Relay For Life FAQs - 2027

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JustGiving

Why is ‘Guest Fundraiser’ showing instead of a person's name on my Relay team page?

If you see 'Guest Fundraiser' on your team page, it means the fundraising page set up hasn't been completed yet.

Ask the person to click the 'Complete my page' button in their JustGiving confirmation email. Once they've completed the setup process, their name should appear on the team page. If they can't find the email, your Cancer Research UK contact will be able to provide the page link.

Why is ‘JustGiving’ showing instead of a person's name on my Relay team page?

If you see 'JustGiving' instead of a fundraiser's name, the fundraising page set up hasn't been completed yet.

This is an older version of a fundraising page that you may still occasionally see while the updated version above is being rolled out. The person can finish the setup of their page by clicking the 'Complete my page' button in their JustGiving confirmation email. Once setup is complete, their name should appear on the team page. If they can't find the email, your Cancer Research UK contact will be able to provide the page link.

My page has been completed but it hasn’t automatically been linked to my team.

Please get in touch with your Cancer Research UK contact who will help.

I forgot my password.

Use the Forgot Password option on the JustGiving sign-in page.

I forgot my team password.

Please contact your chair, who can request this via their Cancer Research UK contact.

I haven't received my confirmation email.

Please check your junk email folder first. If you have no luck, contact help@justgiving.com and they will re-send your confirmation email.

I registered using the wrong ticket type.

Unfortunately, we cannot change a registration to a different ticket. You can delete the old page using these instructions and register again to the correct ticket.

I accidentally created two fundraising pages.

One of the pages can be deleted using these JustGiving instructions.

Can I use one email address for multiple registrations?

We encourage people to use their own email to register. If this is not possible, you can use the same email address to register yourself and others. You will receive the confirmation email for each person you sign up. If you want them to complete their page, you can forward the confirmation email to them and ask them to click the "complete your page" button. If you complete the page from your JustGiving account, the page will be in your name.

I've signed other members up in my team, but all the pages are in my name. How can I change this?

Unfortunately, if you have completed a page with your JustGiving account, the page will be in your name. You can update the page title to reflect the name of the person fundraising, but the URL will stay in your name. Follow these instructions to update the title: https://help.justgiving.com/hc/en-us/articles/9196675252113-Personalising-your-Fundraising-page

Can donations be moved between fundraising pages?

No, donations cannot be transferred between pages.

Someone donated the wrong amount to my page and wants to amend it. What do they do?

Please contact JustGiving directly to amend any incorrect donations or use their help section for further support.

Can I edit my page after I've created it?

Yes. For further instructions on how to personalise your page, please follow this link to the JustGiving help page:

https://help.justgiving.com/hc/en-us/articles/9196675252113-Personalising-your-Fundraising-page

Can I edit my team page after I've created it?

Yes, Team Captains can edit the team page they created. For further instructions on how to edit your team's page, please follow this link to the JustGiving help page:

https://help.justgiving.com/hc/en-us/articles/360002604697-How-to-edit-your-team-page-

I want to register as a Survivor, do I need to join a team?

No. Somebody registering as a Survivor has three options during registration. Once they select 'Register as a Survivor', they can then join the Relay itself as an individual, they can search for and join an existing team, or they can start a new team as a Team Captain.

Will committees be notified when there are new registrations?

Yes, a nominated email address will receive a generic email when someone signs to the Relay.

Will donations be shown as anonymous?

No, unless the donor has selected to be anonymous.

Will I receive a T-shirt when I register?

No. To support sustainability, participants are encouraged to reuse Relay T-shirts from previous years where possible.

If you need a new T-shirt, a link to purchase one (£5 including delivery) will be included in your welcome email from Cancer Research UK.

Survivors and carers do not need to buy a T-shirt and will be contacted separately by their Survivorship chair to arrange this.

Will I receive a fundraising pack after registering?

Yes. A digital fundraising pack will be included in your Cancer Research UK welcome email, sent in the days after a registration is completed.

When do registrations close?

Registrations close on the Thursday before the event.

Can supporters register their interest for the following year?

Yes, supporters can register their interest for the following year. You can find the QR code on the resources page.

