

BATTLE CANCER



FUNDRAISING TOOLKIT



2025

WELCOME TO BATTLE CANCER

We're excited to have you on board in the fight against cancer. With your help, we can raise vital funds for cancer-related causes—and we've created this toolkit to ensure you have everything you need to raise as much as possible. Let's make an impact together.

LET'S GO!



YOUR TICKET COVERS PARTICIPATION, NOT CHARITY DONATIONS

BATTLE CANCER IS A FUNDRAISING EVENT, NOT A CHARITY ITSELF.

Your ticket covers your participation and event costs, but it doesn't include a donation. That's where our ticket options come in to help you go the extra mile.

01 BUY A TICKET + DONATE

For those who don't want to spend time fundraising, you can simply make a donation yourself. Look for the link in your confirmation email and make a donation to one of our partner charities. It's a quick, easy way to show your support without the need to fundraise separately.

[FIND AN EVENT NOW >](#)

02 BUY A TICKET + FUNDRAISE

Want to do more? After securing your spot, create a fundraising page with JustGiving, pick a cancer charity, and start gathering support from your friends, family, and community. This option lets you maximise your impact, with no minimum goal—raise as much as you can!

[START FUNDRAISING NOW >](#)

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HOW FUNDRAISING WORKS AT BATTLE CANCER

EVERY POUND YOU RAISE GOES TOWARD YOUR PERFORMANCE SCORE AT THE EVENT:

BATTLE CANCER CHALLENGE:

£1 = 1 REP (YOUR SCORE =
PHYSICAL REPS + FUNDRAISING REPS)

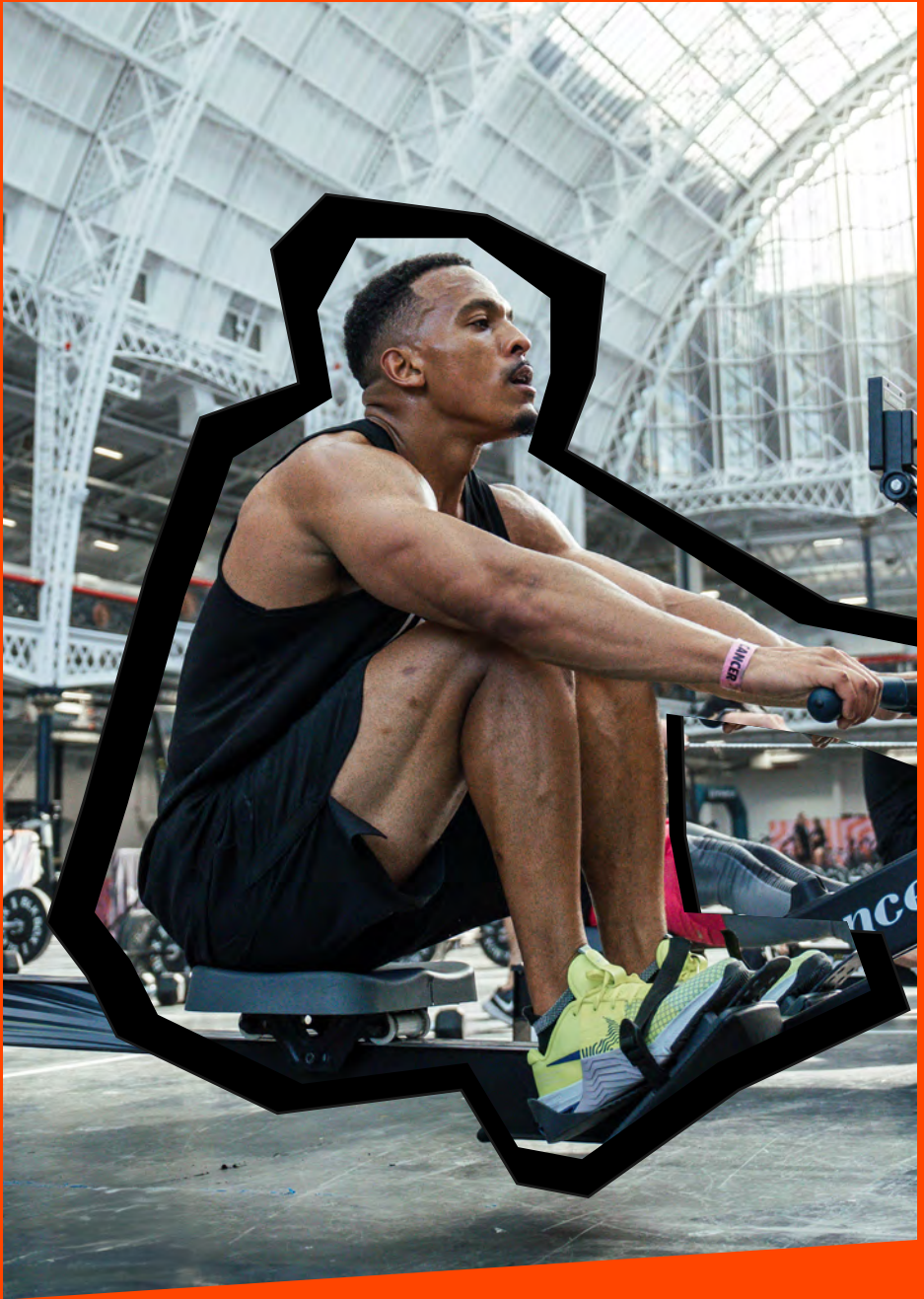
BATTLE LIFT:

