

FUNDRAISING PACK LONDON

2024 £





STEP 1 SELECT YOUR CHARITY



THE BATTLE CANCER PROGRAM

The Battle Cancer Program is our Battle Cancer charity and raises funds to support people post-cancer treatment across the world.

We offer fully-funded 12-week programs delivered by qualified trainers for individuals who have been affected by cancer. Our trainers support their recovery, by helping to rebuild lost muscle mass, and regain overall strength, fitness and mobility in a coach-led, community environment.

To support the Battle Cancer Program with your fundraising, head to:

[JUSTGIVING.COM/BATTLECANCERPROGRAM](https://justgiving.com/BattleCancerProgram)





CANCER RESEARCH UK

Cancer Research UK was formed 20 years ago, in 2002. However, its history goes back much further, to 1902, with the founding of the Imperial Cancer Research Fund. Thanks to supporters like you, CRUK's pioneering work into how to prevent, diagnose and treat cancer has benefitted millions of lives over the past 120 years.

CRUK's research built around 4 objectives – to discover, detect, prevent, and treat – so that progress in understanding the fundamental biology of cancer leads to new prevention measures, tests and treatments. To achieve this, it will spend £1.5bn over the next five years, investing in creative people and transformational research.

[JUSTGIVING.COM/CANCERRESEARCHUK](https://justgiving.com/cancerresearchuk)



STEP 2 SET A TARGET!



YOUR TEAM MUST PLEDGE TO RAISE A MINIMUM OF £200

BUT YOU CAN AIM HIGHER!
SETTING A TARGET CAN BE A GREAT WAY TO:

- ✓ INSPIRE PROGRESS POSTS
- ✓ ENCOURAGE DONATIONS WHEN YOU'RE CLOSE TO A MILESTONE
- ✓ HELP YOU REACH AN AWESOME FUNDRAISING TOTAL ON THE BIG DAY!





FOR EXAMPLE

Hitting a **£1,000** target would provide **15 PEOPLE** recovering from cancer with a **12-WEEK FULLY-FUNDED** rehabilitation and recovery program with The Battle Cancer Program.

Just a **£10** donation provides each Battle Cancer Program gym with **TWO PULSE OXIMETER DEVICES** to help measure cardiac recovery rates.

A **£20** donation allows The Battle Cancer Program to supply **A PROGRAM GYM WITH A DYNAMOMETER** to measure and monitor participants' grip strength which can be badly affected post-treatment.

YOU CAN PERSONALISE THESE BY LOOKING AT YOUR CHOSEN CANCER CHARITY'S WEBSITES OR SOCIAL CHANNELS FOR STATS AND STORIES. LET POTENTIAL DONORS KNOW HOW THEIR ££ CHANGE LIVES!





STEP 3 TELL YOUR STORY

Your story is the first thing people will see when visiting your fundraising page, so you want to make it as impactful as possible.

Do you have a personal experience or story to share? Has your charity impacted your life in a meaningful way? Let your donors know so that they can understand why your cause is so important to you.

Don't be afraid to pull at heartstrings as people are more likely to give if they feel an emotional connection with your cause.

ADD PICTURES TO MAKE YOUR FUNDRAISING PAGE EVEN MORE PERSONAL. PHOTOS OR VIDEOS ARE A GREAT WAY TO ILLUSTRATE WHY YOU'RE FUNDRAISING AND INSPIRE PEOPLE TO SUPPORT YOUR CAUSE.





STEP 4 START SHARING!

ONCE YOU HAVE YOUR FUNDRAISING PAGE SET UP, YOU CAN START SHARING!

Sharing posts on your social media is one of the best ways to connect with people. Keeping these posts personal can help bring meaning to them. Tag friends, family, your gym community and colleagues in the posts so they can re-post to help spread the word!

Fundraising as a gym? You could also email your members with your gym or studio's fundraising link so they can create their own posts and links to share with family and friends.

Posters in your gym can be another great tool. A great way for instant hassle-free donations is to create and print QR codes from your fundraising page that will take people straight to your cause. Use an online tool to download a QR code of your fundraising link that you can add to posters or print outs.





STEP 5 THANK YOUR SUPPORTERS!



GIVING INDIVIDUAL THANK
YOUS NOT ONLY MAKES YOUR
SUPPORTERS FEEL VALUED AND
APPRECIATED, BUT ALSO
ENCOURAGES OTHER PEOPLE
TO DONATE TO GET THEIR
SHOUT OUT TOO!

You can also announce your fundraising total with a post to
show everyone involved how much they've achieved.



FUNDRAISING ASSETS



CHECK OUT DOWNLOADABLE ASSETS
YOU CAN USE ON SOCIAL MEDIA OR
PRINT TO SHARE YOUR
FUNDRAISING LINK

Social media posts

Posters

Logos

[QR code tool](#)

DOWNLOAD HERE



GOOD LUCK!

