

LET'S FUNDRAISE!

BATTLE CANCER FUNDRAISING PACK



WELCOME TO THE BATTLE CANCER FAMILY!

Did you know that ticket prices pay for us to deliver incredible Battle Cancer events? It's your fundraising that makes the difference to people affected by cancer. No matter who you fundraise for, you are making all the difference to people's lives – and that makes you kind of amazing in our books! Third-party fundraising platforms such as JustGiving ensure that all donations go directly to the charity you have chosen to battle for. We never handle any fundraising money.

It is inspirational people like you that are at the heart of our fitness fundraising movement and we're here to empower you to make a difference.

This guide is designed to equip you with all the right tools, tips and tricks to help you raise as much as possible!

LET'S GET STARTED.

QUICK START,
MAKE YOUR FUNDRAISING PAGE NOW!

JustGiving™ >

THANK YOU
FOR TAKING ON
A BATTLE CANCER
CHALLENGE!



MACMILLAN CANCER SUPPORT

At Macmillan, we do whatever it takes to help everyone living with cancer live life as fully as they can. We give people with cancer everything we've got. If you're diagnosed, your worries are our worries. We will move mountains to help you live life as fully as you can.

WE NEED YOUR SUPPORT!

AS A TEAM MACMILLAN PARTICIPANT, YOU'LL RECEIVE:

- ▷ Free Macmillan technical running top plus iron-on letters to customise your Team's kit
- ▷ A digital fundraising pack bursting with fundraising tips and tricks
- ▷ Access to our online training materials
- ▷ Regular e-newsletters to keep you up to date with Macmillan's news
- ▷ The loudest and proudest support on event day
- ▷ Chat with us at our Team Green area with face painting, snacks and more!

WHAT YOUR SUPPORT CAN DO

£96 could help the Cancer Information Nurse Specialists deal with 2 calls or web enquiries

£181 raised could provide emotional support to one person living with cancer for around eight weeks with one of our Macmillan Buddies

£350 could pay for a Macmillan Financial Grant











£1202 could pay for a Macmillan nurse for 1 week

FUNDRAISE FOR MACMILLAN

FUNDRAISE NOW! ➤

FUNDRAISE WITH SOCIAL MEDIA!

Don't have much time? It's easy to fundraise on Instagram and Facebook. Create your fundraiser and share with your followers in minutes.

	<div> INSTAGRAM</div>	<div> FACEBOOK</div>
STEP 01	FROM YOUR PROFILE, CLICK THE  BUTTON	FROM YOUR PROFILE, CREATE A NEW FUNDRAISER
STEP 02	SELECT  'FUNDRAISER'	CHOOSE  'SELECT A CHARITY'
STEP 03	SEARCH FOR AND CHOOSE THE CANCER CHARITY YOU'D LIKE TO SUPPORT	SEARCH FOR AND CHOOSE THE CANCER CHARITY YOU'D LIKE TO SUPPORT
STEP 04	ADD A PHOTO AND A DESCRIPTION TO TELL PEOPLE WHAT YOU'RE DOING AND WHY 	ADD A PHOTO AND A DESCRIPTION TO TELL PEOPLE WHAT YOU'RE DOING AND WHY 
STEP 05	SET A FUNDRAISING GOAL 	SET A FUNDRAISING GOAL 
STEP 06	YOU CAN EVEN ADD YOUR TEAMMATES AS COLLABORATORS SO YOU CAN ALL SHARE THE LINK TO FUNDRAISE AS A TEAM!	SHARE YOUR FUNDRAISING LINK AND GET DONATIONS! 

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MANCHESTER

WHO WILL YOU SUPPORT?

BATTLE CANCER IS A CHALLENGE THAT HELPS PEOPLE FUNDRAISE FOR CANCER CHARITIES ACROSS THE WORLD.

You can choose ANY registered cancer or mental health charity to support. This might be a large cancer charity in your country, or a small hospice local to you - the choice is completely yours as we understand you might have a special cause close to your heart.

1

If you're not sure who to fundraise for, we have our own charity which supports people with specialised fitness programs post-cancer treatment,

FUNDRAISE FOR THE
BATTLE CANCER PROGRAM >

2

Or you might want to choose our partner charity in Manchester, [Macmillan](#).

FUNDRAISE FOR
MACMILLAN >

CAN'T CHOOSE JUST ONE?

You and your team can choose to support several charities and split the fundraising between multiple causes.

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THE FUNDRAISING AMRAP

- AS MUCH RAISED AS POSSIBLE

Your fundraising total is your first score on the leaderboard.

At registration on the day of the event, we'll ask you to tell us how much your team has fundraised and which charity you chose to support. We'll then add your fundraising score to the leaderboard before workout 1.

We find that teams can often get a final fundraising spike on event day because they're sharing their challenge on social media. If you manage to raise more money on the day, please tell our information desk and we'll get your fundraising AMRAP score updated!

