



PINK RIBBON WALKS: WALK YOUR WAY

YOUR FUNDRAISING GUIDE



in association with



YOU'RE DOING SOMETHING AMAZING

Thank you for choosing to support people affected by breast cancer.

Read on for hints and tips on how to supercharge your fundraising so we can help more people like Alison.

'After treatment, you want to pick up your life as it was before, but you don't feel the same. It can feel like an uphill battle. I went on one of Breast Cancer Care's Moving Forward courses.

Attending the course brought everything home. I had been in denial for so long that during the first day, I cried and cried. But hearing my experiences mirrored in other women's was such a huge relief that I felt like it was all going to be OK.'

Alison



'It was such a huge relief that I felt like it was all going to be OK.'

How your money helps

£150

could help people with breast cancer to feel more in control by funding a specialist nurse on our helpline for a day.

£450

could give 40 younger women with breast cancer the expert support of a specialist younger women's nurse for two days at a bespoke event.

£740

could give a woman with secondary breast cancer the expert information she needs and a space to talk openly with others at eight Living with Secondary Breast Cancer sessions.

Support with every step

walkyourway@breastcancercare.org.uk

Call Morag on **020 7960 3560**
London and South of England

Call Stephanie on **0141 353 8354**
Scotland and Northern Ireland

Call Ellen on **0114 263 6471**
East Midland and North of England

Call Sara on **02920 234 073**
Wales

SET UP A JUSTGIVING PAGE

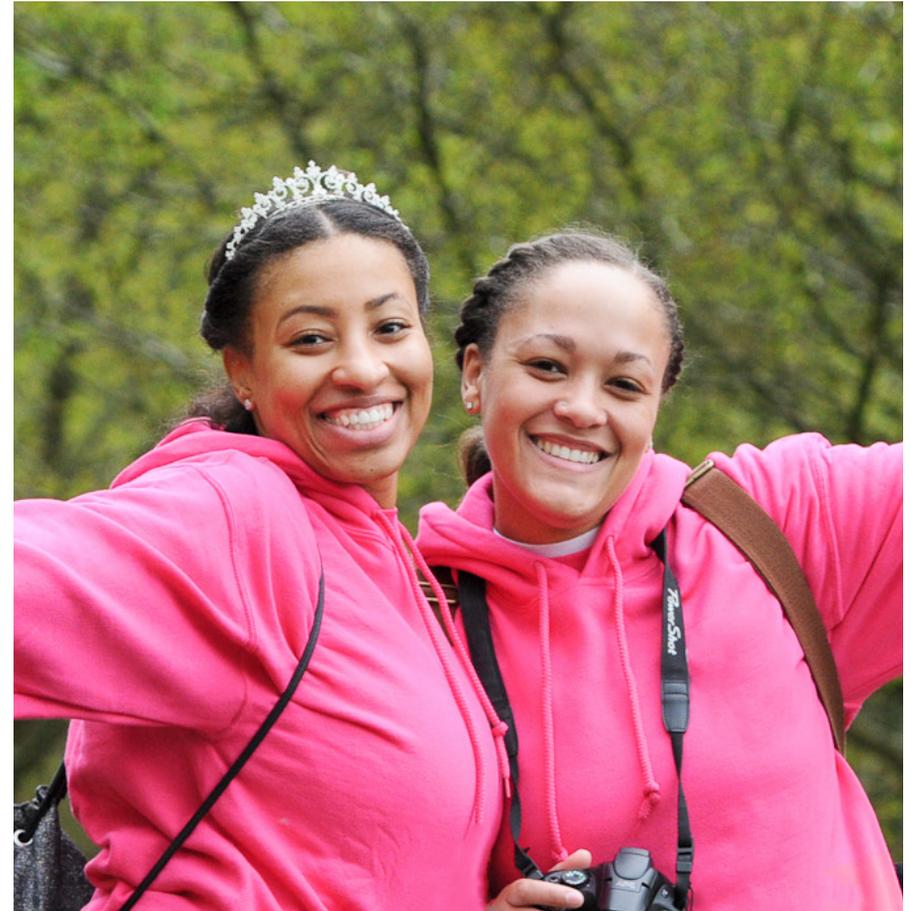
Setting up a JustGiving page is a super easy way to fundraise.

Join the [Walk Your Way fundraising campaign page](#) and select 'start fundraising'.

1. **Set a target** – people who set themselves a target raise up to 46% more.
2. **Smile** – adding a photo could add 15% more to your fundraising total.
3. **Get personal** – tell the world why you're walking.
4. **Spread the word** – share your JustGiving page on social media. Support it with photos or videos to boost interest; if you don't have your own pictures, we have some [handy downloads](#) that will help.
5. **Stay up to date** – keep your supporters in the know with live up dates about your training and fundraising, include photos too.

Top tip

Ask your friends to sponsor you at the beginning of the month nearer pay day.



TAKE YOUR FUNDRAISING FURTHER

Extra fundraising activities are great for boosting your final Pink Ribbon Walk total.

Whether from the comfort of your own home with friends and family or spurring your colleagues into action from the office.

1. **Hold a themed night in**
Invite family and friends over and ask them to donate the money they would have spent on a night out; think **pyjama party**, **film night**, **curry and catch up** or **a karaoke evening**.
2. **Have a clear out**
A **car boot sale** is a great way to raise money and have a spring clean at the same time!
3. **Go social**
Don't forget to remind everyone **why** you're raising money for Breast Cancer Care.
4. **Hold a raffle**
Ask friends, family or local businesses to donate prizes and then you can sell raffle tickets in the lead up to your walk. Be sure to follow our [raffle guidelines](#).