Offline donations

An offline donation is any money raised for Cancer Research UK, either via a Relay committee or directly to Cancer Research UK itself, that has not been donated through a JustGiving fundraising page.

Examples include:

✅ Cash collections

✅ Fundraising events

✅ Sponsorship received directly

Not included:

❌ Donation Station income

❌ Online donations

❌ Donations from other CRUK fundraising products

Before adding a donation

- You must first contact the Relay committee's Accounting Chair to arrange handover of the funds.
- Give the Accounting Chair the donation amount, either in cash or by BACS transfer to the Relay bank account.
- Wait for the Accounting Chair to confirm they have received the funds.
- Once confirmation has been received, you can add the offline donation to your fundraising page by following these steps.
- Important: Do not add an offline donation to your fundraising page until the Accounting Chair has confirmed receipt of the funds.

Adding an offline donation (committee)

To add offline donations to the Relay page, the committee must first create a team. Once created, offline donations can be added using the standard offline donation process: https://help.justgiving.com/hc/en-us/articles/200669531-How-do-I-add-money-that-I-ve-raised-offline

Note: Committees cannot add offline donations to individual participants' fundraising pages.

How to add more offline donations

If you receive additional offline donations, follow the same process and notify the Accounting Chair before updating your page.

Correcting an offline donation

If you have entered the wrong amount, contact the Accounting Chair first. Once they have approved the change, update the figure on your fundraising page with the correct total.

Why can't I add donation station income to my fundraising page?

Donation station income is an estimated value rather than a direct donation amount. To ensure fundraising totals remain accurate and transparent, it cannot be added to fundraising pages or included in the overall fundraising total. It can, however, be recognised separately.

Njuko website

Can I email all my teams through the website?

No, there's no function to email contacts through njuko or JustGiving. We'd recommend setting up an email account for your Relay, for your committee to send correspondence to teams. You can gather your Relay participants' contact details by downloading the registration form through the njuko website.

Can my survivorship chair get emails when a new survivor registers?

Only the Chair will be notified of new sign-ups. Committee members will need to download the njuko registration report check for any new sign-ups manually. The Survivorship Chair will be able to see on this form who has registered as a Survivor.

How do I get the teams email addresses?

Download the registration report from the njuko website. From here, you'll be able to see which team participants have signed up to, whether they're the Team Captain or a Team Member and their contact information.

Who has access to the reports?

The Chair, Teams Chair and Survivorship Chair should have access to them. Your Cancer Research UK contact will provide you with a URL and a password for you to download the registration report bespoke to your Relay.

If one of the committee leaves, will they still have access to the registration details?

Notify your Cancer Research UK contact immediately to get a new password for njuko.

Merchandise

What new merchandise is available for 2027?

We have a special edition pin badge to celebrate the 30th anniversary. These will be available to order from your Cancer Research UK contact.

How do I order merchandise?

Please speak to your Cancer Research UK contact for support. There is also guidance on the resources website.

Marketing

Why do we organise some elements of Relay Marketing centrally?

We organise marketing centrally when:

- It's something that is crucial to the experience of all Relay participants, like packs and a basic email journey.
- It's something that is more cost-effective to do centrally, like designing promotional materials.
- It's something that benefits from national-level data, such as search adverts or asset download data, where we can apply learnings, like which images or copy work best.
- It's a national campaign which provides a halo effect for Relays to benefit from, like a Cancer Research UK brand campaign.

What will Relay For Life Marketing look like in 2027?

We'll continue to encourage grassroots face-to-face interactions, alongside local community marketing work. It has replaced local media buying, helping to reduce costs and ensuring more money can support our life-saving research.

We know that all Relays are unique and that committees are best placed to understand their own communities. Therefore, we supply committees with assets to promote their Relays locally via free advertising (prepopulated posters, flyers and press adverts), alongside social countdown, image and impact statements assets. These will be available for committees to download all year round and pre-populated assets by event, from your Cancer Research UK contact.

Will we be celebrating 30 years of Relay For Life in the UK?

Yes, several relevant assets have been updated with a signifier to mark the incredible milestone of 30 years in the UK. It's down to supporters and committee members like you that we're able to celebrate this achievement and we're proud to reflect this online and across assets.

