



Challenge  
yourself in  
December  
2026

## 12 5ks 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 [FAQs page](#)

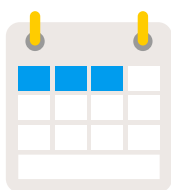
# Getting started

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

Plan ahead and decide when you'll tackle your 12 5ks. Spreading them across the month can help you stay on track and finish strong.



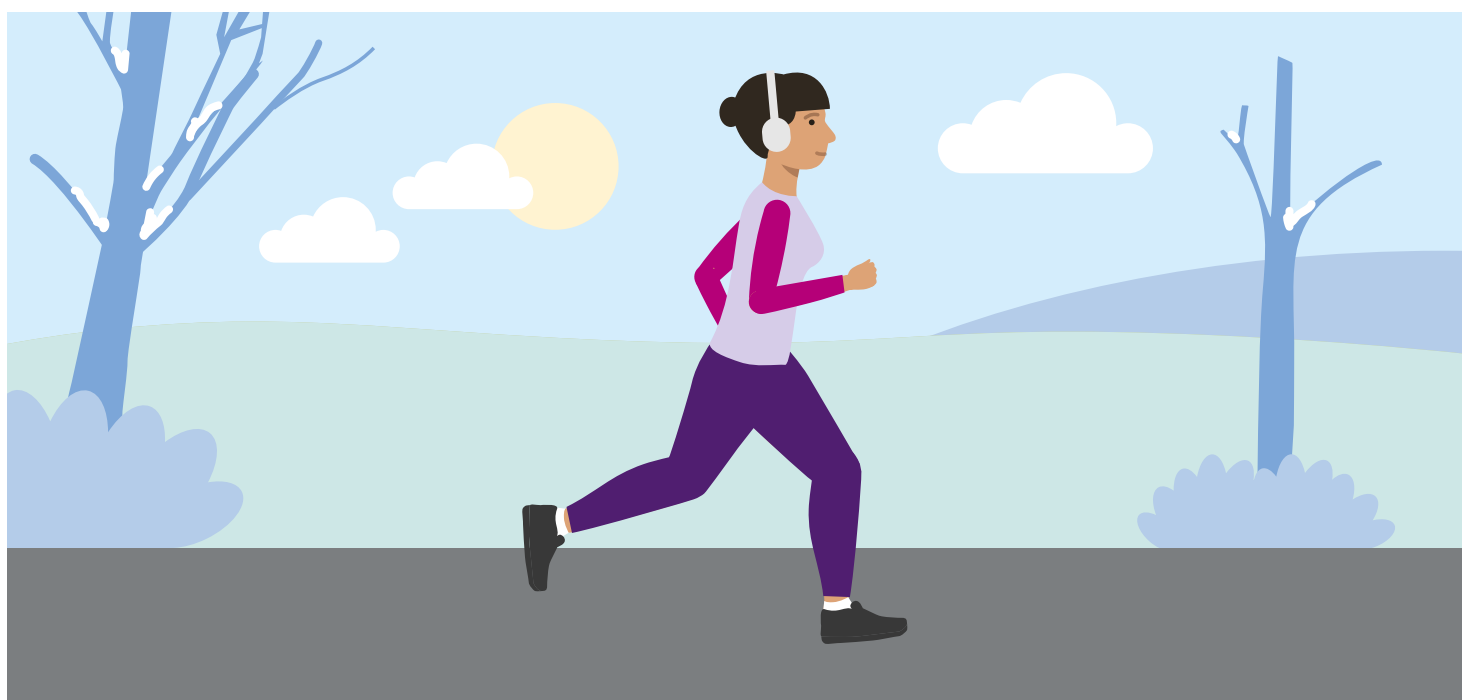
## Get fundraising

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



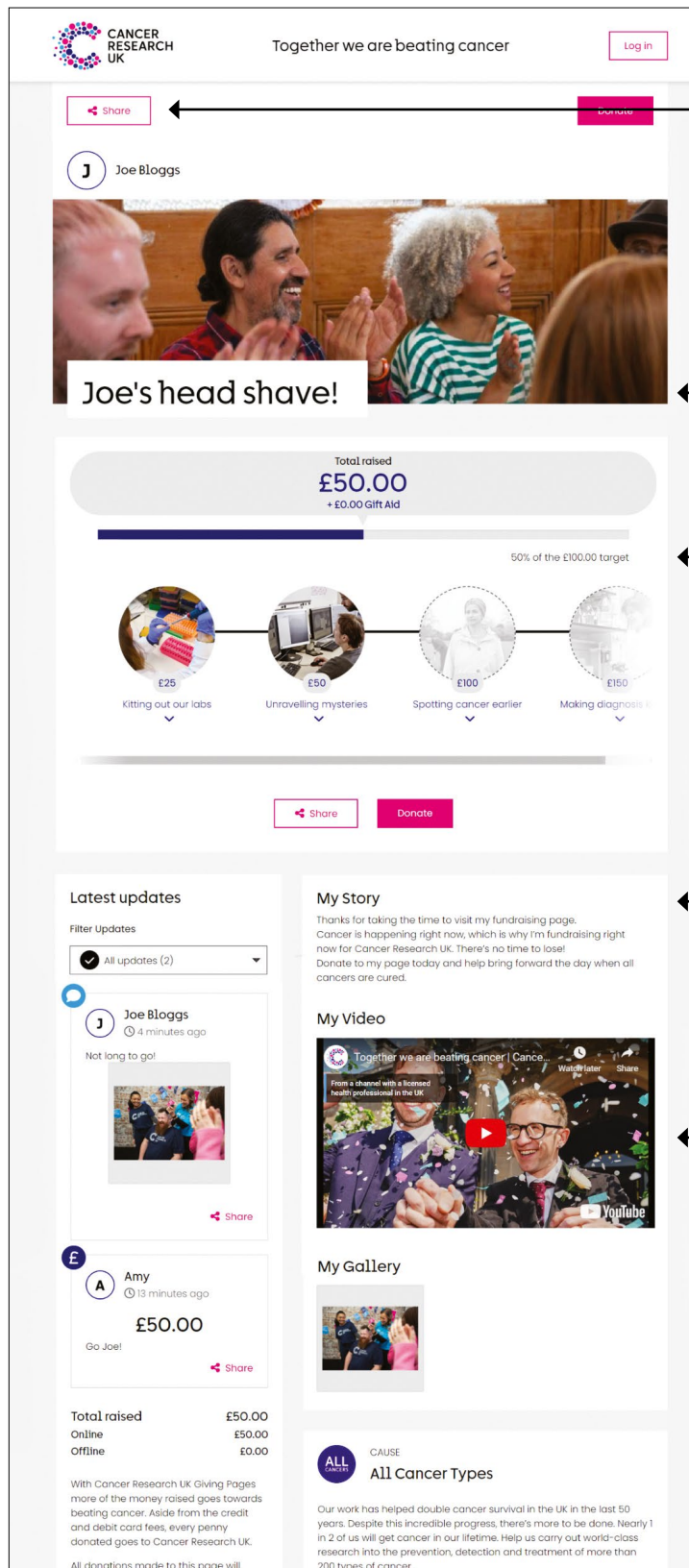
## Team up

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



# 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 festive 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 link 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 5ks of Christmas Challenge Facebook group**.



# 12 5ks of Christmas Challenge

# Training guide



## Adapt the challenge to suit you

There are people of all levels of fitness doing this challenge. The important thing is that you're doing something that challenges you. This will vary from person to person, so tailor the challenge to suit you. The goal is to complete 12 5k runs in December. However you choose to tackle your runs, you'll be helping us to power progress.

## Ease your way in

Remember to stretch before and after you run. Consider finding out how long your 5ks will take and what time of day works best for you before the challenge begins.

