cancers are cured.

GET PLANNING! It’s time to get your team together and plan your fundraisers. We’ve included some top tips to get you started.

YOUR LOCAL RELAY COMMITTEE can support you with fundraising advice and extra materials. Find their details at cruk.org/relay.

TEAM NIGHTS Here you can get more information about your event, meet other Relayers and share fundraising ideas. It’s also a chance to pay in your fundraising and pick up extra materials.

SPREAD THE WORD Personalise and share your fundraising page on social media. Put posters up locally and talk to people about Relay and how you are helping to fund world-class cancer research.

GET READY TO RELAY! It’s time to plan your on-the-day fundraising fun and games, put the finishing touches to your team banner and dust off your tent. Have a few training walks with your team so you’re ready to take turns walking the track.

YOUR MONEY MAKES A DIFFERENCE Every penny and every step, will bring us closer to the day when all cancers are cured. The sooner you send in the funds pledged by family and friends, or raised by you, the sooner we can get it working to beat cancer.
LET’S START FUNDRAISING!

Here are some fundraising ideas to get you started. With just two or three of them you could raise over £200 and help us beat cancer.

100 DAY CHALLENGE Save a penny on day 1, 2p on day 2, and end with £50.50 on the last day!

CAR WASH You’ll be surprised how much people will pay for a clean car!

SWEEPSTAKES Talk to your Committee to get a Relay Sweepstake.

ONESIE AT WORK Get the OK from your boss, and charge everyone £2 to come to work in comfort.

SMARTIES TUBES Great little fundraiser for all ages! £15 can be raised by filling it with 20p coins.

COLLECTIONS Don your Relay t-shirt, grab your Cancer Research UK bucket and head to your local town centre to collect donations. Remember to get permission from the council or landowner.

STALLS AT LOCAL FETES AND FAIRS Put on a few activities to boost your fundraising and spread the word about Relay.

MATCH IT Ask your employer to match your fundraising and see if you can double your donations.

FOODIE EVENTS Invite people over or to a venue and host a big breakfast or afternoon tea for your guests.

COME DINE WITH ME Invite your friends and family over, cook a meal and ask them to pay for what it’s worth.

BALL OR DINNER DANCE Find a venue and host a party – everyone loves the chance to dress up!

TREASURE HUNT Great for all ages and perfect for your local area.

STREET PARTY Ideal for bringing the local community together and have a party.

PUB QUIZ Always a winner!

CLOTHES SWAPPING Get friends, family, and colleagues together, charge a fee and start swapping!
For further information and ideas visit cruk.org/fundraisingideas

SPORTS EVENTS From obstacle courses to triathlons, the options are endless!

SPONSORED RUN OR WALK Secure a place in a local event and get sponsored to take part.

SPONSORED DOG WALK Perfect fundraisers for the weekends.

SWIMATHON Individually or as a team; the more swimmers, the more money!

CANDLE BAGS Ask for donations to dedicate a Candle of Hope to loved ones. Speak to your Committee to request more candle bags.

SPONSORED LAPS Get sponsored for how many laps you walk on the day.

FANCY DRESS Fancy dress isn’t just for Halloween. Kit your team out in return for a donation.

FOOD STALL Cook up a storm and keep fellow Relayers fed on the day.

Top tip to grow your total!
Get the whole community involved with a sunflower growing competition, inspired by team ‘Happy Days’. Give out pots, compost and seeds in return for a donation. The person with the tallest sunflower by your Relay event wins a prize!

However you choose to fundraise, please make sure it’s legal and safe. There is further advice on legal and safety issues available at cruk.org/fundraisesafely

MORE QUESTIONS? VISIT cruk.org/relay CALL 0300 123 1026
Please talk to your Relay Committee, their contact details can be found on your local Relay event page at cruk.org/relay.
PROMOTE YOURSELF!

You’re part of an international movement of over 4 million Relayers who, between us, have already raised over $6.5 BILLION to beat cancer.

MAKE MORE OF SOCIAL MEDIA

Share everything Tell your Relay story in words, pictures and video. Posts only get served to a handful of people so if it’s worth posting once, it’s worth posting again. Don’t forget to share with us too! We’d love to see your fundraising in action.

Exploit popular hashtags Millions search for #tbt (throwback Thursday), #photooftheday, include #RelayForLifeUK and #CRUK, of course!

Post at 5:30pm on a Wednesday Most people check their social media immediately after work. Not around? Use a scheduling tool.

Fool the algorithms When your Relay team, family and friends like/favourite/share everything you post, you’ll seem like big news so your posts will be served to more people.

Sorry-for-my-selfie Sharing the tough moments as well as the good will encourage more support. Share that selfie as you complete a Relay lap in the rain and a link to your fundraising page.

Join the community Follow your local Relay For Life social media and the Cancer Research UK Relay For Life Facebook page for updates and inspiration.

LOCAL CELEBRITY

Have an inspiring personal or family story to tell, or organising an unusual piece of fundraising? Your local newspaper, radio station and community TV station would love to hear from you. Send them the basic info plus a photo of you and your team in your Relay t-shirts. Follow up with a phone call.

TELL YOUR STORY

What you’re doing is really special. Approach your local school, Rotary or Lions Club, women’s groups, religious groups or place of worship, they are all looking for inspirational people to speak at assemblies and meetings. Offer to tell your story, and they might just fundraise for you in return.

MORE QUESTIONS? VISIT cruk.org/relay CALL 0300 123 1026

Please talk to your Relay Committee, their contact details can be found on your local Relay event page at cruk.org/relay.
HOW FUNDRAISING HELPS

We receive no Government funding for our life-saving research. Every step we take towards beating cancer relies on you. Here’s an idea of how the funds you raise can help in the fight against cancer.

£10
Every £10 you raise could buy a new bulb for our microscopes to illuminate new ways to beat cancer.

£50
buys a scientific sieve to separate out big bits and small bits of DNA to reveal vital clues about cancer.

£100
buys a chemical tape measure that finds the size of DNA molecules, vital information that could reveal clues about how to beat cancer.

£550
buys a DNA sequencing experiment that can read part of the genetic blueprint of a cell’s DNA.

£1000
kits out a PhD student - the researchers of tomorrow who could make the breakthroughs of the future.

£2400
If your team raised £2,400, we could buy a kit to analyse 16 blood samples for circulating tumour cells to help develop innovative ways to personalise care for people with cancer.

HOW TO RETURN YOUR FUNDRAISING

ONLINE The easiest and simplest way to send us your fundraising is online. Collect the money and add it to your fundraising page.

THROUGH YOUR COMMITTEE Your Relay Committee will send your fundraising to us centrally. You can return it at team nights or your Relay event.

Returning your fundraising through your Committee and online, is quick and easy and means the money you’ve raised can be used to fund vital research sooner.

Need more help? If you have any questions about fundraising and returning your money, please talk to your Relay Committee.
In 2019, they’ll be taking part in the Survivors’ Lap in Clacton for the fifth time and are determined to show that together we’re stronger than cancer.

“There might be a 60-year age difference between us but we’re best mates. We’ve been through the same thing and are determined to put an end to cancer”
Ruth, Relay For Life Clacton.

Cancer is happening right now.
Your fundraising will help us beat cancer.