£1 = 1 KG (YOUR SCORE =
KG DEADLIFTED + FUNDRAISING REPS)

BATTLE RUN:

£1 = 1 POINT (YOUR SCORE =
TIME + FUNDRAISING POINTS)

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FUNDRAISING PROCESS

Once you've secured your Battle Cancer ticket, the first step is choosing the charity you'd like to support. Then, set up your fundraising page and get fundraising whether online, through events, or both, the sky's the limit! The more you raise, the higher your score so get creative and push for as much as possible.

SUPPORTING ONE CHARITY WITH MULTIPLE TEAMS

If multiple teams from the same gym or community are participating, you can set up one main fundraising page for the entire group. We'll divide the total amount raised equally among the teams. Each team can also add their own extra individual fundraising to their own score if they wish.

SUBMITTING YOUR FUNDRAISING SCORE

On event day, our fundraising team will ask you for your charity details and total amount raised. Just show them your fundraising page, plus any receipts or proof from offline fundraising activities. Even regular monthly donations count, so don't forget to include those. Every pound raised makes a difference!

SUPPORTING MULTIPLE CHARITIES AS ONE TEAM

If your team wants to support more than one charity that's no problem! Simply create a separate fundraising page for each charity or submit proof of regular donations you make. We'll then combine all the funds your team raises into one total.

CREATING A POWERFUL FUNDRAISING PAGE

WE RECOMMEND USING JUSTGIVING FOR YOUR FUNDRAISING BUT FEEL FREE TO CHOOSE ANY PLATFORM THAT WORKS BEST FOR YOU!

A strong fundraising page can make all the difference. Here's how to build one that will inspire people to donate:

STEP 01

WRITE YOUR STORY

Fundraisers with a personal story raise 65% more. Your story should cover:

- > **WHY YOU'RE FUNDRAISING**
- > **WHY THIS CAUSE MATTERS TO YOU**
- > **WHAT CHALLENGE YOU'RE TAKING ON**

JustGiving even has a Story Enhancer Tool to help you write.

STEP 02

SET A FUND-RAISING GOAL

SETTING A TARGET CAN INCREASE DONATIONS

by giving supporters a clear target to rally behind. Aim high, but don't worry—you can always adjust your goal as you go.

STEP 03

ADD PHOTOS AND VIDEOS

A COVER PHOTO CAN BOOST YOUR DONATIONS

by building an emotional connection. Add meaningful photos or videos to give your page that extra spark.

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SETTING UP YOUR JUSTGIVING FUNDRAISING PAGE

CREATING YOUR FUNDRAISING PAGE ON JUSTGIVING IS FAST AND EASY.
In just a few steps, you'll be ready to share your story and start making a difference.

HOW TO SET IT UP



1

CREATE OR LOG INTO YOUR JUSTGIVING ACCOUNT
and click 'Start Fundraising'.



2

WHEN PROMPTED, SELECT 'YES, CONTINUE'
to confirm you're fundraising for a registered charity.



