CANCER RESEARCH UK

Together we are beating cancer

Relay For Life Merchandise guidance 2027

Information for committees only

2027 updates

- Merchandise available for this year is mugs and purple wigs.
- 2027 is the year we'll be celebrating Relay For Life turning 30 in the UK. To mark this milestone, there is a limited-edition pin badge for you to sell for a suggested donation of £2 (image to the right). **Please don't use these for gifts or recognition, they are to be sold for a donation.**
- You can order these through your Cancer Research UK contact.



Ordering stock

As you're aware, we're ending our supply of Relay branded merchandise. However, there's still some available for you to order for your events this year.

- You can access this via the online shop at https://shop.cancerresearchuk.org/collections/relay-for-life-committees
- To access your password, please speak to your Cancer Research UK contact.
- This code and link is for committees only and **must not** be shared with anyone. The stock should also not be given to teams to sell.
- Use the step-by-step committee guide on page 10 to help you place an order.
- We have unbranded merchandise available this year, including light-up merchandise. **This can be requested through your staff contact**. Please only order what you need.

Reporting

- As with all Cancer Research UK merchandise, you must keep up to date with the quantity of stock sold and amount raised. Please keep hold of the stock as a committee and don't pass it out to teams to sell.
- Please keep track of your sales and stock. Your staff contact will be in touch to ask for this information at key times of the year. Having an accurate record of merchandise sales allows us to look at the supply and demand to meet the need and expectations for following years. Your cooperation with this is really appreciated.
- Stock should be paid in using the paying in form, under the code UKRC003.
- Income should not be added to JustGiving pages.

Recommended donation price list

Relay For Life Anniversary pin badge	**£2.00**
Relay For Life mug	**£3.50**
Relay For Life Purple Wig	**£4.50**
Pin Badge (Survivor)	**£1.00**

- We've sold through a majority of our merchandise and only have a certain amount of branded merchandise remaining.
- Recommended donation prices need to be consistent with the CRUK online shop and to also ensure that we retain an acceptable return on investment.
- Please don't change these without speaking to your staff contact.
- If you sell any unbranded merchandise, please check with your staff contact what the recommended price point is.

Top tips for selling merchandise at your event

- Promote the range on your Facebook page ahead of the event, so that teams are aware that it's going to be on sale.
- Position the merchandise at the event in a prominent spot ie. at the registration desk, by the refreshments stand or at the side of the track. Have sellers wearing some of the items to attract people.
- Display the stock neatly and think ahead about props that you may need to make a great display (tablecloth, baskets, boxes). Have suggested donation prices on display.
- Use your commentator to announce that you have the range on sale. You could even get someone to model some of the items on stage.
- Ask your staff contact to order you a contactless payment machine for the Relay weekend, so that you can take card transactions.
- Remember to keep a record of the stock that you have sold; the price you sold it at and the quantity you have remaining.

Suggested donation prices to print out and display

CANCER RESEARCH UK

Relay For Life

ANNIVERSARY PIN

(2027)

£2.00

Suggested donation

Relay For Life

PIN BADGE

(2027)

£1.00

Suggested donation

Relay For Life

PURPLE WIG

(2027)

£4.50

Suggested donation

Relay For Life

MUG

(2027)

