



Challenge
yourself in
December

12 Dips of Christmas Challenge

Your fundraising guide

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Got a question?

If you can't find the answer in this pack, visit our [FAQ's page](#).

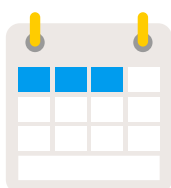
Getting started

Simple steps to get your challenge going.



Spread the word

Let everyone know about your challenge and encourage others to join in too.



Plan your challenge

Think about when and where you'll complete your 12 dips, whether that's a refreshing dip at the beach over the weekend or an ice bath to kick-start your day.



Get fundraising

Use the tips and tools in your pack to start raising money.



Team up

Encourage your friends to take part with you and motivate each other to smash your goals.



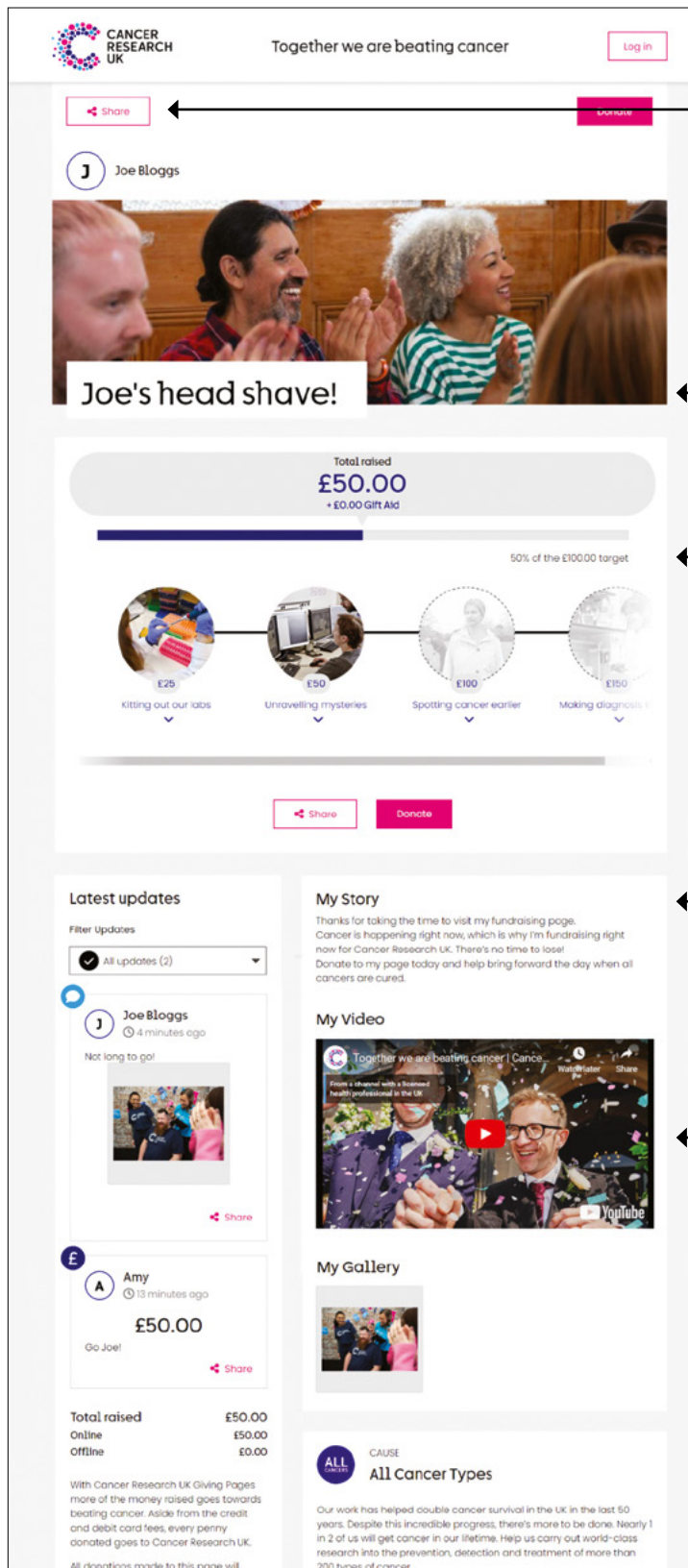
Stay safe when swimming

If you're heading into open water, check the current and depth, and read our **[cold-water safety guidance](#)**



Your online Giving Page

Here are some top tips to maximise your page.



Share your page

Every time you share your online Giving Page, it's worth an **extra £60 on average and can increase your page value by 33%**. Remember to frequently share your page on all your socials, over email and at work too.

Add a picture

Add a photo to your page to give it that personal touch and show people why you're doing your amazing fundraising activity. **Online Giving Pages with images raise almost £100 more on average than those without.**

Add a fundraising target

People who set a fundraising target raise **146% more on average*** than people who don't.

Add your story and motivation

Why should people donate to your page? Your story is arguably the most important part of your page, so remember to add as much information as you're comfortable with to really boost donations.

