



Relay For Life Marketing FAQ's 2025

1. Why do we organise some elements of Relay Marketing centrally?

We organise marketing centrally when:

- **It is something that is crucial to the experience of all Relay participants**, like packs and a basic email journey.
- **It is something that is much more cost-effective to do centrally**, like designing promotional materials.
- **It is something that benefits from having national-level data**, like search adverts or asset download data where we can apply learnings, such as what images or words work best to encourage people to sign up or how often assets are downloaded.
- **It is a national campaign that requires a lot of coordination for all Relays to benefit from**, like the new CRUK brand campaign.

2. What will Relay For Life Marketing look like in 2025?

Following on from last year and our analysis showing that grassroots face-to-face interactions, coupled with real local community marketing work best for Relay – we are continuing to encourage this route, while also reducing costs where possible. This ensures more money can go into funding our life-saving research and means we will not offer budget to support local media spending in 2025.

All Relays are unique, and we believe committees are best placed to understand their own communities. Instead, alongside our complete brand refresh in 2024 with updated assets across Relay For Life, we've continued to update these assets again for 2025. These ensure Relay Committees have the tools to promote their own Relays via press (free advertising or editorial), socially within your own pages, and with posters and flyers. Like



in previous years, all of these will be available for committees to download, year-round and when required.

3. Has the CRUK Relay For Life Social page & group closed?

Yes, the group and page have now closed. At the start of 2023 we trialled moving the majority of Relayers from the social page, over to our new group. Unfortunately, we didn't see the levels of traffic we'd hoped for. Page visits and engagement to the official page declined significantly.

The engagement was mainly driven by committees' own pages, resharing our Cancer Research UK content to their own. Therefore, we took the decision to provide these assets to committees directly, so it can be shared when committees feel it's relevant to the audiences, at the right time and rather than waiting for our posts.

4. Where can I find marketing materials?

We have provided assets via our Marketing Materials website where materials can be downloaded, edited and used online or printed locally. This can be accessed via the Relay Resources page or using the link below.

This single-point website helps make the process accessible and smooth with no login details and spreadsheets for all teams involved. It gives Relays access to all materials as soon as we launch and works in line with CRUK's sustainability objectives, by reducing the wastage of both materials and budget. This was a problem when event details changed after print deadlines or when materials were printed but not used. Ultimately this will help minimise our environmental impact through postage and printing.

How does it work?



- The site is hosted on a hidden URL here [Relay For Life Materials 2025 | Cancer Research UK](#). There is no log in details, but **the link should only be shared internally and with your Relay committee members.**
- All assets will be downloadable, and you can use them online.
- If you would like flyers/posters printed you can print them locally using your committee funds.
- We have included editable flyers, posters and various press adverts. This means you can add your event details whenever they are confirmed.
- For any help on editing these assets, we have included a 'how to guide' to help ensure that materials are printed and edited correctly.

What is available?

- The site will host materials that should aid you and your Relays with recruiting new Relayers.
- You'll find flyers, posters, a press advert, social and digital assets, and much more
- All the assets have been updated and reflect Cancer Research UK's wider refreshed brand identity and tone of voice.

5. Do we have fundraising packs for supporters?

Supporters who've signed up to Relay For Life can download their fundraising materials via this link: [Relay For Life fundraising materials | Cancer Research UK](#)

Like the Marketing Materials website, this single link allows participants to access a range of content to help them fundraise across the year. These include a fundraising guide, supporter poster, sweepstake game, donation form, back sign, a Candle of Hope invite and range of social badges.

The supporter fundraising materials link is emailed out to everyone who's signed up a few days after their registration, but we'd welcome committees sharing this supporter fundraising link across the year.



6. Will we receive updated promotional/event packs following the Relay refresh?

Sustainability is very important to CRUK, and any additional costs have an adverse impact on how much we can allocate to life-saving research and achieving our goals.

These issues have been a high priority throughout the process and there will be no requirement to replace all printed assets by a set date. All our new branding is designed to complement our current offering, and we've prioritised refreshing assets we'd typically replace each year.

Over time and when the current packs require replacements within their natural cycle, they will be updated into the new brand styles at that point.

6. Will venue banners be available in 2025?

Whilst we understand some Relay committees want banners and others don't, we're mindful of our environmental impact. To ensure we're not printing more than is needed, we have designed a generic template which can be downloaded from the Marketing Materials website and printed on a local level, using committee funds.

The generic banners are the most sustainable and cost-effective option. Venue banners are a brand awareness tool, and their purpose is to drive people to our website. Without the date and venue, this is still an effective acquisition tool.

We would politely request Relays avoid designing banners themselves as the current versions have already undergone many levels of internal approval.

7. Why do we use the same images on recruitment materials, rather than photos of each Relay?



The reason we organise marketing materials centrally is that we make a significant cost saving for the charity and this means that more money can go to research. We would not be able to do this if we printed different materials for each Relay.

We also make sure that they represent as much of the diverse Relay family as possible, have all the necessary legal permissions to be used (e.g. ensuring no under 18's without consent, and permission from the photographer), and are high quality.