3

SEARCH FOR YOUR CHOSEN CHARITY
and select it, then click 'I'm taking part in an event'.

04**FIND YOUR BATTLE CANCER EVENT**

(e.g., 'Battle London') to let JustGiving know where you'll be taking on your challenge.

05**SET YOUR FUNDRAISING TARGET**

– don't worry, you can adjust this later.

06**PERSONALISE YOUR PAGE**

with a title and description, and add a photo or video as your cover.

07**CHOOSE YOUR WEB ADDRESS**

– this link will take friends and family directly to your page for donations.

08**CLICK 'CREATE YOUR PAGE'.****AND
YOU'RE
LIVE!**

**YOUR PAGE IS NOW READY
TO ACCEPT DONATIONS,
AND JUSTGIVING WILL
AUTOMATICALLY TRANSFER
THE FUNDS TO YOUR CHOSEN
CHARITY EACH WEEK.**

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TIPS TO MAXIMISE YOUR FUNDRAISING

START WITH A SELF-DONATION

Kick off your fundraising by donating to your own page. Fundraisers who do this raise 42% more!

SHARE, SHARE, SHARE!

Post on Facebook, Instagram, X (Twitter), and LinkedIn. Don't forget to email your supporters who aren't on social media.

COLLECT SMALL CHANGE

Raising cash donations with bake sales or selling raffle tickets? Simply pay the cash into your bank and then digitally send it to your fundraising page. Why not put a small pot on your desk at work or gym reception for loose change donations?

UPDATE REGULARLY

Keep your supporters in the loop with regular updates on your progress on social media.

You can also post updates on your JustGiving page - the JustGiving app makes it easy to share on the go.

SHARE ON EVENT DAY FOR A LAST MINUTE BOOST

Event day is prime time for sharing your link—teams often see a donation spike as followers watch them take on the challenge live. Share updates, photos, or videos to bring supporters along for the excitement!

THANK YOUR SUPPORTERS

20% of donations come in after the event, so be sure to follow up with a thank-you message to show your gratitude - and how you got on at Battle Cancer.

MAXIMISE YOUR FUNDRAISING WITH GIFT AID AND COMPANY MATCH

GIFT AID

Gift Aid is a UK government scheme that increases donations by 25%—at no extra cost to you! When your supporters are UK taxpayers, they can tick the Gift Aid box on JustGiving, and the government will add 25p for every £1 donated.

COMPANY MATCH

Many companies offer a matching program for donations their employees raise for charity. That means your donations could be doubled (or even tripled!) by your employer. Check with your HR department to see if your company offers this.

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GROWING YOUR IMPACT

BEYOND RAISING FUNDS, THERE ARE OTHER WAYS
TO AMPLIFY YOUR IMPACT:



SHARE PERSONAL STORIES:

Your personal connection to cancer can resonate deeply.
Encourage your team to share their own stories in person and online.



RAISE AWARENESS FOR OUR CHARITIES:

Spread the word about The Battle Cancer Program or the charity you're
supporting by sharing their work, stats, and stories.



EDUCATE YOUR COMMUNITY

Share cancer statistics, early detection tips, and prevention
advice to inform and inspire others.



ENCOURAGE PARTICIPATION:

Invite your friends and family to join Battle Cancer events!
Spread the word and bring others into the fight.

FUNDRAISING TOOLS & RESOURCES

BEYOND RAISING FUNDS, THERE ARE OTHER WAYS
TO AMPLIFY YOUR IMPACT:

HERE'S WHAT'S AVAILABLE:

SOCIAL MEDIA TEMPLATES

DOWNLOAD SHAREABLE
GRAPHICS FOR FACEBOOK,
INSTAGRAM, AND MORE.

EVENT LOGOS

USE OFFICIAL BATTLE
CANCER LOGOS ON YOUR
FUNDRAISING MATERIALS.

SPONSORSHIP FORMS

GREAT FOR GATHERING
SUPPORT FROM PEOPLE AND
LOCAL BUSINESSES.

FUNDRAISING TRACKER

DOWNLOADABLE PROGRESS
TRACKER TO SHARE YOUR
GOALS AND MILESTONES.

DOWNLOAD ASSETS >

**GOOD
LUCK**



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