## Make a plan

Use your challenge calendar to plan where and when you'll be completing your 5ks.

## Team up

Running in a group will inspire you to push harder than you might on your own. Whether you complete your 5ks together or individually, encourage others to join in the challenge too.

## Fuel your runs

You'll likely be using more energy than usual. Make sure you've got enough fuel to complete your runs by eating a healthy and nutritious diet. For more information, visit [cruk.org/diet](https://cruk.org/diet)



## Keep hydrated

Make sure you drink enough water before and after your runs.



# Calendar

Plan your challenge across the month



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

| Day |                                                                                                            |
|-----|------------------------------------------------------------------------------------------------------------|
| 17  |                          |
| 18  |                                                                                                            |
| 19  |                                                                                                            |
| 20  |                         |
| 21  |                                                                                                            |
| 22  |                                                                                                            |
| 23  |                                                                                                            |
| 24  | Only one week to go.  |
| 25  | Merry Christmas to<br>all who celebrate                                                                    |
| 26  |                                                                                                            |
| 27  | Keep going, you're nearly there!                                                                           |
| 28  |                                                                                                            |
| 29  |                                                                                                            |
| 30  |                       |
| 31  | You've done it!                                                                                            |



In aid of

CANCER  
RESEARCH  
UK

12 5ks of Christmas Challenge

# Totaliser

Name

.....

is doing 12 5ks in  
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/125ksxmas26](https://cruk.org/125ksxmas26)

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](https://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/125ksxmas26](https://cruk.org/125ksxmas26)

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# 12 5ks 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 how long you'll spend running that week in return for a suggested donation. Then, get them to fill out their guess and name in a box.

## 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 5ks 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 5ks of Christmas Challenge Sweepstake



How long will ..... run for this week?

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

The person with the closest guess to the total weekly time spent running will win

.....

| Mins | Name | Mins | Name | Mins | Name |
|------|------|------|------|------|------|
|      |      |      |      |      |      |
|      |      |      |      |      |      |
|      |      |      |      |      |      |
|      |      |      |      |      |      |
|      |      |      |      |      |      |
|      |      |      |      |      |      |

Visit [cruk.org/125ksxmas26](http://cruk.org/125ksxmas26)

- \*No donation is necessary.
1. To enter, write your name and predicted run time in a box.
  2. Closing date ..... Winner will be revealed by .....  
(Please write the closing date and when you will announce the winner here.)
  3. The person whose guess is closest to the running time will win the prize listed above.  
If the winning running time is exactly between two guesses, the prize will be given to the guess with the shorter time of the two.
  4. All money raised will be donated to Cancer Research UK.
  5. The promoter to collect and send money to: 12 5ks of Christmas Challenge, CRUK 2RP, PO Box 81666, London, E15 9LJ
  6. The promoter is .....  
.....  
(Please write the name and address of the person organising this sweepstake here.)
  7. Cancer Research UK is not the promoter and does not accept any responsibility for your sweepstake.
  8. Sweepstake for use in the UK only, to be run by and for the participation of people aged 18 or over only.

# 12 5ks 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 running  
12 5ks in  
December  
because...

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



# 12 5ks of Christmas Challenge

## Finisher 2026



Your name

.....

Completed the  
12 5ks 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.





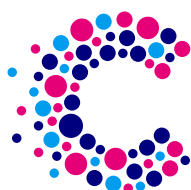
# I'm fundraising for Cancer Research UK

Name

Challenge

Event date

Event details



In aid of

**CANCER  
RESEARCH  
UK**

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**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](https://cruk.org/cancernews)



**CANCER  
RESEARCH  
UK**

Together we are  
beating cancer

\*Estimated based on Cancer Research UK analysis of England data

\*\*[cruk.org/millionlives](https://cruk.org/millionlives)

Reg charity numbers 1089464, SC041666, 1103 & 247



Registered with  
**FUNDRAISING  
REGULATOR**