8. How do we access the results of post-event survey??

Your staff contact has access to this document and can share it with you.

9. What do you do on the website to make sure it's working for us?

In 2024 we changed the hosting of the Relay For Life event pages. All event pages are now hosted on Cancer Research UK's main site, and registration redirects to JustGiving, via a platform called Njuko. This allows every participant to have an individual fundraising page and allows funds to be sent directly to us much faster than previously. Aside from this change:

Before launch every year we:

- Refresh all the content on the website, including wording and images. We do this alongside various teams, including digital teams to assess how the pages have performed, in house copy writers and with multiple levels of approval.
- Make updates to the entry form where we think we can improve the experience for users or offer an additional function to help support your Relay. For example, JustGiving.
- Test every function of the website and JustGiving, from ensuring that people understand the wording, to making sure that payments process correctly, and the data is transferred and stored as it should be.



Throughout the year we:

- Provide ongoing support to fix any issues – please do get in touch via your staff contact if you think anything isn't working as it should.
- Test new ideas which we might want to do in the following year to make sure they work
- Monitor performance (like how much of the website people read, or which bits of the form are confusing people) and look for opportunities to improve.

11. What do Relay participants receive from a central supporter journey?

In 2025, participants will continue to register using a Njuko form, which will sign them up via Just Giving. Relayers will then receive a personalised email journey encouraging fundraising throughout the year. Depending on the participant's engagement of these emails, Just Giving will either increase or decrease the number of messages.

Alongside, all participants will receive information and support from us automatically after they sign up. However, it's important that you also keep in touch with them to let them know about activities and information that are specific to your Relay or your community. Marketing will provide templates for committees to use covering milestones such as '7 days to go' and 'Good Luck'. These templates will include optional secondary messages which can be added to tailor for your comms. For example, Register Your Interest for 2026 when sending 'sponsorship chase' emails etc.

All Relayers automatically receive the following from Cancer Research UK:

- A fundraising pack via email containing fundraising tips, tools, and advice as well as materials to help them get their friends involved in Relay.
- A thank you email at the end of the season in October when all event pages are closed.



In addition to this and once entries open for 2025, an email will be sent to anyone who has either registered their interest in Relay For Life or has been a past participant of your event and has given us permission to contact them, to let them know when registration opens.

12. Why do we use the Cancer Research UK brand?

As the world's leading cancer charity dedicated to saving and improving lives with our research, Relay For Life has a big part to play in helping people in your community feel closer to Cancer Research UK and better understand how the incredible fundraising powers our progress.

By using a clear 'visual identity' across all fundraising that happens for Cancer Research UK, we help make sure people recognise Cancer Research UK wherever they see us.

What's in it for you and your Relay?

The Cancer Research UK brand is very well recognised. We know that when people see adverts from Cancer Research UK generally, they are more likely to sign up for events that support the organisation or to donate. By making the link clear it will help you benefit from wider marketing activity across the organisation.

The public is also more likely to be trusting of brands that they recognise, and an audience who doesn't know you or your event may be more likely to trust you if they understand the link to an organisation they recognise.

We also test all the elements of our brand (like the colours and imagery) on members of the public to make sure that they are clear, accessible, and come across well, and it is designed by a team of experts. By using brand designs, you benefit from all this insight and ensure that your marketing and materials are accessible to the widest range of people possible.

13. Why does Relay For Life not have a national marketing campaign on the scale of Race for Life?



The real strength and beauty of Relay For Life is that it's a fundraising community, which sits at the heart of your local area.

We test marketing many different fundraising events and products across Cancer Research UK, as well as sharing learnings with other charities and events companies, which brings lots of ideas and experience from other types of events and marketing. From this, we know that the most effective ways of recruiting teams to your Relay who will fundraise and truly become part of the Relay family, is for you to contact them within your community. A really great way of doing this is face to face, at events or networking evenings where you can show them in person how brilliant your Relay is.

Big, national campaigns (like TV or national radio) cannot show the uniqueness of your Relay, and this type of advertising is very expensive. Currently there are not enough Relay For Life events across the UK to offer enough places to make the money back from a national campaign. Most people who see or hear national advertising would not live in a community that has a local Relay event so it would be wasted money showing ads to people who are unlikely to register.

We know that this may change in the future, and we constantly review our marketing portfolio across the organisation to make sure that we are spending the right amount of money on the right campaigns, and most importantly that they will always make the most possible money to fund research.

14. Why doesn't Relay For Life have a national corporate partner?

All Cancer Research UK activities (including Relay) are considered when talking to corporate partners who want to support Cancer Research UK or charity events however, there are significant downsides to having a national corporate partner too. It is likely that they would not allow you to organise your own local partnerships as they would expect to be the only partner logo appearing at any Relay event and on any materials.



Currently, the benefit of you being able to work with local businesses to support your Relays far outweighs the benefit of having a national partner, especially when a significant proportion of the country is not close to a Relay, and each Relay has different needs from their partners. There is guidance within the Relay Resources website on how to engage local corporate partners, and your staff contact can also help you with ideas and suggestions.

We know that this might not always be the case with all partners, and regularly review potential opportunities which may be appropriate for Relay For Life.