

Your ultimate
guide to
fundraising



Walk All Over Cancer

10,000 steps every day in March



CANCER
RESEARCH
UK

Together we will beat cancer

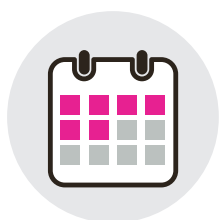
Ready, set, walk!

Simple steps to get your challenge off the ground.



Spread the word

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



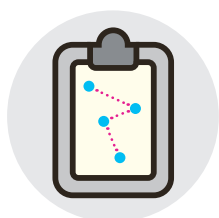
Plan your month

Think about how you'll cover 10,000 steps a day. Whether that's exploring new walking routes, giving your dog extra walks or ditching the car whenever possible.



Get fundraising

Use the tips and tools in your pack to start collecting sponsorship. We're determined to beat cancer and our life-saving research is made possible thanks to amazing supporters like you.



Track your steps

Show your supporters how you're getting on with your challenge by connecting your Giving Page to Fitbit. Don't worry if you don't have a Fitbit, you can still post your daily step count onto your page to encourage donations!



Fundraising ideas

You've signed up and ready to Walk All Over Cancer. What next?

We're here to help make sure you're rewarded for your efforts; we've even put together these handy fundraising tips and ideas to kick-start your challenge.

Kick-starters



Set a target

Keep yourself motivated with a fundraising goal. If you set a target on your Giving Page, you can raise 46% more sponsorship.



Promote yourself online

Share your Giving Page and official Walk All Over Cancer badge across your social networks and with your email contacts for instant results.

Make a donation

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



Tell your story

Our most successful fundraisers often have really personal Giving Pages. Kit yours out with the story of why you've

decided to take part, regular updates, photos, and of course a thank you to your lovely donors!

Team up

Encourage your friends and family to sign up to Walk All Over Cancer too and make fundraising a real team effort.

At the office

Ask your employer

Increasing your daily steps will make you feel more energised for the working day. 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.



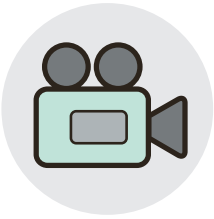
Virtual collections

Send an email to your work colleagues to let them know you're walking 10,000 steps

a day to raise money for life-saving research. Remember to include a link to your Giving Page!

Fundraising boosters

Use these ideas to give your fundraising a step up and smash your target.



Film a video

Video yourself out on your daily walk to let friends and family know you're supporting Cancer Research UK and share across your social media.



Organise a walking tour

Show your friends and family a local walking route that you've discovered through the month and encourage sponsorship for your challenge.



Pasta party

Steppers need fuel, so why not host a pasta party fundraiser? Its simple – you cook and your friends eat in exchange for a donation. Plus, you'll be fuelled for a big day of stepping the next day.



Wrap up event

"I'll donate when you've done it!" The words no stepper 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!

Use your steps

Why not offer to use your steps to help friends and family? You could walk their dogs or collect their shopping, in return for a donation.



Walk All Over Cancer countdown



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10,000 steps a day. This March. For Cancer Research UK.

Lace up! Time to Walk All Over Cancer. 1	2	3	4	5	Going out? Save money and walk home. 6	7
8	9	10	11	Give the dog a month of extra walks. 12	Try a new walking route. 13	14
15	16	You're over halfway! Keep on stepping. 17	18	19	20	You'll have hit around 100 miles now! We salute you. 21
22	23	24	25	26	Step your way through household chores. 27	28
29	30	You've done it! Put your feet up, hero.	<p>Visit cruk.org/walkallover</p> <p>Together we will beat cancer</p>			



Walk All Over Cancer sweepstake



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UK

How many steps will ^{Name}.....do this week?

Please donate £.....to have a guess and support
Cancer Research UK. The person with the closest to the total
weekly step count will win.....

88.888 Guessed by	88.888 Guessed by	88.888 Guessed by	88.888 Guessed by
88.888 Guessed by	88.888 Guessed by	88.888 Guessed by	88.888 Guessed by
88.888 Guessed by	88.888 Guessed by	88.888 Guessed by	88.888 Guessed by
88.888 Guessed by	88.888 Guessed by	88.888 Guessed by	88.888 Guessed by
88.888 Guessed by	88.888 Guessed by	88.888 Guessed by	88.888 Guessed by

Visit cruk.org.uk/walkallover
Together we will beat cancer

Terms and conditions

1. This sweepstake is an exempt lottery under the Gambling Act 2005 and is promoted by (please write the name and address of the organiser here i.e. the person responsible for collecting the money.) 2. The poster is for use in Great Britain only. 3. The promoter and the entrants must be 16 or over. 4. Your sweepstake must be conducted as a work or residents lottery. This means that people are only eligible to enter if they either work or live in the same premises as the promoter. 5. You may only display this poster or advertise the sweepstake on the premises in which the sweepstake is taking place (see before). 6. The rights of any entrant are not transferable to any other person and any attempt to transfer them will be treated as ineffective. 7. If the game does not get full the entrants can have their £2 returned to them, or they may wish to donate it to Cancer Research UK. 8. The game will close on (insert closing date) and where possible the winner will be revealed within 5 working days of the closing date. 9. The promoter is responsible for ensuring the sweepstake is run properly – Cancer Research UK is not a promoter and does not accept any responsibility for your sweepstake. 10. Any personal information collected will only be used for the proper purposes of this promotion. Please note this game is a work or residents' lottery as defined in the Gambling Act 2005 so whilst the proceeds of the game cannot be donated directly, we hope that the winner will choose to donate all or some of their winnings to 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).



