

# 24 hr challenge

## Your fundraising pack



**MACMILLAN  
CANCER SUPPORT**

A registered charity



Registered with  
**FUNDRAISING  
REGULATOR**

# Get ready to make every hour count

Thank you for being fearless and taking on the 24 hour challenge. Your unstoppable efforts will allow Macmillan continue to do whatever it takes for people living with cancer – and we couldn't be more grateful.

You've already taken the first step towards making a huge difference and we want your challenge to be a huge success, so we have included a few ideas in this pack to help you feel ready for the big day in October.

## The challenge

Cancer doesn't sleep, and for one night - neither do we. Pick your day between 25 - 31 October and walk, cycle, dance, game, or whatever you choose for 24 hours.

## Why?

You'll be allowing Macmillan to move mountains and help people with cancer live life as fully as they can.

## How to sign up

It's simple:

- Join the 24 Hour challenge [Facebook group](#)
- Complete your [registration here](#) or via the pinned post on the group
- We'll automatically create a Facebook and Macmillan Cancer Support fundraiser for you

## Kick off your fundraising

[Registering](#) to get your fundraising page is the easiest way to start collecting donations from your friends and family.

We're asking supporters to pledge a £150 fundraising target to help us to continue to provide vital support to those living with cancer.

## Your FREE Macmillan t-shirt

It's time to get prepared and look the part with your Macmillan t-shirt! Once you've filled out your registration form, simply look out for your delivery with your t-shirt ahead of the challenge. You can expect it to arrive within 2 weeks.



# It's time to push yourself - because cancer doesn't take a break

At Macmillan, we give people with cancer everything we've got. If you're diagnosed, your worries are our worries. We will move mountains to help you live life as fully as you can. And we don't stop there. We're going all out to find ever better ways to help people with cancer, helping to bring forward the day when everyone gets life-transforming support from day one. We're doing whatever it takes. But without your help we can't support everyone who needs us.

Share the statistics below with your friends and family and let them know the incredible difference their donations could make.

**£5**

could cover the cost of a nurse offering a patient a personalised eHNA assessment and care plan. An HNA identifies any concerns someone with cancer may have when they are diagnosed, which may be physical, emotional, practical, financial, and spiritual.

**£10**

Every £10 we spend on our phone service could lead to our welfare rights advisers on our Macmillan Support Line helping people affected by cancer to claim £305 in benefits they are entitled to.

**£17**

could provide one session of emotional support to a person living with cancer with a Macmillan Buddy.

**£35**

could pay for 50 copies of our A guide to end of life booklet, reducing the fear and isolation of people nearing the end of life and those who care for them.

# Your fundraising guide



There's no better time than now to get fundraising, so here are some of our top tips on how to get your fundraising moving

## Back yourself

One of the best ways to show your friends and family that you are serious about your challenge is backing yourself first! Take the first step and donate £10 to your page. People who do this can raise a whopping 84% more!

## Share your story

Update your fundraising page, post on social media, and tell people why the money you're raising is vital in providing financial, emotional and medical support when people need it most.

## Update your socials

Facebook, Instagram, LinkedIn, Twitter... you name it. Read our [top 5 tips for fundraising on social media](#). 20% of donations come in after the challenge ends, so make sure to thank your friends and family on your socials.

## Look the part

Go green - make the most of your Macmillan t-shirt during your 24 hours! Snap some photos to share on social media, to let people know you're supporting Macmillan Cancer Support.

## Show your progress

You're taking on an incredible challenge and people should know about it! If you use any fitness trackers, take a screenshot of your progress to share your achievement throughout the day and night of your challenge.

## Make it work

Have a chat to your HR department and find out if your employers offer a matched funding scheme. If they don't, ask them to set one up or to make a one-off donation.

# Social media templates to help you spread the word

Wondering what to say to promote your challenge? We've put together some examples on what to say when sharing your page on social media. Feel free to use these templates and put your own spin on things if you wish!