A video was also commissioned this year, and we aim to use this to help promote Relay For Life on our website and as social cut downs for committees to use.

Where can I find Relay's marketing materials?

We have a range of assets on our marketing materials webpage. These can be downloaded and used online or printed locally.

These resources are available year-round for committees to use, with no login details required, however we do ask committees not to share this link with the public. Assets are refreshed and uploaded as needed in October, approx. one month before each season launches.

This gives Relays access to all materials as needed and works in line with Cancer Research UK's sustainability objectives by reducing wastage. For example, event date changes previously resulted in hundreds of discarded flyers and duplicated transport costs and charges.

• How does it work?

- The site is hosted on a hidden URL here. There are no log in details, but the link should only be shared internally with your Relay committee members.
- All assets will be downloadable, and you can use them online or in print.

• What's available?

- You'll find materials such as brand guidelines, key messages, logos, Candle of Hope invites, display adverts and various banners and social assets to help Relay committees recruit new Relayers.
- All the assets are current and reflect Cancer Research UK's wider refreshed brand identity and tone of voice.
- Pre-populated assets such as flyers, posters and press adverts are not available on this website. Instead, your Cancer Research UK contact will supply these direct to each event chair due to the quantity of materials this includes. For flyers and posters, these will include versions to print locally from home or local reprographics, and full print versions with bleeds and crops, which you can print locally using your committee funds.

Do we have fundraising packs for supporters?

We do not provide printed fundraising packs for Relay For Life.
Instead, supporters who've signed up to Relay For Life will be able to download their fundraising materials via the link here.

Everyone who registers for Relay For Life will receive a Cancer Research UK welcome email with details about their event, and this includes a digital link to the fundraising pack. We also include this link on event pages throughout the year. To encourage even more fundraising across the year, we also ask committees to share it during any communications with supporters.

Like the marketing materials webpage, this link allows participants to access a range of content to help them raise funds across the year, including a guide packed full of ideas for fundraisers, a supporter poster, sweepstake game, donation form, back sign, a Candle of Hope invite and social badges.

Is there a central Relay For Life social page?

No, we trialled moving Relayers from our previous social page to a new Relay For Life group. Unfortunately, this didn't see levels of traffic we'd hoped for.

Instead, we provide assets to committees directly so they can be shared on their local pages and when committees feel it is relevant to their audience, rather than waiting for central posts.

Will we receive updated on-the-day event kits?

We have updated some assets over the last few years, such as the event boards, venue and survivor banners. These are available to download from the marketing materials webpage or from your Cancer Research UK contact.

We are aware there are a few other 'on the day kits' with the old Cancer Research UK logo in circulation, but you don't need to replace these until the end of their natural life cycle. Sustainability is important to us and any additional costs associated with replacing assets early could have an adverse impact.

If you feel an asset is coming to the end of its use, please let your Cancer Research UK contact know and we can look at these on a case-by-case basis.

If any of your kit needs replacing, please speak to your Cancer Research UK contact to discuss your needs.

Will venue banners be available in 2027?

We understand that some Relay committees prefer banners and others do not, and we're also mindful of our environmental impact.

To avoid unnecessary printing, we've removed the versions with specific times and dates and replaced them with generic banner templates and versions carrying our 'Celebrating 30 years of Relay For Life in the UK' signifier.

As a brand awareness tool, their purpose is to drive people to our website. They can be downloaded from the marketing materials webpage and printed locally, using committee funds.

We would politely request Relays avoid designing banners themselves as the current versions have already undergone internal approval.

Why do we use the same images on recruitment materials, rather than photos of each Relay?

Designing marketing materials centrally with a set of approved images is an efficient way to create materials, save money which can be spent on research and keep a consistent look and feel for Relay For Life.

We're also required to ensure all legal permissions are in place before images are made public (e.g. no under 18s are used without consent, and relevant usage rights are agreed with the photographer), and that images represent as much of the diverse Relay family as possible. These permissions can be hard to achieve if these images have not been centrally organised.

How do we access the results of the post-event survey?

Your staff contact has access to this document and can share it with you.

What do you do on the website to make sure it's working for us?

