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Sean is a father and cancer survivor. It’s thanks to the support of people like you, funding vital cancer research, that he is here today to take part in Relay For Life Legenderry.

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

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

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Cancer survival in the UK has doubled in the last 40 years.

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

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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 have someone on that Relay track for 24 hours.

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 sooner.

* Calculated by the Statistical Information Team at Cancer Research UK, 2017. Based on the increase in cancer incidence rates, from 540 cases per 100,000 people between 1993-1995 to 607 cases per 100,000 people between 2012-2014. And the decrease in cancer mortality rates, from 337 deaths per 100,000 people between 1993-1995 to 277 deaths per 100,000 people between 2013-2015.

Cancer For Life is a year-round team fundraising challenge bringing communities together to beat cancer.

There are Relay For Life events happening all 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 around 970 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.

YOU ARE SAVING LIVES

Since Relay launched in the UK over 20 years ago, cancer incidence rates have increased by 12% and cancer mortality rates have decreased by 18%.*

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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 sooner.

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!

SWEEEPSTAKES 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 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!

Reach for the stars! If every Relayer raises £250, we could reach a total of £3.5 million!

For further information and ideas visit cruk.org/fundraisingsupport

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

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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!

Here’s a potty idea! Relay For Life Luton created the ‘Lift the lid & drop in a quid’ fundraiser to help them reach their target. What will you come up with?

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

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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 the 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 taken as you complete your 4am Relay lap in the rain with 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.

HOW FUNDRAISING HELPS

- £10 buys a new bulb for our microscopes to illuminate new ways to beat cancer, sooner.
- £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.
- £200 the cost of giving two patients the Cytosponge test as part of a trial to see if we can use the test to find people at higher risk of oesophageal 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.
- £2000 buys a diamond knife for slicing through cells to understand the inner workings of tumours and find new ways to target cancer’s weak spots.

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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.

Return your fundraising through your committee and online, it’s quick and easy and means we can get the money you have raised 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.
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