

Relay For Life

Fundraising guide



**Get
started
today**

cruk.org/relay



Kick-start your Relay fundraising

Every Relay, every team, every Survivor and every pound raised is taking us towards a world where everybody lives longer, better lives, free from the fear of cancer. By joining Relay For Life, you're helping to fund world-class cancer research that will give more people more precious moments with their loved ones.



1. Build your Relay dream team

Relay For Life is all about uniting with friends and family to fundraise, celebrate and honour people affected by cancer. Bigger teams aren't just more fun, they also raise more money for our life-saving work. So, ask a friend, colleague or family member to sign up and join you on this unforgettable Relay experience.

2. Get fundraising

Rally your local community and start collecting those life-changing donations by organising some exciting fundraisers ahead of your Relay event. See pages 3–5 for fundraising inspiration and top tips, all tried and tested by our Relayers in the past.

3. Start spreading the word

Make sure everyone knows about your Relay! In your welcome email, we've included some downloadable fundraising resources to help you promote your event.

4. Attend team nights

It's a great way to get more information about your event, meet other Relayers and share fundraising ideas. Please contact your Relay committee for more details.

5. Pay in your donations as you go

The quicker you return your raised funds, the sooner we can use them to help power breakthroughs. See page 7 for how to return your hard-earned donations.

6. Take a deep breath and relax

It's time for you to bask in the glory of knowing you've helped in the fight against cancer. Get ready for an amazing Relay event where you'll unite with your fellow Relay heroes to celebrate survivorship and honour everybody affected by cancer.

Share your Relay journey with the hashtag #RelayForLifeUK

Fundraising ideas for work or school

Whether you choose to fundraise at work or school, we've put together some fun and easy ideas to suit you.

More than 3 months until your Relay?

You've got plenty of time to raise those all-important pounds. Why not push the boat out and host a large-scale fundraiser?

Share your skills

Use your skills for good by hosting a class or activity for your peers or colleagues. You could teach people to cook, host an exercise class or raise the roof by putting together a concert featuring you and your friends. Sell tickets to raise money and help smash your fundraising target!

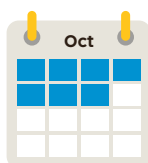
Top tip

Don't let distance stop you from fundraising – you can put on virtual events or classes to get friends, family and colleagues involved from afar.



1-3 months to go?

That's loads of time to plan the following fundraisers.



Sweepstake

We've included a fun sweepstake game on our website that you can download. In the build up to your Relay, ask your friends and colleagues to donate to guess how many steps you'll take at the event. The winner could receive a prize of your choice.



International day

Whether you've travelled the world or just love a particular culture, why not ask your school or work colleagues to dress in the colours of their favourite countries' flags and donate to participate? You could even expand the idea and sell some healthy snacks inspired by each country.

Quick wins

Brave the shave

Reel in the donations by braving a head or beard shave. Fundraise even more by allowing your colleagues or peers to help dye your hair prior to the big chop.



Movie screening

Gather your classmates and colleagues for a classic film and raise even more by selling homemade popcorn.



Matched funding

Many companies offer employees the chance to boost their fundraising efforts by 'matching' the money they raise (sometimes up to a maximum amount). Speak to your line manager or HR team to find out if your employer does.

Fundraising ideas for your community



Here are some ideas that can bring together your whole community.

More than 3 months until your Relay?

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Seasonal carnival

Whether it's celebrating summer, Diwali or the festive season, there are so many ways to bring your community together. Set up fun stalls with games and treats and provide top entertainment. Attendees are guaranteed to have a fab time whilst helping you raise money for Relay For Life.

Top tip

Whatever your fundraiser is, have a collection box on hand to make donating quick and easy. Speak to your Relay committee to request collection materials.



1-3 months to go?

That's loads of time to plan the following fundraisers.



Get sporty

Nothing unites people more than sport! Whether it's football, golf or an inflatable obstacle course, why not bring out the competitive streak in people while raising money? Spread the word and see if local businesses can help or donate a prize.



Vintage fashion show

Combine style and sustainability by requesting clothing donations from your local community and organising your own fashion show at a local hall. Raise money by auctioning off items at the end and charging people a small entry fee.



Quick wins

Karaoke night

What better way to raise money for world-leading research than belting out your favourite tunes?

Car wash

By grabbing a bucket, a sponge and a few friends, you can easily organise a car wash in your community.



Exercise club

Get ready to walk your Relay laps by joining a local walking or running club. You can tell your new friends you're taking part and they might want to join your team or donate.



Fundraising ideas to challenge yourself

Take on a personal challenge and see how much you can raise individually.

More than 3 months until your Relay?

You've got plenty of time to raise those all-important pounds. Why not push the boat out and host a large-scale fundraiser?



Give it up

If you've got a bad habit you've been meaning to kick, why not give it up and get sponsored to do it? If your habit is costly, you could donate the money you save and raise even more to help life-saving research.

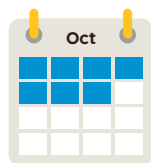
Top tip

However you choose to fundraise, please make sure it's legal and safe. For advice on legal and safety issues, visit cruk.org/fundraisesafely



1-3 months to go?

