

CHOOSE YOUR CHALLENGE



Tired of the same old resolutions every year? Try something different in 2021 and challenge yourself.

Give something new a go like a month-long yoga challenge, or step up to something different by seeing how many flights of stairs you can climb. You could even brave the shave and cut off your hair, or go teetotal for January and donate what you save. You could always go for something to switch up your day too, like stepping outside for an hour every day at lunch.

That's the best part of fundraising – it's all up to you. Think up something that could work and give it a go. Soon enough, you'll be raising money for anyone affected by breast cancer. Here's some top tips on hitting your target, too.

1

Choose your challenge

Try something new or play to your strengths. Start by picking your timeframe – will your challenge take place over the whole month, or just a day? Then choose a clear target like distance covered, stairs climbed or how often you do your activity. Remember, whatever you do, by challenging yourself this new year you'll be supporting life-changing care and world-class breast cancer research.

2

Set up your JustGiving page

A quick and easy way to collect donations is through JustGiving, and the money comes straight to Breast Cancer Now – so you don't even have to worry about paying it in! Create your page, then set yourself a fundraising target and you'll be

on your way. Remember to talk about why you're raising money for us on your page alongside what your challenge will be - people who do this raise up to 74% more. And don't forget that all important profile picture too, it can boost the funds you raise by almost 10 times!

3 Shout about it
Don't be afraid to share your page far and wide! The most popular way to share your JustGiving page is on your social media accounts - just remember to tell everyone why you're fundraising to inspire your followers to sponsor you. You could even include your JustGiving link in your email signature too. Take a look at our [social media guide](#) for even more advice.

4 Be resourceful
We'll send you a whole heap of resources in your [fundraising pack](#), but you can always ask us for more! We can even send you a Breast Cancer Now t-shirt to wear with pride while you complete your challenge. Have a look at our [downloadable materials here](#).

5 Boosting your fundraising
Doing more challenges can help you to raise a bit extra. Up the stakes and say that if you reach a certain target, you'll do your challenge in fancy dress. You could make a Spotify playlist for the challenge and get your supporters to donate to add songs to it. Or you could ask supporters to take part in our pink [sweepstake](#) for a suggested donation. And here's one that's really for your supporters - let them fine you if you break your challenge!

6 Ready, Set, Go!
If you're tracking your distance, apps like Strava are a great choice, that way it's easy to keep an eye on your progress. Keep sharing your photos, videos and JustGiving page to keep friends and family updated on how it's all going to help boost the funds your raise. And do stay in touch with us! We can't wait to hear about how your challenge goes and more importantly, to say thank you!

If you'd like some more information about the charity or have any questions, speak to a member of the team! You can email us at community@breastcancernow.org or phone on **020 7025 2402**.