RELAY FOR LIFE
KEY MESSAGES
HOW TO TALK ABOUT RELAY FOR LIFE

BOILERPLATE DESCRIPTIONS
Copy and paste these into your communications and marketing materials.

CALL TO ACTION
Suggested wording for you to use when you’re encouraging people to get involved.

USEFUL PHRASES
Use these whenever you like to bring your communications and materials to life!

HOW WE SOUND
Some pointers to help you write your own copy to make it sound totally Relay!
Talking about Relay For Life

**Boilerplate descriptions**
To be used when we write or speak about Relay For Life, without making major amendments.

**Snappy** *(40 words)*
Relay For Life is a team fundraising challenge, bringing your community together to beat cancer.
Teams of family and friends fundraise for life-saving cancer research, then join an overnight celebration showing that together we’re stronger than cancer.
Join us now.

**Short** *(123 words)*
Relay For Life is a team fundraising challenge, bringing your community together to beat cancer.
Teams of family and friends fundraise for life-saving cancer research in the lead up to the Relay, then join other teams and cancer survivors to celebrate their fundraising at an overnight community event.
There are Relays taking place across the UK and thousands more around the world. Collectively, we remember loved ones we’ve lost, celebrate those who have survived, and our fundraising supports research that will help to keep more families together in the future.

By starting or joining a Relay For Life team, and raising as much as you can, you’ll bring us a step closer to the day when all cancers are cured.
Join us now.

**Detailed** *(322 words)*
Relay For Life is a team fundraising challenge, bringing your community together to beat cancer.
Teams of family and friends fundraise for life-saving cancer research in the lead up to the Relay, then join other teams and cancer survivors to celebrate their fundraising at an overnight community event.
There are Relays taking place across the UK and thousands more around the world. Collectively, we remember loved ones we’ve lost, celebrate those who have survived, and our fundraising supports research that will help to keep more families together in the future.

Each Relay is organised by a dedicated local volunteer committee. Teams, cancer survivors and volunteers come together to show that together, we’re stronger than cancer.

• Our special guests are our survivors of cancer. Each event begins with their Lap of Honour.
• We all take it in turns to walk laps of a track, all day and all night because we know that cancer never sleeps.
• A Candle of Hope ceremony sees the darkness lit up in memory of those we’ve lost.
• Talks about Cancer Research UK’s groundbreaking science give us real hope for the future.
• Music from local performers gets us moving. Stalls and games are fun for all the family.
• A closing ceremony celebrates our achievements and inspires us all to continue the fight.

We’re part of an international movement of over 4 million Relayers who, between us, have already raised over $6.5 billion in the worldwide fight against cancer. Together at 6,000 Relay For Life events across the globe, we celebrate survivorship, remember those lost, and fight back.

Cancer Research UK is the world’s leading charity dedicated to saving lives through research. 1 in 2 people will get cancer in their lifetime.* Our research saves lives.

By starting or joining a Relay For Life team, and raising as much as you can, you will bring us a step closer to the day when all cancers are cured.
Join us now.

(*Born after 1960)
Talking about Relay For Life

Call to action
Use these with one of the boilerplate descriptions to give fuller explanation about how supporters can specifically take part.

Everyone can be a part of Relay For Life and join the fight against cancer.

Start a team
Bring together 8-15 family, friends or colleagues. Get the kids involved. Set a team goal and lead your team to fundraising success. At the Relay, you’ll lead from the front as your team proves that together we’re stronger than cancer.

Join a team
Know someone who’s starting a team? Get them off to a great start by joining them, and encourage others to do the same! You’ll have fun and an amazing sense of achievement as you smash your fundraising target together before joining each other for a Relay to remember.

Lead the Relay
Each Relay is led by a committed group of volunteers, steered by an Event Chair – these volunteer leaders are the backbone of the whole experience. They work all year round supporting each team’s fundraising and creating an unforgettable Relay. If you can give the time, and have skills to offer, your local committee would love to hear from you.

Be a survivor guest of honour
Anyone who has ever lived with cancer is invited to join Relay For Life as a special guest. Survivors lead the festivities by taking part in the Lap of Honour. You’re welcome to bring someone who has supported you through your illness to join the celebrations too.

Useful phrases & impact statements
Together we will beat cancer.
You are saving lives.
Cancer never sleeps, so neither do we.
We celebrate, remember and fight back.
Together, we’re helping to keep more families together in the future.
1 in 2 people will get cancer in their lifetime.* Our research saves lives. (*Born after 1960)
Cancer Research UK’s research has played a role in developing 8 of the world’s top 10 cancer drugs.
Cancer Research UK helped prove the link between tobacco and cancer, preventing millions of deaths worldwide.

Cancer Research UK helped prove the value of cervical screening which now prevents 1000s of deaths every year.
Over the last 40 years Cancer Research UK’s work has helped double breast cancer survival.
Cancer Research UK was a key player in the development of radiotherapy, which now benefits more than 130,000 patients every year in the UK.
We’re the largest charitable funder of cancer research in the world, funding almost half of all cancer research here in the UK.
We receive no Government funding for our life-saving research. Every step we take towards beating cancer relies every pound donated.
Talking about Relay For Life

### How we sound

<table>
<thead>
<tr>
<th>Bold</th>
<th>Optimistic</th>
<th>Engaging</th>
<th>Smart</th>
</tr>
</thead>
</table>
| **Powerful headlines** - say something bold, intriguing, unusual.  
**Be one of a kind** - avoid clichéd language.  
**Say it proudly** - we’re confident and honest; direct and focussed.  
**Paint a Picture** - tell honest stories capturing personal moments.  
| **Think big and small** – it takes tiny manageable steps to beat cancer.  
**Inspire action** – using powerful, personal and stirring words to rally people.  
**Be positive** – focussing on the impact we’re making  
**Be balanced** – we’re realistic and don’t exaggerate  
| **Speak like a person** – warm, friendly, natural; write as you’d speak and don’t be stuffy.  
**Be inclusive** – it’s not you and me, it’s us.  
**Inject humour** – the subject may be serious, humour can help with balance.  
| **Start with your main point and keep it short** – don’t feel that you need to say anything else.  
**Back it up** – back up your claims with facts  
**Give them a reason** – tell your reader what they need to do, and why it’s important. |

### We say...  
### We don’t say...

| Relay For Life is a team fundraising challenge.  
What do 25 plastic ducks, 200 candles and 400 feet have in common?  
44 Relays, 16,000 participants, 24 hours of celebration. Join Jane, Lizzie and Dave for a team fundraising challenge you won’t forget.  
Together, we will raise £50,000 for Cancer Research UK.  
Jane is proud to be a cancer survivor and is looking forward to taking part with her children, who she thought she might never see grow up. Even if that means getting a big blister on her big toe again this year.  
We are beating cancer, one day at a time/ £1 at a time / one step at a time. | Relay For Life is a 24-hour fundraising event.  
Relay For Life Coventry is looking for participants.  
Please join Relay For Life Ilfracombe – we need you!!!  
We are hopeful that we might raise £50,000 for Cancer Research UK. With your help, we could raise enough to fund even more research.  
Our event will be attended by a number of survivors, so if you are a cancer survivor please sign up now.  
We might not be able to cure all cancers, but we can try. With your help, we could find a cure! |