

# Key messaging

## Relay For Life 2024/25



### Definition

Relay For Life celebrates the power of community fundraising in the fight to beat cancer. Teams of friends, families and colleagues fundraise for research to save and improve lives, then unite as a community at [an event/festival] to honour everyone affected by cancer and celebrate the progress we've made. The festival is focused around a relay where team members take turns completing an activity, whether that be laps of a track, walks through a park or some other challenge, to show that step by step, we're beating cancer.

### Key message

Relay For Life brings communities together to fundraise for Cancer Research UK and beat cancer.

### Messages to promote the event and fundraising

Use these messages when you're short on space eg social media:

- Join your local community to honour loved ones and celebrate our progress in beating cancer.
- Celebrate Survivorship, remember loved ones and help beat cancer. Join us for an unforgettable [event/festival] showcasing the amazing community spirit of [Location] in making breakthroughs happen.
- Join your local Relay For Life for a celebration of community fundraising for Cancer Research UK.
- Fundraise for world-leading research and unite with friends, families and colleagues for an unforgettable [event/festival] celebrating community fundraising to beat cancer.
- Gather your friends, families and colleagues for a celebration to remember. Experience the incredible spirit of your local community in a celebration of the research progress we're making for people affected by cancer.
- Relay For Life brings communities together to honour everyone affected by cancer and celebrate the progress we've made in research through community fundraising.
- We're the world's largest charitable funder of cancer research. We want to bring about a world where everybody lives longer, better lives, free from the fear of cancer. To make breakthroughs tomorrow, we need your help today.
- By starting or joining a Relay For Life team, you're helping to fund research and make discoveries. You're helping to bring about a world where everybody can live longer, better lives, free from the fear of cancer.
- Every Relay, every team, every Survivor and every pound raised is helping to bring about a world where everybody lives longer, better lives, free from the fear of cancer.
- Join us as we raise [insert £] for world-class cancer research that will help to keep more families and friends together in the future. Sign up to Relay For Life [Location] today.

**The below descriptions can be used when you have more time and space to explain Relay:**

## Short Copy

Relay For Life celebrates the power of community fundraising in the fight to beat cancer.

Teams fundraise for world-leading cancer research then unite as a community at [an event/a festival] to honour everyone affected by cancer.

We're the world's largest charitable funder of cancer research. We exist to beat cancer. And to make breakthroughs tomorrow, we need your help today.

Take part in Relay For Life [Location]!

Together we are beating cancer.

Join us now at [cruk.org/relay](https://cruk.org/relay)

## Medium Copy

Relay For Life celebrates the power of community fundraising to make breakthroughs happen.

Across the UK and around the globe, teams of friends, families and colleagues fundraise for world-leading cancer research. Then, we unite as a collective at [an event/a festival] to remember loved ones, honour everyone affected by cancer and celebrate the progress we're making. Anyone who has ever lived with cancer is welcome to join and invite someone who has supported them through their illness. We're the world's largest charitable funder of cancer research – we exist to beat cancer. To make breakthroughs tomorrow, we need your help today.

Enter Relay For Life [Location]!

Together we are beating cancer.

Join us now at [cruk.org/relay](https://cruk.org/relay)

## Detailed Copy

Relay For Life celebrates the power of community fundraising to make breakthroughs happen. Across the UK and around the globe, teams of friends, families and colleagues fundraise for world-leading cancer research. Then, we unite as a collective at [an event/a festival] to honour everyone affected by cancer and celebrate the progress we're making.

The [event/festival] is focused around a relay where team members take it in turns to complete an activity, whether that be laps of a track, walks through a park or some other challenge to show that step by step, we're beating cancer. Together, we remember loved ones, and celebrate the tomorrows made possible.

Each Relay is organised by a dedicated local volunteer committee delivering an incredible event of celebration and remembrance:

- We honour our special guests who've lived through cancer.
- We enjoy a variety of games and music from local performers – there's something for the whole family to enjoy.
- We hear about Cancer Research UK's breakthroughs.
- The Candle of Hope ceremony gives us a moment to reflect and honour everyone affected by cancer.
- The closing ceremony celebrates our progress and inspires us all to continue our efforts to beat cancer.

We're part of an international movement of over four million Relayers, taking part in 6,000 Relay For Life events across the globe. Together, we've raised over \$6.9bn as a worldwide collective to beat cancer. We're the world's largest charitable funder of cancer research – we exist to beat cancer. To make breakthroughs tomorrow, we need your help today.

