

Hello and thank you for joining Team Tenovus Cancer Care!



We want to make your fundraising as easy and successful as possible, so this guide is stuffed full of ideas, hints and tips to get you going!

We're dedicated to making sure you're confident in your fundraising and we want to help you reach your full potential, because having dedicated fundraisers in the community really is the best way to help us reach people who need our support.

Raising money for Tenovus Cancer Care means that you really are helping to make a difference to the lives of cancer patients and their families.

Thank you

for your support, we simply couldn't do it without you!

What's in store?

- How your money helps
- Fundraising ideas
- Fundraising online - hints and tips



How your fundraising helps

1 in 2 people in the UK will get cancer in their lifetime; and that's why our services are so important!

Cancer can have a devastating impact, but we help patients and their loved ones cope, and through our vital research, we offer hope. We're there for people when they need us most; at diagnosis, during treatment and beyond cancer.

We're proud to have been saving lives and supporting families for over 77 years, but we need people like you to join us so we can continue to be there for many more.

Here's how the money you raise could help...

£7.50

means that one person affected by cancer can get invaluable support from their local (currently virtual) Sing with Us choir each week, helping them to cope with cancer treatment or losing a loved one.



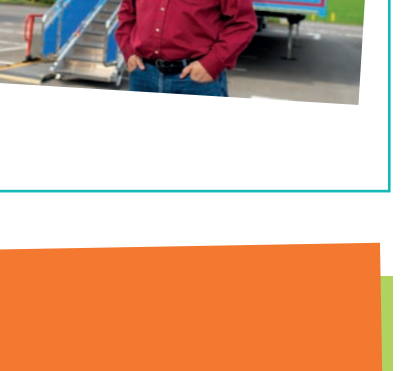
£30

helps keep our free and confidential Support Line open, so our experienced nurses are there for anyone frightened or worried about cancer. We're here 365 days a year for information, practical advice, and emotional support. Which is especially important for patients during this current crisis.



£50

helps make sure a cancer patient can have their chemotherapy on board our Mobile Support Units rather than having to go to hospital. We bring treatment closer to home so patients have less miles to travel and more time with the people they love.



fundraising ideas

Whether you'd like to take on a physical challenge, something creative or just something fun and silly - we've got you covered, with a range of different ideas that you can do from the comfort of your own home.

Or come up with your own ideas and let us know what you're up to by tagging us on social media!

Step up to the challenge

- Climb Any Mountain Challenge in 10 days (hardcore) or a month
- 30 Day squat, sit-up or burpee challenge
- Run a marathon in a month
- Couch to 5k
- 12 hour row, step, cycle, Zumba
- Virtual cycle from Holyhead to Newport in a day, a week or a month
- Learn a musical instrument in a month
- Write a novel in a month
- Learn a language in a month
- 24 hour TV, movie or gaming marathon
- Juggling challenge - how long can you juggle for?



Virtually social

- Virtual Quiz / Bingo Night
- Hold an online coffee morning
- Hold an online talent show
- Fancy dress online meeting with your work colleagues
- Bake and ask friends and family to donate for cake!
- Hold an online raffle with work colleagues and friends

Plain kooky

- Dye your hair a wacky colour / shave your head / grow a beard
- Organise a Knitathon
- Sponsored Silence
- Bare foot Lego Walk

Auction off your skills and services

- for when we can all meet and mingle safely of course!
- Offer your gardening skills; mow a lawn or trim a hedge
- Cook the winner a three course meal

For more inspiration check out these ideas:

A2Z of fundraising ideas

A Auction, Autumn lunch, Afternoon tea, Aerobathon

B BBQ, Boot sale, Beetle drive, Book sale

C Coffee morning, Car wash, Craft day, Cake sale

D Danceathon, Dress down day, Darts competition

E Enterprise Day, Easter egg hunt, Eurovision party

F Fancy dress day, Fun run, Fashion show

G Garden party, Golf, Guess the number of...

H Hike, Humorous hat day, Head shave, Halloween party

I Indoor games evening

J Jazz evening, Jumble sale

K Karaoke, Knitathon

L Lunch, Ladies' night, Line dancing

M Musical evening, Murder mystery

N Night walk, Name the teddy, Name that tune

O Online theme night, Outdoor cinema

P Plant sale, Pyjama day, Pop-up shop

Q Quiz, Quit a habit

R Race night, Raffle, Rock 'n' Roll night

S Spring picnic, Sweepstake, Sponsored walk

T Tombola, Talent contest, Treasure hunt

U Unwanted gift sale, University challenge

V Virtual Variety show, Vintage tea party

W Walk, Wine tasting, World record attempt

X X-factor singing competition

Y Yogathon, Yuletide celebration

Z Zoom party, Zumbathon

Our Top Tips for fundraising online

To make the most out of your online fundraising, set up an online giving page on JustGiving, Virgin Money Giving or a social media platform such as Facebook. The benefit of raising money online is there's no fuss with sending the money to us, it's all automatic!

