



Get  
started  
today

# Relay For Life

## Fundraising guide

[cruk.org/relay](https://cruk.org/relay)



# Kick-start your Relay fundraising journey



Every Relay, every team, every survivor and every pound raised is helping bring about a world where everybody lives longer, better lives free from the fear of cancer. By starting or joining a Relay For Life team, you're helping to fund world-class cancer research that will help to keep more families and friends together in the future.

01

## Build your Relay dream team

The essence of Relay For Life is in family and friends uniting to fundraise for research to save and improve lives. Bigger teams are not only more fun, they also raise more money. So, ask a friend, colleague or family member to sign up to join you on this unforgettable Relay experience.

02

## 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, tried and tested by our Relayers in the past!

03

## 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.

04

## Attend team nights

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

05

## Pay in your donations as you go

The quicker you return your raised funds, the sooner you'll be able to make a difference. See page 7 for how you can return your hard-earned donations.

06

## Take a deep breath and relax

It's finally time for you to bask in the glory of knowing you've made a difference and are helping to beat cancer. Get ready for an amazing Relay event where you will unite with your fellow Relay heroes to celebrate survivorship.

**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 a few fun and easy ideas to suit you.

## Do you have more than 3 months until your Relay?

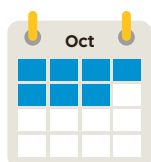
You've got plenty of time to raise those all-important pounds. Why not push the boat out and host a large-scale fundraiser?

### Share your skill

Hold a class or activity using your best skills. Teach your peers or colleagues how to cook or host an exercise class. Alternatively, you could provide the entertainment by putting together a concert featuring you and your friends. Raise money by selling tickets!

### Top tip

Don't let the distance stop you from fundraising, there are many ways to put on virtual events that will get friends, family and colleagues involved from afar.



## Between 1 – 3 months?

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

### Sweepstake

Pick a fun sporting event, whether it be the Euros, World Cup or Wimbledon. Or maybe you can start up a fantasy football league. Get everyone to donate to enter and pick a team. The winning team will receive a prize!

### Superhero day

Host a themed fancy dress day and get everyone to donate to participate. Why not invite people to come up with their very own superhero, design their costume and even decide on their unique superhero power?



## Quick wins

### Make bold moves

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

### Cinema screening

Gather your friends for a classic and raise even more by offering unique homemade popcorn.



### Bake sale

Get coworkers and classmates involved – it doesn't have to be all sweet treats – why not try a savoury bake sale?





# Fundraising ideas for your community



Ideas for when you're in it together as a community.

## Do you have more than 3 months until your Relay?

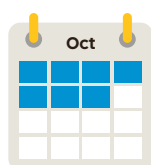
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### Brunch party

Bring your friends and family together for those famous avocado and eggs. Get in the spirit by adding a fun theme or hosting a quiz they can enjoy while they dine. Don't forget to reach out to local restaurants to see how they might be able to help you maximise the success of your event!

### Top tip

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



## Between 1 – 3 months?

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

### It's a knockout

Nothing unites people more than sport! Put on the ultimate sports day for adults or organise a sporting tournament. 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.



### Seasonal carnival

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.



## Quick wins

### Karaoke night

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

### Car wash

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



### Games session

Host a games session with people from your community and ask them to donate the money they would have spent on a night out.

# Fundraising ideas to challenge yourself

Why not take on a personal challenge and see how much you can raise individually?

## Do you have more than 3 months until your Relay?

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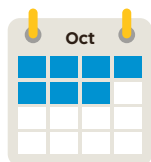
### 100-Day challenge

Set yourself a goal with a difference. Take a challenge with press ups, squats or cycling and increase it each day. Continue to do this for 100 days, sharing your journey with friends and family. This will not only help you raise funds in sponsorship, but also awareness of Relay For Life.



### Top tip

However you choose to fundraise, please make sure it's legal and safe. Find further advice on legal and safety issues at [cruk.org/fundraisesafely](https://cruk.org/fundraisesafely).



## Between 1 – 3 months?

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

### 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 extreme like a skydive or abseil and get your friends and family to sponsor you. Or, keep your feet on the ground but do something just as brave by performing in public for donations.

### 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 ironing or wrapping presents? See if you can get donations for offering up your skills to someone who might want those tasks taken off their hands.

### Coins instead of a cake

Instead of your favourite treat, set aside the money you would spend for a month and add it to your fundraising. You'll be surprised how much your fundraising total can rise!