Enter Relay For Life [Location].

Together we are beating cancer.

Join us now at [cruk.org/relay](https://cruk.org/relay)

## Call to action

Use these with one of the above descriptions to give fuller explanation about how supporters can specifically take part.

**Everyone can be a part of Relay For Life and join the collective effort to beat cancer.**

### Start a team

Bring together family, friends or colleagues and get the kids involved. Set a team goal and lead your team to fundraising success.

### Join a team

Know someone who's starting a team? Join them and encourage others to do the same! You'll have fun and gain an amazing sense of achievement as you smash your fundraising target ahead of an event to remember.

### Be a Survivor guest of honour

Anyone who has ever lived with cancer is invited to join us as our Guests of Honour. Survivors can create a team, join a team as a Team Member, or register as an individual for their local Relay event.

### Lead the Relay

Each Relay is led by a committed group of volunteers, steered by an Event Chair – these volunteer leaders are the backbone of the whole experience. They work all year round supporting each team's fundraising and creating an unforgettable Relay. If you can give the time, and have the skills to offer, your local committee would love to hear from you.

## Useful phrases and impact statements

- Together we are beating cancer.
- We exist to beat cancer.
- We want to bring about a world where everybody lives longer, better lives, free from the fear of cancer.
- We Celebrate, Remember and Fight Back.
- We're a collective effort.
- We are beating cancer. Step by step, day by day. Our work means that people with cancer live better lives through earlier diagnosis and kinder, more effective treatments.
- We raise money for world-leading cancer research then come together to celebrate and remember everyone affected by cancer.
- Our research has played a role in more than half of the world's essential cancer drugs.
- We helped prove the link between tobacco and cancer, preventing millions of deaths worldwide.
- Our research led to the development of the HPV vaccine, which is expected to prevent almost 90% of cervical cancers in the UK.
- Over the last 50 years, our research has helped double breast cancer survival in the UK.
- We were a key player in the development of radiotherapy, which now benefits millions of cancer patients worldwide.
- We're the world's largest charitable funder of cancer research. We've committed to spend at least £1.5bn on research over a five-year period from 2021/22 to 2025/26.

## How we sound

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| <p><b>Bold</b></p> <p><b>Powerful headlines</b> – say something bold, intriguing, unusual.</p> <p><b>Be one of a kind</b> – avoid clichéd language.</p> <p><b>Say it proudly</b> – we're confident and honest, direct and focussed.</p> <p><b>Paint a picture</b> – tell honest stories capturing personal moments.</p> | <p><b>Optimistic</b></p> <p><b>Think big and small</b> – it takes tiny manageable steps to beat cancer.</p> <p><b>Inspire action</b> – use powerful, personal and stirring words to rally people.</p> <p><b>Be positive</b> – focus on the impact we're making.</p> <p><b>Be balanced</b> – we're realistic and don't exaggerate.</p> | <p><b>Engaging</b></p> <p><b>Sound like a person</b> – warm, friendly, natural, write as you'd speak and don't be stuffy.</p> <p><b>Be inclusive</b> – it's not you and me, it's us.</p> <p><b>Inject humour</b> – the subject may be serious, humour can help with balance.</p> | <p><b>Smart</b></p> <p><b>Start with your main point and keep it short</b> – don't feel that you need to say anything else.</p> <p><b>Back it up</b> – back up your claims with facts.</p> <p><b>Give them a reason</b> – tell your reader what they need to do, and why it's important.</p> |
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| We say...                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | We don't say...                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| <p>Relay For Life is a celebration of community fundraising.</p> <p>Join Jane, Lizzie and Dave for a team fundraising challenge you won't forget.</p> <p>Be part of an international movement of over four million Relayers, taking part in 6,000 Relay For Life events across the globe.</p> <p>Together, we'll raise £xxxx for Cancer Research UK.</p> <p>Jane is proud to be a cancer survivor and is looking forward to taking part with her children, who she thought she might never see grow up.</p> <p>We are beating cancer, one day at a time / £1 at a time / one step at a time.</p> | <p>Relay For Life is a year-round fundraising challenge.</p> <p>Relay For Life Coventry is looking for participants.</p> <p>Please join Relay For Life York – we need you!!!</p> <p>We are hopeful that we might raise £50,000 for Cancer Research UK. With your help, we could raise enough to fund even more research.</p> <p>Our event will be attended by a number of survivors, so if you are a cancer survivor please sign up now.</p> <p>With your help, we could find a cure!</p> |