



Relay For Life Marketing FAQ's 2026

1. 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.

2. What will Relay For Life Marketing look like in 2026?

Next year, we'll continue to encourage grassroots face-to-face interactions, alongside local community marketing work. For the last two years, this 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 (press, digital templates, posters and flyers), and socially via event pages. These will be available for committees to download all year round.



3. Has the CRUK Relay For Life Social page & group closed?

Yes, the group and page have now closed. At the start of 2023 we trialled moving Relayers from our social page to a new Relay For Life group. Unfortunately, we didn't see the levels of traffic we'd hoped for.

We provide assets to committees directly so they can be shared when committees feel it is relevant to their audience, rather than waiting for central posts.

4. Where can I find 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. We refresh assets 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 and with your Relay committee members.**
- All assets will be downloadable, and you can use them online or in print.
- Each Relay has their own poster, flyer and press advert, pre-populated with their supplied event details. Previously these were editable, but carried issues which impacted the quality of the design.



- If you'd like printed flyers/posters, you can print them locally using your committee funds.

What's available?

- You'll find materials such as flyers, posters, a press advert and social and digital assets, to help Relay committees recruit new Relayers.
- All the assets have been updated and reflect Cancer Research UK's wider refreshed brand identity and tone of voice.

5. Do we have fundraising packs for supporters?

Supporters who've signed up to Relay For Life can download their fundraising materials via the [link here](#).

Everyone who receives our welcome email is sent the link and it's also available on the Relay For Life website. 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 fundraising guide, supporter poster, sweepstake game, donation form, back sign, a Candle of Hope invite and social badges.

6. Will we receive updated on the day event kits with the new logo?

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 local relationship manager.

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 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 relationship manager know and we can look at these on a case-by-case basis.

6. Will venue banners be available in 2025?

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 two generic banner templates. 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.

7. 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 haven't been centrally organised.



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

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

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

In October 2025, Relay For Life will move to a new content management system called Contentful. This migration has been taking place across Cancer Research UK and will be easier to update, maintain and navigate. Extensive work has been taking place and our UX team have led 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 wording makes sense, to ensuring that payments process correctly, and the data is transferred and stored as it should be.

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.

11. 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 fundraising tips, tools, venue details and materials to help Relayers get their friends and family involved.
- **A special thank you:** Sent in October, this email highlights the amazing 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 2026 when sending 'sponsorship chase' emails.

12. 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.

13. 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 currently not enough Relay For Life events across the UK to offer the places that would 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 regardless.

That said, 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.



14. 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.