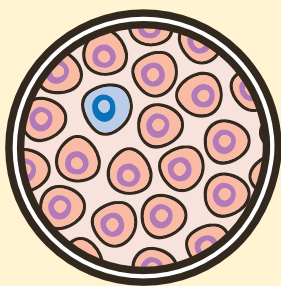
### Wax it

Sometimes it's best to go back to basics. Getting waxed is a classic charity fundraising technique that's guaranteed to yield results. Your friends are always willing to pay to hear you shout 'ouch!'

# Your money powers progress

## Did you know?

If you set a target on your fundraising page, you could raise 46% more.



**£190**

could buy 600 Petri dishes, in which our scientists can grow and study cancer cells.



**£220**

could fund our team of nine cancer nurses for one hour. Our nurse helpline offers confidential support and guidance to people affected by cancer.

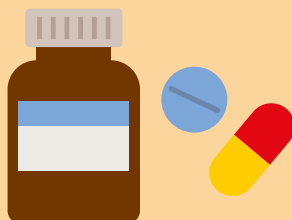


**£400**

could pay for a mini centrifuge, which is used to spin blood samples until different types of blood cells separate. Our scientists can then study the different types of cells to find out more about them.

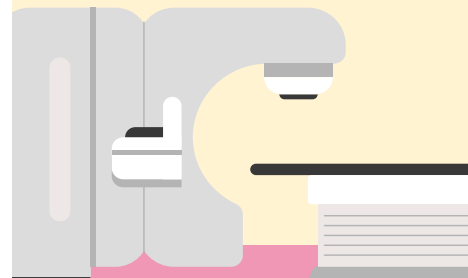
**£500**

could fund a lab technician for one week.



**£1,000**

could fund the Add-Aspirin trial for one day, which is investigating whether aspirin can stop cancer coming back after treatment.



**£2,500**

could fund 2 weeks of a trial testing innovative radiotherapy techniques for treating rare bile duct cancer.



# How to return your fundraising

## Pay in through JustGiving

This is the easiest and quickest way to send in your raised funds. Collect all your hard-earned funds and add them to your events JustGiving fundraising page. Watch that fundraising 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. Need more help? If you have any questions about returning your money, please talk to your Relay Committee.

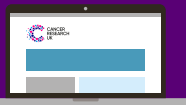
## Top tips for social media

Make sure you're benefiting from the power of social media. Follow these steps when promoting your fundraiser and share your Relay successes with friends and family.



- 01 Remember to share a link to your online fundraising page whenever you're promoting your fundraiser.
- 02 Shout about your fundraiser with people outside of your followers by using other popular hashtags eg #ThrowbackThursday, #GivingTuesday.
- 03 Follow local groups, businesses and high-profile people in your community. If they follow you back, it might open up new opportunities to promote your fundraiser.
- 04 If you're hosting a fundraising event, create an Eventbrite or Facebook event to invite all your friends and family.
- 05 Always try to post using an image or video to catch people's attention. Why not wear your Relay t-shirt in all your selfies?

## Looking for more fundraising ideas?



Check out our A-Z fundraising guide at [cruk.org/fundraise](http://cruk.org/fundraise)

Need more fundraising materials? Get in touch with your local Relay Committee at [cruk.org/relay](http://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 as a Team Captain, Team Member or Survivor, you play an invaluable part on this journey towards beating 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 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](https://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 page.



Cancer Research UK



@CR\_UK



@cr\_uk



## Elaine's story

Elaine was working in a Cancer Research UK shop in Edinburgh in 2016 when she was diagnosed with breast cancer. After surgery, chemotherapy and radiotherapy she's now eight years cancer free. She says: "I have been raising funds for Cancer Research UK since my brother died of cancer in 2007. My daughter Carrie also works for the charity. Together, we took part in Relay For Life Arbroath in 2019 – I was totally hooked." Elaine even became Dunbar Relay For Life Chair. Over two years, they raised over £130,000. She said: "It was incredible how the community pulled together and joined the fight. I find being together with other survivors is so special and powerful! We're creating more tomorrows."



Relay For Life is organised by volunteers from a Relay For Life Committee on behalf of Cancer Research UK. Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247). Also operating in Northern Ireland. The Cancer Research UK name and logo is a registered trademark of Cancer Research UK and the Relay For Life name and logo is a registered trademark of the American Cancer Society.