Add a video

A video can be a great way to show your supporters why you're doing your challenge and keep them updated on your progress. **Online Giving Pages with a video are twice as likely to receive a donation.**

*Stats from August 2024



Fundraising ideas

We want to make sure you're rewarded for your incredible effort. To kickstart your challenge, we've put together these handy fundraising tips and ideas.

Kickstarters

Make the first move

Show potential supporters that you're committed by making a contribution to your own online Giving Page to kick off donations.



Host a dinner party

You'll need fuel for your challenge, so why not host a dinner party fundraiser? It's simple – you cook for your friends in exchange for a donation.

Celebrate with a wrap-up event

'I'll donate when you've done it' – the words no fundraiser wants to hear! Hold doubters to their word with a wrap-up event at the end of your month and lap up those last-minute donations.



At work



Ask your employer

Doing this challenge may help you feel more energised at work. What's your company prepared to donate to their happier and healthier employee? See if they'll make a donation or match the funds you raise.

Let your colleagues know

Send an email to your work colleagues to let them know you're taking on this challenge to help fund life-saving research.

Tip: Add your online Giving Page to your email signature.

Promote your fundraising on social media

1

Post a photo or video in your free Cancer Research UK santa hat



2

Post your online Giving Page link so more people see it

3

Tag three friends who might like to take part with you



Join our Facebook community

Meet other supporters completing the challenge, share top tips and motivate each other through the month by joining our [12 Dips of Christmas Challenge Facebook group](#).



12 Dips of Christmas Challenge

Challenge guide



Important:

Please read our [cold-water safety guidance](#) before starting your challenge.



Make a plan

Use your challenge calendar to plan where and when you'll complete your dips.

Team up

Taking on your dips with others can help keep you motivated and make each one more enjoyable. Whether you dip together or go solo, encourage friends and family to get involved and cheer you on.

How to dip

There are plenty of ways to complete your 12 cold-water dips, whether you're near open water or taking part at home. Choose what works best for you and take the plunge your way.

Take a dip in the sea

If you're lucky enough to live near the coast, enjoy a refreshing sea dip and embrace the winter waves.

Visit a local lake, loch or lido

Head to a nearby outdoor swimming spot and take on your challenge surrounded by nature.

Plunge into a paddling pool

No open water nearby? Fill a paddling pool with cold water and complete your dips in your garden.

Have a cold shower

A cold shower is a simple way to take part, especially if you're short on time or can't easily get to open water.

Try an ice bath

Fill a bath with cold water and add ice for an extra-chilly challenge. Make sure you follow our cold-water safety guidance.

Get warm

It's very important to warm up after your dip. Pack warm, dry clothes, plenty of layers and a blanket or towel.

What to bring

1. A swimming costume or wetsuit
2. Warm, dry clothes to change into
3. Extra layers, such as a jumper, blanket and hat
4. A hot drink in a flask



Calendar

Plan your challenge across the month



Day	
1	Ready, set, go!
2	
3	
4	
5	
6	
7	
8	One week down! You're smashing it!
9	
10	
11	
12	
13	
14	
15	
16	You're halfway! Keep going!
17	
18	



Day	
19	
20	
21	
22	
23	
24	Only one week to go.
25	Merry Christmas!
26	
27	Keep going, you're nearly there!
28	
29	
30	
31	You've done it!



Visit cruk.org/12dipsofchristmas

Together we are
beating cancer



In aid of

CANCER
RESEARCH
UK

12 Dips of Christmas Challenge

Totaliser

Name

.....

is taking the plunge
into cold water for 12
days this December to
help support life-saving
cancer research.

Donate to their online
Giving Page to help
them smash their target.

Your online Giving Page URL

.....

Visit

cruk.org/12dipsofchristmas

Cancer Research UK is a registered charity in
England and Wales (1089464), Scotland (SC041666),
the Isle of Man (1103) and Jersey (247).

Target

£

Total

£

Week 4

£

Week 3

£

Week 2

£

Week 1

£

Sponsorship form



Please make sure you fill out each section accurately and in full.

If any of your sponsors would like to add Gift Aid to their donation, please encourage them to donate online where they'll be given the option to include Gift Aid during the process.

Your details are safe with us. Check out our privacy policy at cruk.org/privacy for more details.

Please use blue or black pen and write in CAPITAL letters.
Please only return this form to us if you are paying by cheque.

Your details

Title: _____ First name: _____ Last name: _____

Address: _____

Postcode: _____ Telephone: _____

Title	First name	Last name	Postcode	Home address	Amount	Date collected
MISS	ANNE	EXAMPLE	ABI 2CD	12 EXAMPLE TERRACE, LONDON	£20.00	DD/MM/YYYY
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /

I've raised a total of £

Next steps

- Collect your donations from your sponsors and send this sponsorship form, along with a cheque made payable to Cancer Research UK, to CRUK 2RP, PO Box 81666, London, E15 9LJ (please don't send cash).
- Please don't photocopy this form. If you need additional forms please print separately.

Visit cruk.org/12dipsofchristmas

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Take part as a team

Recruit your friends, family or work colleagues to join your challenge by following the four steps below.