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Set the bar high

Do something out of your comfort zone to show how far you'd go to fundraise for Cancer Research UK. Sign yourself up to something exhilarating like a skydive or abseil and get your friends and family to sponsor you. Or keep your feet on the ground and do something just as brave for donations, like performing in public.

Get crafty

Have an eye for arts and crafts? Share your talent with friends and family by creating some masterpieces in return for a donation. Think seasonal and create personalised cards, summer holiday photo frames, Valentine's jewellery, homemade Hanukkah candles or even personalised school pencil cases.



Quick wins

Lend a helping hand

Have a knack for dog-walking or gardening? See if people will give you a donation for taking some tasks off their hands.



Stay silent

If you're a chatterbox who finds being quiet a challenge, then raise funds with a sponsored silence. Just make sure you shout loud about why you're fundraising before and after the challenge!

Wax it

Getting waxed is a classic charity fundraising idea that's guaranteed to get results. Your friends are always willing to pay to hear you shout 'ouch!'.

Your fundraising powers progress

Did you know?

Setting a target on your online Giving Page can help you raise almost 150% more than people who don't.*

£5

could buy 100 plastic test tubes, the understated tools of any experiment.



£40

could buy a pipette that precisely measures tiny amounts of liquid, making sure our scientists get accurate results in their experiments.



£160

could buy a cell staining kit, which our scientists use to distinguish between different types of blood cells.



£450

could fund the PETReA trial, which aims to help doctors decide how to treat lymphoma, for one day.



£1,000

could fund one of our cancer nurses for one week. Our nurses offer confidential support and guidance to people affected by cancer.



£2,500

could fund Dr Luigi Ombrato's research, discovering what's behind breast cancer spreading, for one week.



*Based on analysis of Cancer Research UK's Giving Pages from 1 January 2024 to 30 June 2024

How to return your fundraising

Through JustGiving

This is the easiest and quickest way to send in your raised funds. Collect all your hard-earned funds, add them to your JustGiving fundraising page and watch that total go up!

Through your committee

Take the funds you've raised to your next team night and your Relay committee will send it to us directly. If you have any questions about returning your money, please talk to your Relay committee.

Top tips for social media

Follow these steps to harness the power of social media when promoting your fundraiser and share your Relay successes with friends and family.



1. Get visual

Use bright, clear pictures and short videos of yourself when you post about your fundraiser. Short video clips can be quick wins to post to Stories and can also be stitched together to create Reels or TikToks.

2. Show your face

People respond most to images and videos that show human faces, so don't be shy! Why not wear your Relay t-shirt in all your selfies?

3. Post where your people are

If most of your friends and family are on Facebook, you don't need to suddenly create a TikTok account to promote your fundraising.

4. Use hashtags

Find hashtags that relate to fundraising. #CancerFundraiser and #CancerResearchUK are great places to start.

5. Post consistently

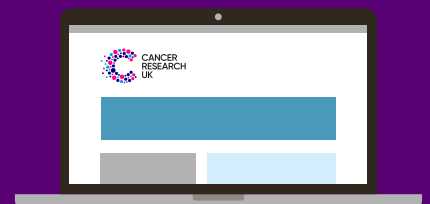
Post enough that people won't forget about your fundraiser, but please resist the urge to spam your followers! Once or twice a week is a good rule of thumb.



Looking for more fundraising ideas?

Check out our A-Z fundraising guide at cruk.org/fundraise

Need more fundraising materials? Get in touch with your local Relay committee at cruk.org/relay or call 0300 123 1026



A big thank you

We can't thank you enough for signing up to Relay For Life and raising money for Cancer Research UK. We're so happy to have you join the Relay family this year. Whether you're taking part within a team or joining us as a Guest of Honour, you're playing an invaluable part in our work to save and improve lives.

We're part of an international movement of more than four million people taking part in 6,000 Relay For Life events across the globe each year. Together, we remember loved ones, honour everyone affected by cancer and celebrate the progress we're making through research.

We exist to beat cancer. And to make breakthroughs tomorrow, we need your help today.

Thank you for your support!

For more information

Visit cruk.org/relay
or call 0300 123 1026

Can't find what you're looking for?

Please talk to your Relay committee. Their contact details can be found on your local Relay event webpage.



Cancer Research UK



@CR_UK



@cr_uk



Lynn's story

In 2007, Lynn's dad lost his life to lung cancer. A year later, after signing up for Relay For Life Ascot, she discovered a lump in her breast and was diagnosed with cancer just before the event. Despite her fear, Lynn decided to take part. She says: "I didn't feel like a Survivor, but that changed as I watched a sea of purple walk around the track and realised that people do survive cancer."

Treatment wasn't easy and took its toll, but in 2009 Lynn proudly walked round the track with fellow Survivors and has done so ever since. Lynn became a Global Relay for Life Hero of Hope in 2014, an ambassador inspiring hope, courage and determination. She believes Relay is special: "Not only does it raise funds, it also gives those with cancer hope and gives me a way to remember my dad at the Candle of Hope ceremony."



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REGULATOR

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