Walk All Over Cancer sweepstake



Step 1: Get ready

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



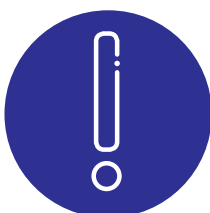
Step 2: Get set

Ask your friends, family and colleagues if they'd like to take a guess of your total number of steps for a suggested donation. Then get them to fill out their guess/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: Walk All Over Cancer, Cancer Research UK, PO Box 1561 Oxford OX4 9GZ

Remember to include your name and address so we can add it to your fundraising total.

**10,000 steps a day. This March.
For Cancer Research UK**

Together we will beat cancer

Walk All Over Cancer leaderboard



10,000 steps a day. This March. For Cancer Research UK.

The race is on for the greatest stepper but who is going to walk the furthest this March for Cancer Research UK?

Your steppers	Photo	Photo	Photo
	Name	Name	Name
Total			
Week 4			
Week 3			
Week 2			
Week 1			

Visit cruk.org.uk/walkallover

Together we will beat cancer



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Walk All Over Cancer totaliser

Name

is walking
10,000 steps a
day this March,
for life-saving
cancer research.

Help them smash their
target and donate to
their Giving Page

Your Giving Page URL

Think that you can do better?
Sign up: cruk.org/walkallover

Together we will beat cancer



Target

£

Total

£

Week 4

£

Week 3

£

Week 2

£

Week 1

£



Registered with
FUNDRAISING
REGULATOR

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Walk All Over Cancer sponsorship form



- Please make sure you fill out each section in full.
- Please make sure the details of each donation are recorded accurately in your sponsor's own handwriting – forms in the same handwriting or printed are not valid for **Gift Aid** purposes.
- Please make sure each sponsor ticks the **Gift Aid** box next to their address below if eligible.
- Please note we can't claim **Gift Aid** on business addresses or on multiple sponsors e.g. Mr & Mrs Jones.
- Your details are safe with us. Check out our Privacy Policy at cruk.org/privacy for more details.

Your details

Title: _____ First name: _____

Surname: _____

Address: _____

Postcode: _____ Telephone: _____

Gift Aid – very important

Boost your donation by 25p for every £1 you donate

I want to Gift Aid my donation and any donations I make in the future or have made in the past 4 years, to Cancer Research UK. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all of my donations in that year, it is my responsibility to pay any difference.

Please let us know if you want to cancel this declaration, change your name or home address, or no longer pay sufficient tax on your income.

giftaid it
Tick here for Gift Aid

Please use blue or black pen and write in CAPITAL letters. All fields are mandatory

Full name + Home address + Postcode + Date collected + ✓ = Gift Aid

Title	First name	Surname	Postcode	Home address NOT YOUR WORK ADDRESS (This is essential for Gift Aid)	Amount	Gift Aid	Date collected
MISS	Anne	EXAMPLE	AB1 2CD	12 EXAMPLE TERRACE, LONDON	£20.00	✓	DD/MM/YYYY
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /
					£		/ /

Next steps

I've raised a total of: £

- Simply collect your donations from your sponsors and send us a cheque made payable to Cancer Research UK (please do not send cash) along with this sponsorship form to: **Cancer Research UK, PO Box 1561, Oxford, OX4 9GZ**
- Please don't photocopy this form. If you need additional forms please print a separate form.

Visit cruk.org/walkallover

Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247). Registered address: 2 Redman Place London E20 1JQ. © Cancer Research UK 2020.



Thanks for taking part

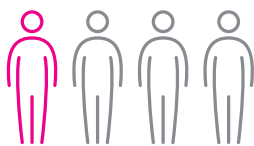
Together we will beat cancer

Thanks to the generosity of supporters like you, we've funded research that's helped double survival rates in the UK over the last 40 years but there's still work to do.

Every step we make towards beating cancer relies on every pound raised.

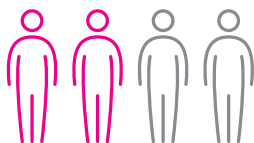
Emma's story...

"15 years ago I was told I had oral cancer. As the cancer had been detected early, the outlook was good. I couldn't have imagined that over the next ten years I would be diagnosed another three times with cancer! After many long operations and several years of treatment, I am hopeful I've beaten it. I feel lucky to be alive and I'd like to say thank you to everyone who supports Cancer Research UK. You make research happen."



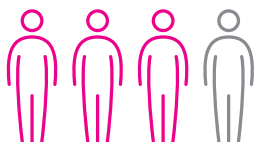
1970s

Around a quarter of people with cancer survived their disease for 10 years or more.



Today

Around half of people diagnosed with cancer will survive.

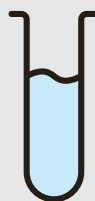


Tomorrow

Now we want to go further, faster. Within 20 years we want to see three quarters of people surviving all cancers.

The difference your money makes

£5



Kits out one of our ground breaking research labs with essential chemicals

These are the bread and butter of day-to-day experiments helping to beat cancer right now.

Could fund one of our cancer nurses for 1 hour

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



£25

£50



Buys a scientific sieve

These separate out big bits and small bits of DNA to reveal vital clues about beating cancer.

Visit cruk.org/walkallover