£1 = 1 REP

STEPS TO SUCCESS:

STEP 1

CHOOSE YOUR CHARITY

STEP 2

FUNDRAISE RIGHT UP TO AND INCLUDING EVENT DAY

STEP 3

SUBMIT YOUR FUNDRAISING TOTAL AT REGISTRATION

STEP 4

GET SCORED ON THE LEADERBOARD

TEAMS FROM THE SAME GYM ARE WELCOME TO FUNDRAISE TOGETHER.

We'll just ask you to divide the total raised by the number of teams for your Fundraising AMRAP scores. For example, if three teams fundraised £600 together, each team would score £200.

OUR GLOBAL FUNDRAISING LEAGUE 2023

By entering a Battle Cancer event in 2023, we'll automatically enter you into our Global Fundraising League. At the end of the year, our top three fundraisers will win incredible prizes.

IN THE PAST TEAMS WON PRIZES INCLUDING:

VIP TICKETS

TO WODAPALOOZA IN MIAMI WITH
A TRAVEL CONTRIBUTION

£1K WORTH OF KIT
FROM BLK BOX

NOCCO FRIDGE
FULL OF NOCCO

2023

FUNDRAISING
PRIZES TO BE
ANNOUNCED!



MANCHESTER



MANCHESTER

SET UP YOUR FUNDRAISING PAGE

We have a partnership with JustGiving but you can use any fundraising platform you like or simply fundraise offline and then donate via your charity's website.

1. SET YOUR GOAL

The first thing to decide as a team is a target fundraising amount. We've found that an initial goal of £400 is a good place to start. If you reach your goal, you can always increase it and raise more funds and support even more people who are affected by cancer.

[CLICK HERE!](#)

MAKE YOUR
FUNDRAISING
PAGE NOW >

JustGiving™

?

DID YOU KNOW?

ACCORDING TO JUSTGIVING, PAGES WITH A TARGET
RAISE 46% MORE. AIM HIGH AND TELL THE WORLD!

MANCHESTER



MANCHESTER

2. 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.

TOP

TIPS

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.

3. SHARE YOUR PAGE

The success of your fundraising campaign depends heavily on the number and ways that you're sharing your campaign with friends, family, colleagues and gym community.

Sharing on Facebook, Instagram, Twitter and WhatsApp raises more, as well as chatting with people about the challenge you're taking on and why you are doing it. Don't be afraid, people want to hear about the good things you are doing! Leveraging these networks is how you'll meet (and exceed!) your fundraising goal.



4. WHO TO ASK AND HOW TO REACH THEM

FAMILY AND CLOSE FRIENDS

Your first port of call: reach out to family and close friends.

Tell them about your challenge face to face, ring them up, or write them a personal text message or Whatsapp to let them know what you're taking on (and don't forget a link to your fundraising page!)

Close friends and family are more likely to donate, so getting them on board will let the rest of your network see that people are already supporting your cause.

Once your close circle knows about your fundraising page, why not tag them in updates on social media? They'll be able to re-post you and share your link further.

COLLEAGUES AND PROFESSIONAL NETWORKS

Email and LinkedIn are key tools to leveraging your professional network.

After telling your work mates and immediate team about your cause, ask your employer if they're happy for you to share your story with the wider company. Some organisations have charitable giving budgets and may donate themselves or pledge to match your fundraising so it's worth checking!

Monthly newsletters and company intranets are great ways to share your link further. You could even add it to your email signature to notify contacts outside of your organisation.

YOUR GYM COMMUNITY

Rallying your gym community is another great way to push your fundraising even further. Why not tell your coaches and fellow members about Battle Cancer and fundraise as a big group?

Even if your gym community is not taking part in Battle Cancer, they may still be up for helping you to run a mini fundraiser such as a sponsored workout, run, or fitness challenge. Speak to your coaches and ask if you can tap into your gym community to help.

We've had some gyms achieve some incredible fundraising numbers.

CHECK OUT HOW THIS LONDON GYM, HEX,

**FUNDRAISED
£47,500 FOR
THE ROYAL
MARSDEN**

CHECK OUT
THE HEX
BLOG >



“ Looking back through the WhatsApp chat on the BATTLE CANCER group you can see the moments of enthusiasm and motivation. This really started to take hold when Beth set a fundraising target. A 'soft target' of £5000, a 'hard target' of £8400. The fundraising link was pushed out far and wide, everyone's individual social media kicked in, and we went hard. ”

MANCHESTER



MANCHESTER

HOW TO SHARE YOUR FUNDRAISING

HOW OFTEN SHOULD YOU SHARE YOUR PAGE?

You want to strike a good balance of keeping your fundraising top of mind while being respectful of your networks.

Depending on how early you register for Battle Cancer and start fundraising, we've found that increasing the frequency of your posts from fortnightly to weekly to daily as you approach event day can be highly effective, so go for it!

We know it can feel uncomfortable sharing and asking for help but don't be afraid! Telling people why you're fundraising and exactly what their money will do will help get them on board and backing your cause.