Relay For Life's website is hosted on our new content management system called Contentful. This migration took place across Cancer Research UK in 2025, making it easier for supporters to navigate the website. Extensive work took place ahead of the transition, including our UX team leading accessibility studies and user testing.

Before launch every year we:

- Refresh all website content to align with any key messaging updates.
- Optimise the JustGiving/Njuko entry form and registration journey to improve user experience or trial additional functions to help support your Relay.
- Test every function of the website and JustGiving, from checking the copy and images, to ensuring that payments process correctly, and the data is transferred and stored as it should be.

- In 2027, we aim to introduce our new Relay For Life video to our homepage.

Throughout the year we:

- Provide ongoing support to fix any issues – please do get in touch via your staff contact if you think anything isn't working correctly.
- Test new ideas that may improve user experience.
- Monitor performance, downloads and engagement to understand what's working and what can be improved.

What do Relay participants receive from a central supporter journey?

To support all events, our central supporter journey consists of:

- **Launch week:** An email sent to past participants to announce registrations are open. The email is sent to people who have previously attended a Relay For Life event in recent years or have registered their interest to attend.

- Welcome: A fundraising pack sent via email containing tips, tools, venue details and materials to help Relayers get their friends and family involved.

- A special thank you: Sent in October, this email celebrates the effort by all supporters and invites them to join again next season.

- Critical amends: Should there be any major changes to your event, we have the option to send communications to update supporters. This is on a case-by-case basis, if required.

Relayers will also automatically receive personalised JustGiving emails to encourage fundraising throughout the year. The frequency of these emails will dynamically change depending on the supporter's engagement.

We believe it's important to keep in touch with supporters about activities and information relevant to your event or community. To help, we provide milestone templates, such as '7 days to go' and 'good luck'. These templates include optional messages to help tailor your comms; for example, Register Your Interest for 2028 when sending 'sponsorship chase' emails.

Why do we use the Cancer Research UK brand?

The Cancer Research UK brand is a very well-recognised and trusted brand. We know that when people see adverts from Cancer Research UK generally, they are more likely to sign up for events that support the organisation or to donate. By making the link clear across our Relay For Life communications, it will help you benefit from wider marketing activity across the organisation.

We also test all the elements of our brand on the public to ensure they are clear, accessible and come across well. By using brand designs, you can benefit from this insight and know that your marketing materials are accessible to the widest range of people possible.

Why does Relay For Life not have a national marketing campaign on the scale of Race for Life?

The real strength and beauty of Relay For Life is that it's a fundraising community, which sits at the heart of your local area.

We test marketing for many different fundraising events and products across Cancer Research UK, as well as sharing learnings with other charities and events companies. This brings lots of ideas and experience from other types of events and marketing. One of the most effective ways of recruiting teams to your Relay is for you to contact them within your community. A great way of doing this is face-to-face, at events or networking evenings where you can show them in person how brilliant your Relay is.

Large-scale, national campaigns (like TV or national radio) cannot show the uniqueness of each Relay, and this type of advertising is very expensive. Unfortunately, there are not currently enough Relay For Life events across the UK to return the investment from a national campaign and due to the spread of the events across the UK, this type of activity would likely impact more people further away who are unlikely to sign up.

However, we do constantly review our marketing portfolio across the organisation to make sure that we are spending the right amount of money on the right campaigns. This allows us to maximise the amount we can allocate to research to beat cancer.

Why doesn't Relay For Life have a national corporate partner?

All Cancer Research UK activities (including Relay) are considered when talking to corporate partners who want to support Cancer Research UK or charity events. However, there are also significant downsides to having a national corporate partner. It's likely they would not allow you to organise your own local partnerships, as they would expect to be the only partner logo appearing at Relay events and on materials.

Currently, the benefit of being able to work with local businesses to support your Relays far outweighs the benefit of having a national partner, especially when a significant proportion of the country is not close to a Relay, and each Relay has different needs from their partners. There is guidance within the Relay resources

webpage on how to engage local corporate partners, and your staff contact can also help you with ideas and suggestions.

We know that this might not always be the case with all partners and we regularly review potential opportunities which may be appropriate for Relay For Life.

Need more help?

For additional support, please contact:

- Your local Relay Committee
- Your Cancer Research UK contact