1. All your team members will need to sign up to the challenge so they each have their own Cancer Research UK online Giving Page.
2. Once everyone's signed up, log in to your account.
3. Scroll down and hit the 'Create new team' button and follow the instructions.
4. When sharing your team page URL, make sure you're contacting people who know you and want to hear from you.

How are you going to tackle the challenge together?

Use the 12 boxes below to track your team's 12 Dips of Christmas Challenge. Each time you complete a dip for the team, write your name in one of the boxes. Your challenge will be complete once all of the boxes have a name in it.

Visit cruk.org/12dipsofchristmas

Dip	Name
1	
2	
3	
4	
5	
6	

Dip	Name
7	
8	
9	
10	
11	
12	



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12 Dips of Christmas Challenge

Sweepstake

Step 1: Get ready

Source a prize for your sweepstake and fill out the details at the top and bottom of the poster on the next page.

Step 2: Get set

Ask your friends, family and colleagues if they'd like to guess the temperature of your coldest dip in return for a suggested donation. Then, get them to fill in their name and temperature prediction in a box, and reveal the answer after you've completed all 12 dips. Make sure to make a note of the temperature when you take the plunge!

Step 3: Go!

Announce the winner on the date you've mentioned on your poster.

Step 4: Don't forget

Return your donations in the form of a cheque (payable to Cancer Research UK) or postal order to:
12 Dips of Christmas Challenge, CRUK 2RP,
PO Box 81666, London, E15 9LJ

Remember to include your name and address so we can add it to your fundraising total. If you'd prefer to collect your donations digitally, please share your online Giving Page with sweepstake participants.



12 Dips of Christmas Challenge Sweepstake



How cold will my coldest dip be?

Please donate* £ to take a guess and support Cancer Research UK.

The person with the closest guess to the temperature of my coldest dip during the challenge will win.....

Temp	Name	Temp	Name	Temp	Name

Visit cruk.org/12dipsofchristmas

- *No donation is necessary.
- To enter, write your name and predicted temperature in a box.
 - Closing date Winner will be revealed by
(Please write the closing date and when you will announce the winner here.)
 - The person whose guess is closest to the temperature of my coldest dip will win the prize listed above. If the winning temperature is exactly between two guesses, the prize will be given to the guess with the lower of the two temperatures.
 - All money raised will be donated to Cancer Research UK.
 - The promoter to collect and send money to: 12 Dips of Christmas Challenge, CRUK 2RP, PO Box 81666, London, E15 9LJ
 - The promoter is
.....
(Please write the name and address of the person organising this sweepstake here.)
 - Cancer Research UK is not the promoter and does not accept any responsibility for your sweepstake.
 - Sweepstake for use in the UK only, to be run by and for the participation of people aged 18 or over only.

12 Dips of Christmas Challenge

Pledge card

Add your story of why you're taking part and share across socials with your online Giving Page



I'm
completing
12 cold
water dips
because...

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In aid of

**CANCER
RESEARCH
UK**



12 Dips of Christmas Challenge

Finisher 2026



This December

Your name

.....

Completed the
12 Dips of Christmas Challenge

raising

Amount raised

.....

to help beat cancer

Thank you for your support.

You're helping to bring about a world where everybody
lives longer, better lives, free from the fear of cancer.



**CANCER
RESEARCH
UK**



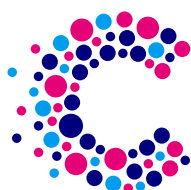
I'm fundraising for Cancer Research UK

Name

Challenge

Event date

Event details



In aid of

**CANCER
RESEARCH
UK**

**Together we are
beating cancer**

Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247).

Thank you for powering progress

Over the past 50 years,
our work has helped double
cancer survival in the UK.

We're the world's leading cancer charity, dedicated to saving and improving lives with our research. Our vision is a world where everybody lives longer, better lives, free from the fear of cancer. And, backed by your support, step by step, our researchers are making this vision a reality.

The difference your money makes



£65
could buy special
restriction enzymes

These act like molecular scissors to cut up the long strands of DNA in our cells, helping us to learn about more than 200 types of cancer.



£170
could fund one day of
the ABC-07 clinical trial

This is testing innovative radiotherapy techniques for treating people with rare bile duct cancer.



£200
could fund our team of nine
cancer nurses for one hour

Our expert team of cancer information nurses are on hand to offer confidential support and guidance to people affected by cancer.

8 in 10

people who receive cancer drugs in the UK receive a drug developed by or with us.*

1 million

Thanks to progress in cancer prevention, diagnosis and treatment, over **a million lives have been saved** from the disease in the UK since the mid-1980s.**

90%

Our research led to the development of the HPV vaccine, which is expected to **prevent up to 90% of cervical cancer cases** in the UK.

Find out more about
our latest progress at
cruk.org/cancernews



**CANCER
RESEARCH
UK**

Together we are
beating cancer

*Estimated based on Cancer Research UK analysis of England data

**cruk.org/millionlives

Reg charity numbers 1089464, SC041666, 1103 & 247



Registered with
**FUNDRAISING
REGULATOR**