TOP TIPS FOR SOCIAL MEDIA SHARING:

There are a number of key milestones that you should definitely share with your network, we find that personal photos or videos with a personal message has a really big impact:



1. LAUNCH

2. MID-POINT PROGRESS

3. LAST PUSH

4. EVENT DAY

5. THANK YOU

Make a big deal of each of these milestones with a series of social posts and emails to your network.

Keep momentum up between the stages and let supporters know how you are doing by updating your page as they will enjoy following your progress with amounts raised and your training too.

MILESTONE ONE: LAUNCH

WHAT?

The purpose of this first announcement is simple: let your network know you've signed up to take on a Battle Cancer challenge, you are raising money for a cause close to your heart and that you need their help!

The goal here is to reach everyone in your network - friends, family, colleagues - to help you reach your goal. Share, share, share!

Spectators are free at Battle Cancer, so you could even invite them to come along and support you on the day. Use our digital invitation to reach out to people to come along, and don't forget to include a link to your fundraising page (it's a great way to prompt people).

HOW?

Write a post and choose some key images to share your fundraising story:

1. Which charity you're fundraising for and why

2. Your fundraising goal

3. How tough your Battle Cancer challenge will be for you

4. Include the link to your page so people can donate

MILESTONE TWO: MID-POINT PROGRESS

WHAT?

Update your networks when you're halfway through your fundraising - whether you're not quite on target or have already smashed your goal.

If you're planning your own mini fundraising event, now is a great time to tell followers about it and get them involved.

HOW?

1. Thank those that have already got involved

2. Keep your tone excited and motivated

3. Encourage them to help share your page to maximise reach

4. Share details of any progress, plus any extra fundraising activities you're planning such as events, bake sales, raffles etc.

5. Consider increasing your target if you've already reached it or are already there

MILESTONE THREE: LAST PUSH

WHAT?

Our top tip would be to use a really impactful photo or video to really urge people to support you on your challenge! We love photos of training hard or a picture with the person you're battling for - really showing just how hard you're working and the reason why.

HOW?

1.

Get personal and really write about your why - why this charity, why this cause, why this challenge? Get people to connect with you and support you!

2.

Tell people how close you are, and if you feel able, ask them for a specific amount to help get you to your target.

3.

Consider increasing your target if you've already reached it or are already there - and then be bold and ask people to pledge a specific amount.

4.

Use our free Battle Prep program to get comp-ready and take some photos of you and your team training to share. Sweat talks!



TOP



TIPS

ASK PEOPLE TO DONATE THEIR COFFEE FOR THE DAY - THE AVERAGE COST OF A LATTE IN THE UK IS £3.20...

MILESTONE FOUR:

EVENT DAY

WHAT?

It's finally here! The day you've been preparing for! Share all your excitement.

HOW?

Create a day of Instagram Stories by documenting the whole day, from start to end! Bring your community along with you! From arriving at the venue, photos of the different charities and all of the workout challenges.

1. _____

Ask people to pledge a donation to reach your target (you can even say that you want to raise an additional £100 on the day to help your amazing cause if you've reached your target - every penny helps to support those who need it the most).

2. _____

Include a direct link to your fundraising page (you can do this as a link on Instagram Stories)

3. _____

Have the most amazing day and fully enjoy yourself!

4. _____

TOP

TIPS

TAKE PHOTOS OF YOU AND YOUR TEAM ACROSS THE VENUE - USE THE PHOTO WALLS, PROPS, VENDORS AND CHARITY STANDS TO INSPIRE OTHERS TO SUPPORT YOU.

MILESTONE FIVE: THANK YOU

After your Battle Cancer event, thank everyone who supported you in reaching your fundraising goals with a personal message.

JustGiving reports that up to 20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did at Battle Cancer and the final figure you reached.

NOTE

THAT WE CANNOT CHANGE FUNDRAISING AMRAP SCORES ONCE BATTLE CANCER HAS TAKEN PLACE BUT THOSE LAST DONATIONS WILL BE HUGEY BENEFICIAL FOR YOUR CHARITY!



WHAT?

1. Thank you message to everyone who donated or supported you
2. How you and your team got on at Battle Cancer
3. The final figure you reached
4. Include your official Battle Cancer finisher's photo

HOW?

1. Social media post

2. Thank you text messages or voice notes

3. Email update

4. Update your fundraising page notifying donors that you've completed the challenge

THANK YOU
THANK YOU
THANK YOU

MILESTONE SIX: YOU BATTLED CANCER!

YOU DID IT!

After going through the finisher's process and getting that all important finisher's sticker and your group photo, take a moment to soak in all that you've achieved!

A few days after your event, the Battle Cancer team will send out all of the official photos taken by our wonderful media team.



SHARE ALL OF THE PHOTOS AND VIDEOS

THAT YOU'VE SNAPPED OR HAD TAKEN OF YOU - TAG

@BATTLE.CANCER

SO WE CAN SHARE AND CELEBRATE YOUR
INCREDIBLE ACHIEVEMENT!



BATTLE CANCER

THANK YOU

