



**BOWEL
RESEARCH
UK.**

Fundraising Pack

Thank you for registering to take part in The 42,000 Steps Challenge in support of Bowel Research UK

We are absolutely delighted you have decided to join forces in the fight against bowel cancer and bowel disease. Together we can work to fund bowel research across the UK that can save and change lives.

In this pack you'll find all you need to know about our charity work, the event and useful tips and ideas on how to make the most of your fundraising experience.

If you need any further information or support, our fundraising team are here to help you every step of the way.

Please do not hesitate to contact us:

Email:
fundraising@bowelresearchuk.org

Call: **0207 882 8749**

Don't forget to follow us and promote your fundraising using social media. Search for "**Bowel Research UK**" across:



About Bowel Research UK

Bowel Research UK was founded in 2020 following a merger between two well respected charities: Bowel & Cancer Research and Bowel Disease Research Foundation.

Between them, the two charities have over 50 years of experience in helping to fund cutting edge research and making enormous progress in the fight against bowel cancer and other bowel diseases.

By pooling resources and expertise, Bowel Research UK will be able to help to fund more research and ultimately to impact more lives.



Every year over 16,000 people die from bowel cancer in the UK and over a million suffer from bowel disease.

Bowel Research UK funds research into bowel cancer and bowel diseases across the UK. By funding cutting edge research and investing in the best science, we're saving lives and improving people's quality of life.

- Bowel Research UK invests in the best science across the UK and encourages our next generation of research experts by supporting a dedicated PhD studentship programme.
- We believe that we make research better when we involve the public in all its aspects, so we have a unique programme to make this happen called People and Research Together, or PaRT.
- Bowel Research UK want to support people who live with bowel conditions and educate the public about what it's like to live with a chronic bowel condition, so we run engaging campaigns aimed at challenging enduring myths and taboos.
- The money you raise will help us end bowel cancer and bowel disease.

Fundraising ideas

Whether you've signed up as an individual or a virtual fundraising team - smash your 42,000 Steps Challenge fundraising target and add even more fun to it. Get everyone involved in supporting your challenge and have an amazing time along the way. Here some great ideas to raise lots of money whilst having fun:

Virtual quiz

If you fancy being a quizmaster, a quiz could be the fundraising event for you. Virtually invite your friends, family and colleagues to your quiz night on Zoom and ask them to make a donation as an entry fee.

Baking class

Host an online baking class for friends and family. Ask for donations and send a link!

Jumble sale

Have a clear out and sell through EBay or Facebook Marketplace with profits going to Bowel Research UK.

Gaming

Host an Online Gaming Tournament. Charge a small admission fee for entry into the tournament and set up a tournament board that you can use to keep everyone updated on where they stand against their competition.

Virtual Happy Hour

If you're missing out on the opportunity to have a drink and a laugh with friends after work why not hold a virtual happy hour and go back to good times. Charge your friends for a "cocktail recipe" to make their own specialty beverage at home. Then, everyone can hop on a video call and engage in conversation while sipping their homemade cocktails.

Matched funding

Make sure you don't miss out on your company matching gift scheme. Many companies offer matched funding. This means they will match the amount of money that you have raised, up to a certain amount - a really effective way of boosting your fundraising!



The money you raise will help us end bowel cancer and bowel disease

Fundraising online: Top tips

Raising money online is quick, simple, secure and easy to share.

These tips are simple ways to help you boost your fundraising:

1 Upload a photo of yourself

According to JustGiving, fundraisers with a photo raise 14% more than those without. You can also upload videos to your fundraising page.

2 Tell your story

Our fundraisers have personal links to our cause. Tell your donors why you care about Bowel Research UK in the description of your page.

3 Aim for a fundraising target

Fundraisers on JustGiving raise 46% more if they set a fundraising target on their page. Aim high!

4 Share your page

You can raise more by sharing your page link on social media. Don't be afraid to tell your friends & family what you are up to. You can use Facebook, WhatsApp, Twitter, Instagram.

Don't forget to use your email too!

5 Get your work and colleagues involved

Don't forget to see if your work can get behind your fundraising by sharing your event with colleagues.

6 Update your page

Posting updates on your fundraising page or social media is a really effective way to spread the word. Tell your supporters how you are getting on with your training or fundraising plans with photos and videos. Did you know you can link your Strava account to your JustGiving page to share your recent training progress?

Social Media: Our top tips for sharing your fundraising

Social media is a great way to tell people your story and reach hundreds of people. Let everyone know you're taking part in the 42,000 Steps Challenge and fundraising in support of Bowel Research UK, and boost your donations.

Here are our top social media tips:

- Grab attention in your first post with a big announcement about you joining the 42,000 Steps Challenge event to fundraise in support of Bowel Research UK.
- Tag **Bowel Research UK** in your Facebook, Twitter and Instagram posts.
- Use photographs and videos to tell your story and regularly update everyone on your fundraising and challenge steps.
- Show people how much effort you are putting into your fundraising and remind them to sponsor you.
- Tag other people, especially on **Facebook, Twitter** and **Instagram** to spread your message even further.
- Post your story on **LinkedIn** to let your colleagues know about your fundraising.
- Update your **Instagram** bio bio with your JustGiving fundraising page web link.
- Keep your tweets clear and concise with the character limit and encourage people to retweet.
- Ask friends and family to share your posts. Tag and mention relevant people

Reach more, raise more and change more lives

Show your supporters why our cause is so important:

Far too many people are needlessly dying from bowel cancer and having to suffer with other bowel diseases

Research offers our best chance of curing these conditions, or helping to limit the impact they have on people's lives

We believe in investing in the next generation of scientists and funding new ideas to find ways forward

Let's end bowel cancer and bowel disease

Thank you for your support

The money you raise will help us achieve our vision that one day, no one will die of bowel cancer or have to live with chronic bowel disease.

Please do contact us and let us know about your fundraising - we're here to help and can offer advice and resources such as social media contents, sponsorship forms, PR material etc.

If you are unsure about the rules of data protection and ethical fundraising in anything you're planning, don't hesitate to contact us on fundraising@bowelresearchuk.org for advice.

Make sure you stay safe when handling cash and please remember you must follow Government guidelines on exercise and social distancing.

Paying in the funds you have raised

Setting up an online fundraising page on JustGiving ensures the money you raise reaches Bowel Research UK directly - and there is nothing further for you to do.

Bowel Research UK accept donations in cash, by cheque or BACS (bank transfer).

If you need further help - please email us on: fundraising@bowelresearchuk.org or call the office on **0207 882 8749** for more information.





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