

Fundraising checklist

- Set up a fundraising page within your Participant Zone on the Cancer Research UK webpages. This could be one page for your whole team (set up by the team captain) or each team member could set up their own – or you could have a combination! Some teams love co-operation, some love competition! Add lots of details to this page, especially if you have a special reason for raising funds.
 - Email the people who you think will be most generous first. The amounts they donate will ‘set the standard’ for others as (it has been shown) they are unlikely to exceed this. For example, if the first person donates £10.00, is unlikely that anyone would donate more. If the first person donates £50.00 however . . .
 - Email everyone else! But don’t simply email all your contacts at the same time – make sure you keep it personal.
- If you have a Facebook page or Twitter feed or use any other social networking sites – use these to spread the word.
 - You could create a team Facebook page – don’t forget to visit ours at <https://www.facebook.com/groups/acotrelay2013/>
 - Blog, tweet, pass the word
- Publicise! Local newspapers love ‘human interest’ stories, and are usually happy to help publicise fundraising.
- If you are having a fundraising event, remember to let the committee know if you want us to pass on the word to other teams.
- Add an ‘e-signature’ to your emails telling people about your involvement in Relay – you can add links to your CRUK fundraising page, Facebook etc
- Talk to people! Tell everyone what you are doing, and why. You’ll be surprised at the interest.
- Ask your employer to see if they do ‘match funding’ – this could double your fundraising!
- Make sure the Gift Aid box is ticked if appropriate – this adds another 25% to a donation.
- If your team has a theme, model fundraising activities around this.