£3.50

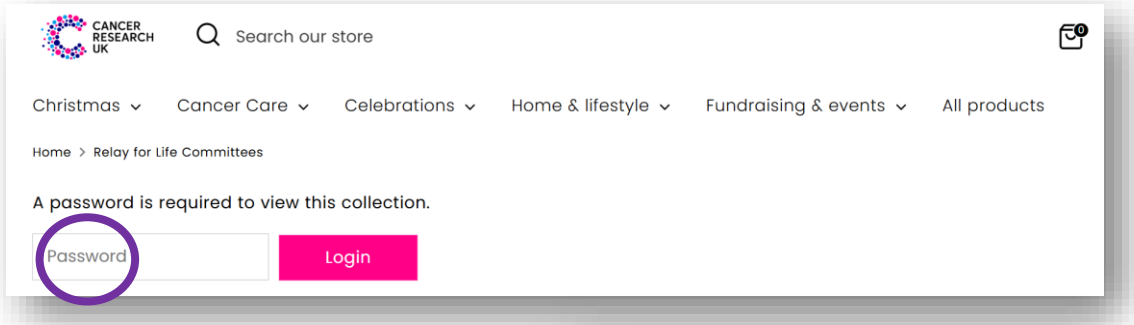
Suggested donation

Online shop

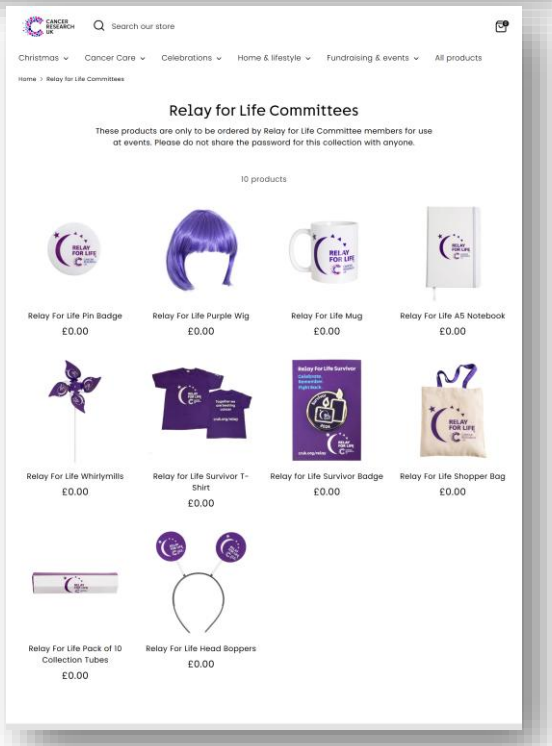
Step-by-step guide

CANCER RESEARCH UK

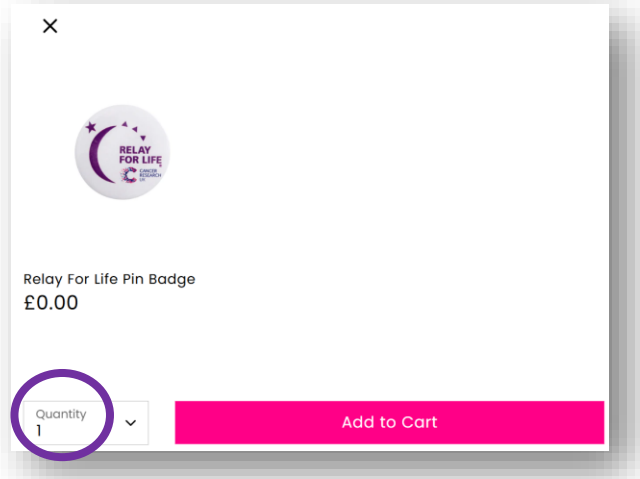
1. Visit the Relay for Life Committee shop at https://shop.cancerresearchuk.org/collections/relay-for-life-committees and enter the password provided by your Cancer Research UK contact.



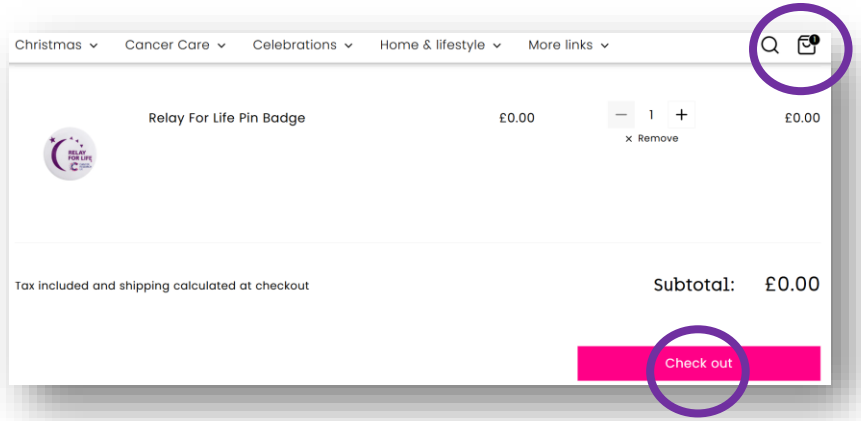
2. You will be brought to the main page which shows which stock is available to order.



