

**READY TO TAKE ON THE  
STAND UP TO CANCER  
WALKIES CHALLENGE?**

**OF COURSE YOU ARE.**



CANCER  
RESEARCH  
UK



# TAKE THE LEAD TO HELP BEAT CANCER

Take on this paw-some opportunity to Stand Up To Cancer with your four-legged friend this April. We recommend a total of 60 miles of dog walking across the month, but please read the guidance below before setting a distance.

Cancer can affect anyone's life, at any time. In fact, nearly 1 in 2 people will get cancer in their lifetime\*. So we only have one option: to accelerate life-saving research. Our incredible scientists are relying on you to raise money for their vital work. Every penny will help speed up research to get new tests and treatments to people who need them the most.

Join thousands of others to help fund life-saving research. Follow the steps below to get started today.

## GET STARTED

### 1. CREATE YOUR ONLINE GIVING PAGE

Make sure you've created your online Giving Page and don't forget to join the **Facebook group** where you can meet like-minded legends who are taking on the Walkies Challenge too.

### 2. SPREAD THE WORD

Let your friends, family and everyone on social media know about your Stand Up To Cancer Walkies Challenge. Once April comes around, share updates on how you're smashing it and how they can sponsor you.

### 3. CHECK OUT THE DOG WALKING GUIDANCE

Please read through the Kennel Club's **dog walking tips**, the **seasonal dangers of walking your dog** and their **A-Z of dog breeds** to find out about the exercise needs of your **dog breeds**.

\*[cruk.org/lifetimerisk](http://cruk.org/lifetimerisk)



# FUNDRAISING IDEAS

## TEAM UP

Encourage your friends and family to join you in the Stand Up To Cancer Walkies Challenge in April – fundraising is better together!

## PROMOTE YOURSELF ONLINE

Share your online Giving Page and official challenge badges across your social networks for instant results.

## VIRTUAL COLLECTIONS

Send an email to your colleagues to let them know you're taking on the Stand Up To Cancer Walkies Challenge in April to raise money for life-saving research. Remember to include a link to your online Giving Page!

## TELL YOUR STORY

Our most successful fundraisers often have really personal online Giving Pages. Kit yours out with the story of why you've decided to take part, regular updates, photos, of course, a thank you to your lovely donors!

## SET A TARGET

Keep yourself motivated with a fundraising goal. If you set a target on your online Giving Page, you could more than double your sponsorship.



## DOGGY TALENT SHOW

Why not host a doggy talent show? It's simple. Set up the categories, from best costume to best smile and best trick, then ask your friends to vote in exchange for donations. It's a great way to raise money and show off your furry friend!



# FUNDRAISING IDEAS



## FILM A VIDEO

Video yourself out on your walks to let friends and family know you're Standing Up To Cancer and share your content across social media.

## MAKE A DONATION

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

## ASK YOUR EMPLOYER

Increasing the miles you walk across the month will make 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.

## 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 April and lap up those last-minute donations!





**YOU'VE SMASHED  
YOUR TARGET!**

£

**TARGET**

Your name and your dog's name:

**ARE RAISING MONEY  
FOR LIFE-SAVING  
CANCER RESEARCH  
BY COMPLETING THE  
STAND UP TO CANCER  
WALKIES CHALLENGE**

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

Online Giving Page URL

**WEEK 4**

£

**WEEK 3**

£

**WEEK 2**

£

**WEEK 1**

£

**SHOUT ON SOCIAL**

Share your online Giving Page with friends, family and colleagues. Don't be shy!



And don't forget to tell us what you're up on **X @SU2CUK**, **Instagram @su2cuk** with the hashtag **#StandUpToCancer**, or on **Facebook** by tagging **standuptocancerUK**

**OUR PARTNERS**



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Your name:

Your dog's name:

**HAVE SMASHED THE STAND UP TO CANCER  
WALKIES CHALLENGE, RAISING**

Amount raised:

£

**FOR LIFE-SAVING CANCER RESEARCH  
BY COMPLETING THE STAND UP TO  
CANCER WALKIES CHALLENGE**

**SHOUT ON SOCIAL**

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# STAND UP TO CANCER

## WALKIES CHALLENGE

### FUNDRAISING CALENDAR



Use this calendar to track the miles you and your pooch have walked in April. Cross off the days you've completed as you go.

		<b>1</b> WEDNESDAY	<b>2</b> THURSDAY	<b>3</b> FRIDAY	<b>4</b> SATURDAY	<b>5</b> SUNDAY
<b>6</b> MONDAY	<b>7</b> TUESDAY One week down!	<b>8</b> WEDNESDAY	<b>9</b> THURSDAY	<b>10</b> FRIDAY	<b>11</b> SATURDAY	<b>12</b> SUNDAY
<b>13</b> MONDAY	<b>14</b> TUESDAY	<b>15</b> WEDNESDAY Halfway there!	<b>16</b> THURSDAY	<b>17</b> FRIDAY You're doing fur-tastic!	<b>18</b> SATURDAY	<b>19</b> SUNDAY
<b>20</b> MONDAY	<b>21</b> TUESDAY	<b>22</b> WEDNESDAY Anything is paw-sible!	<b>23</b> THURSDAY	<b>24</b> FRIDAY	<b>25</b> SATURDAY	<b>26</b> SUNDAY
<b>27</b> MONDAY	<b>28</b> TUESDAY	<b>29</b> WEDNESDAY	<b>30</b> THURSDAY You've done it! Round of ap-paws			

### SHOUT ON SOCIAL

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And don't forget to tell us what you're up on **X @SU2CUK**, **Instagram @su2cuk** with the hashtag **#StandUpToCancer**, or on **Facebook** by tagging **standuptocancerUK**

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# STAND UP SCIENCE.

Fundraising is so important because it allows scientists like me to continue our research and bring better tests and treatments one step closer to people affected by cancer. I want to say a huge thank you to everyone who supports the Stand Up To Cancer campaign.

**Dr Alexandra Clipson** //

Since 2012, our supporters have funded 73 groundbreaking projects and clinical trials, turning breakthroughs in the lab into new techniques and treatments that could really make a difference for people with cancer.

Every day, our researchers work tirelessly to beat the disease. They're finding ways to make cancer treatments more targeted, effective and personalised. They're improving technology to detect cancer faster. And they're even boosting the immune system so that it's better at destroying cancer cells.

Want to learn more about the life-saving research your fundraising pays for? Visit [su2c.org.uk/about](https://su2c.org.uk/about)





# TAKE A PIC WITH YOUR POOCH



Share a photo of you and your dog in the **Stand Up To Cancer Walkies Challenge Facebook Group**. Your photo can be anything you like:

- An action shot from your walk
- A cosy cuddle on the sofa
- Or a moment that perfectly captures your walkies spirit

Our **Facebook group** is a supportive space where amazing fundraisers like you can Stand Up To Cancer together and cheer each other on throughout your challenge.

And here's something exciting: if we spot a photo we absolutely love, we might get in touch to ask if we can feature it in our marketing to inspire even more people to take on the challenge.

Don't forget to also share your photos on your own social media, along with a link to your online Giving Page, to help boost your fundraising.