You will need to do a little bit of work to be successful in your fundraising; but don't worry, we've put together some helpful hints and tips to help you maximise your potential!

Tell a story

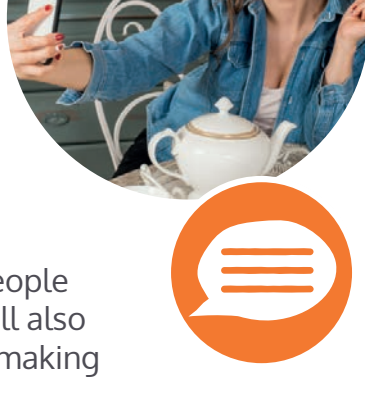
An engaging story can make all the difference, so let people know why you're fundraising and why you're passionate about the cause. People need to know why their donations matter and the difference they could make to you and your cause.

Set a target

Be bold and let people know how much you're aiming to raise. Not only will this help motivate you, but pages with a target raise 46% more! Plus if you reach your target, you can always increase it!

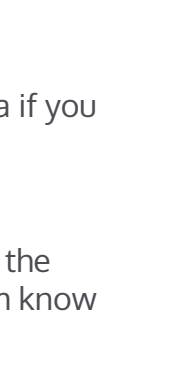
Strike a pose

Fundraisers with pictures on their pages raise around 14% more than ones that don't! By adding photos you're able to make it more personal; people will be able to engage with you more. If that's not a good excuse for a selfie, then we don't know what is...



What's new?

Keep everyone interested by posting regular updates about your journey. People might forget to donate, so regular updates will keep you on their radar. It will also allow people to see how passionate you are about your cause! Think about making your updates creatively, consider videos, blogs and photographs.



Be creative

Give people even more of a reason to donate. Promise to do something a little bit extra if you reach a milestone, like "I'll dye my hair blue if I hit my target by next week!"

Get in the press

Local media outlets are always looking for interesting stories about what's going on in the community. Send a short press release to your local paper or radio station, letting them know what you're doing. If you're not sure where to start, we can send you a template.

It ain't over yet...

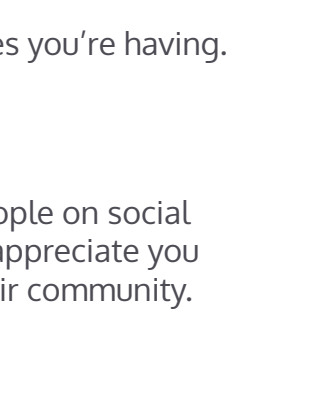
Around 20% of donations come in during the event or challenge. So don't forget to let everyone know how you got on and how proud you are of your fantastic achievement!

Give your super supporters and fabulous followers updates

Regular updates allow your supporters to follow your journey with you. Not only does it keep you on their radar, but it will give you the opportunity to share your story. However, it's good to be creative with your posts; people might lose interest if you post the same thing every few days. Here are some ideas to keep your posts interesting:

Photos

Take interesting, amusing photos of your fundraising. People love animals, so take some pics with your furry friends - that's sure to get some likes!



Vlogging

Post videos of yourself taking on your challenge! That way people know you are actually doing what you promised. Try and make your audience laugh, people are more likely to share your posts if they're funny.



Podcasts

Talk about your fundraising, let people know what you're enjoying, any struggles you're having. Remind them to donate to your cause and why it's so important to you.

'Shoutouts'

Make sure you thank people for donating to your cause. Give 'shout outs' to people on social media - tag them in your posts and thank them for their donation. People will appreciate you taking the time to thank them and will be more likely to share your cause to their community.

Blogging

Write about your experiences, give people insight into your journey and thoughts. Share your story in depth with your community.

Think of other creative ways to engage your supporters, give them a reason to follow your journey and encourage them to share your cause with their own friends and family. The more people that see your efforts the more funds you will raise!

Your safety is really important to us. !

Before fundraising for Tenovus Cancer Care or taking part in any event or campaign on our behalf, please check and follow government guidelines in relation to COVID-19 in your region. If you have any questions or concerns, please e-mail fundraising@tenovuscancercare.org.uk

Let us know what you're planning!

We have a dedicated Regional Fundraising Manager in your area that can support you on your fundraising journey. They're here to answer any questions you have, and help with additional publicity and advice for your activity or event.

E-mail fundraising@tenovuscancercare.org.uk or call 029 2076 8863 to be introduced to them today!



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