3. Choose the item and quantity and click 'Add to Cart'.



4. Click the icon in the top right to view your cart and 'Check out'.

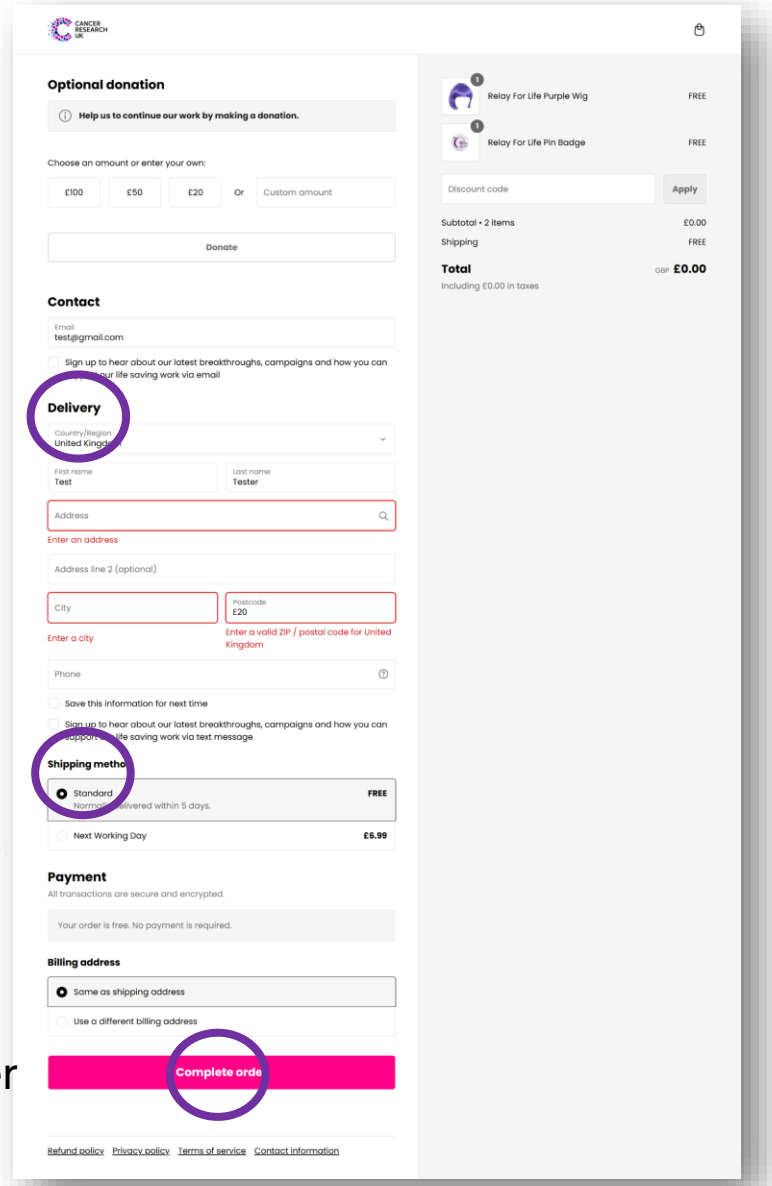


5. Here you can review your cart and input your delivery information:

Enter your delivery address here ->

You should see that your order qualifies for free shipping. If you wish, you also have the option to pay a small fee to upgrade the order to next day delivery ->

Click here to complete your order ->



If your order is entirely free, it should be confirmed immediately. If there are any chargeable items in your cart, or you've upgraded the delivery option, you'll be prompted to add payment details. You'll receive an email to acknowledge your order.

If you have any questions about your order, please contact our Customer Contact Centre in the first instance by phone on 0300 123 4408, or email at crukorders@paragon-cc.co.uk.

The contact centre is open Monday - Friday, 8am - 5.30pm, excluding bank holidays. Please note, they are unable to accept orders over the phone.