'The theme of my party was cocktails, mocktails, wine and nibbles. My husband and two of his friends were mixologists on the night – they had a great time doing impressions of Tom Cruise! I had a pink jar filled with loom bands and asked friends to guess the number, and we also played bingo and had a voucher for a manicure at a local salon as the prize. **The party raised an amazing £424!** It was great fun.'

Angela, Haverfordwest

TAKE YOUR FUNDRAISING FURTHER

5. **Pins and things**
Order some free pin badges or wristbands and offer them to your friends, family, colleagues and fellow walkers for a suggested donation of £1.
[Order these from the team.](#)
6. **Matched funding**
Companies and organisations will often match your fundraising. Speak to your employer about your options or [ask a member of the team](#) for further guidance.
7. **Don't knock the classics**
Bake sales and dress-down days are classics for a reason!

Swear jar
Introduce a **swear jar** at work, or, if your company overuses acronyms have an acronym jar instead. You'll hit your fundraising KPIs by EOP with time left for AOB.
9. **Get quizzical**
Replace post-work drinks with a **pub quiz at your work local.**



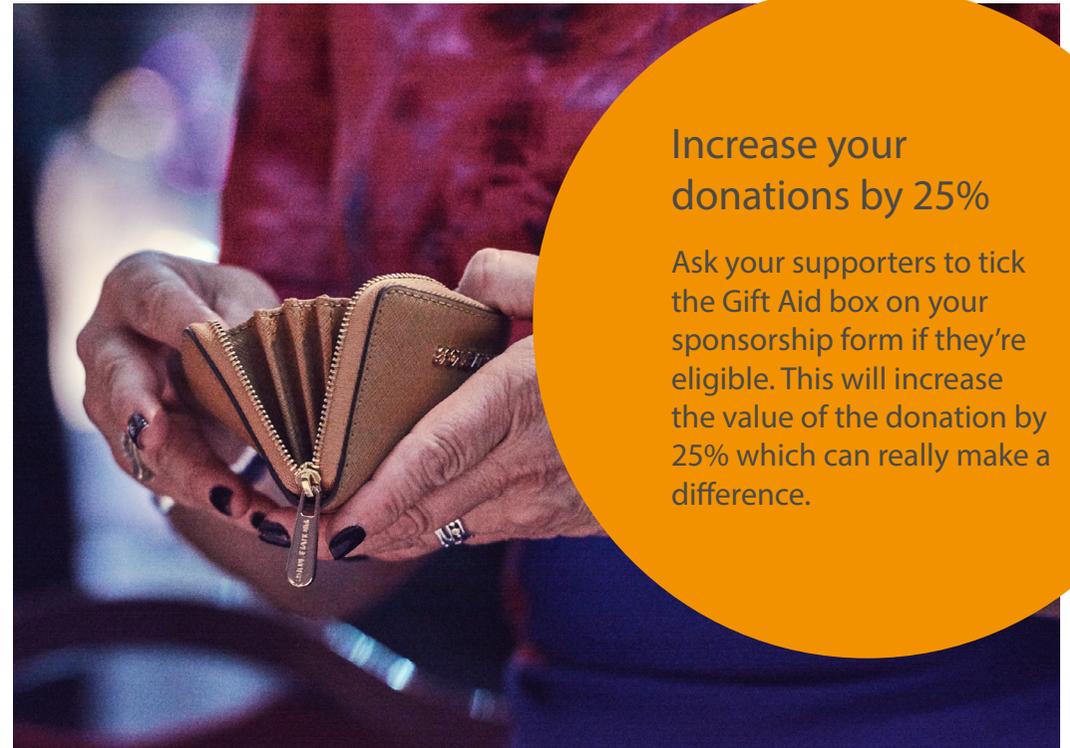
PAYING IN

Paying in the money you've raised couldn't be easier!

1. JustGiving – if you've set up a JustGiving page, you don't need to do anything. All your sponsorship comes directly to us.
2. At the bank – email walkyourway@breastcancercare.org.uk to request a paying-in slip then take it to the bank with your cash or cheque.
3. Over the phone – [call a member of the team](#) to donate over the phone with your debit or credit card.
4. Send a cheque – made payable to Breast Cancer Care along with your sponsorship form and paying-in form to:

Walk your way,
Breast Cancer Care,
Kennington Business Park,
Chester House,
1-3 Brixton Road,
London,
SW9 6DE

Breast Cancer Care is a working name of Breast Cancer Care and Breast Cancer Now, a company limited by guarantee registered in England (8347808) and a charity registered in England and Wales (1180558), Scotland (SC045684) and Isle of Man (1200).



Increase your donations by 25%

Ask your supporters to tick the Gift Aid box on your sponsorship form if they're eligible. This will increase the value of the donation by 25% which can really make a difference.



SUPPORT WITH EVERY STEP

Whatever you choose to do to help boost your fundraising total, don't go it alone.

Our team are always on hand to support whenever you need it; whether you want to order extra materials or need help coming up with new ideas, get in touch:



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Share your story

We love hearing about what you've been up to – you're always welcome to send us photos to walkyourway@breastcancercare.org.uk.