## Before your challenge

### Example 1

Cancer never taps out, so I'm not going to either! Very soon I'll be taking on Macmillan's 24 hour challenge for people living with cancer. Please help me kickstart my fundraising by supporting me here: [insert your fundraiser URL here] Thank you ❤️

### Example 2

Help me make every hour count as I take on Macmillan's 24 hour challenge in October! I'm pushing myself to [insert activity] for an entire 24 hours - cancer doesn't stop so neither will I. Please help me make the biggest difference by donating to my fundraiser below: [insert your fundraiser URL here] Thank you ❤️

## During your challenge

### Example 1

Today is the day that I take on Macmillan's 24 hour challenge! Please help me get off to the best start by donating to my fundraising page and let's make the biggest difference to people living with cancer: [insert your fundraiser URL here] Thank you ❤️

### Example 2

12 hours down, 12 hours to go! Fancy giving me boost of motivation? A £17 donation could provide one session of emotional support to a person living with cancer with a Macmillan Buddy. Thank you for helping me make every hour of this challenge count ❤️

## After your challenge

### Example 1

I'm so proud to share that I have officially completed the Macmillan 24 hours challenge - thank you very much for all the support I have received so far. There's still time to help me reach my target! Just £10 could lead to Macmillan's welfare rights advisers on the Support Line help people affected by cancer to claim £305 in benefits they are entitled to. My fundraising page is: [insert your fundraiser URL here]. Thank you ❤️

# Sponsorship form

My name \_\_\_\_\_ My address \_\_\_\_\_

My event \_\_\_\_\_

I'm fundraising with \_\_\_\_\_

Make every £1 worth 25p more. Gift Aid boosts donations and you won't miss out on sponsors who don't use online donations like JustGiving. After the event, send us this completed sponsorship form to:

**Supporter Donations, Macmillan Cancer Support, PO Box 791, York House, YORK, YO1 0NJ**

Title	Forename	Surname	First line of address <small>(Please don't give your work address as it'll stop Macmillan claiming Gift Aid)</small>	Postcode	Date paid	Your donation	Gift Aid <small>(please tick)</small>
Mrs	Jane	Smith	321A	CR1 3FG	26.04.22	£10.00	✓
<b>Good news! If you pay tax in the UK, you can Gift Aid your donation.</b> Just make sure you ask each sponsor to fill in their name, address and donation amount in their own writing – otherwise, we can't claim Gift Aid. *All fields are mandatory.							



Do you pay tax? If so, by simply completing this form you can boost the value of your gift by 25p for every £1 without costing you a penny. If I have ticked the box headed 'Gift Aid?', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Macmillan Cancer Support to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.





# hr challenge

Cancer doesn't stop so neither do we

*Name*

**completed the 24 Hour Challenge  
in October and raised**

*Fundraising total*

**for Macmillan Cancer Support**

The donations you've raised mean that we can continue to be there when we're needed most and do whatever it takes for people living with cancer.

Add your own challenge photo here

*Name*

**completed the 24 Hour Challenge  
in October and raised**

*Fundraising total*

**for Macmillan Cancer Support**

The donations you've raised mean that we can continue to be there when we're needed most and do whatever it takes for people living with cancer.

**MACMILLAN  
CANCER SUPPORT**



# Key FAQ's

[Registration link](#)

[Facebook group](#)

## General FAQs

### Q. What is the challenge?

Cancer doesn't sleep and neither do we. Join Macmillan's 24-Hour Challenge this October—walk, dance, game, or cycle for 24 hours straight. Go solo or team up with friends, family, or coworkers to tackle the challenge together. Every gruelling hour counts. Whether you take on 1 hour, 5 hours or the full 24 hours, you are raising vital funds to support people living with cancer. This challenge is for the fearless and anyone ready to push their limits. Are you ready to make every hour count?

### Q. When does my challenge start?

You can choose to take on your 24-Hour Challenge, any day between 25th and 31st October.

### Q. What is a Facebook fundraiser?

A fundraising page that is created for you once you have registered to use within Facebook. Create yours [here](#).

### Q. How do I share it with my Facebook friends?

As soon as you register for the challenge, it will automatically appear in your friends' newsfeeds. Then you can post updates on the page and more of your Facebook friends will see it. The more you post, the more people will see it, and the closer you'll get to reaching your goal.

### Q. How do my friends donate?

There is a donate button on the Facebook fundraiser, which is simple and quick to use.

### Q. What is the best way to raise more money with Facebook fundraisers?

Make it personal and make it fun! Post regular updates on your Facebook fundraisers to make people feel involved in your challenge. Post videos. Post selfies. Tag friends. The more likes and comments, the more money you will raise so be as creative as you can be!

### Q. How can friends and family donate if they don't have Facebook?

When you registered, we also created you your very own Macmillan Cancer Support fundraiser that you can share with friends and family who wish to donate outside of Facebook. You can find your fundraiser [here](#).

### Q. Where can I get support if I need it during this challenge?

Our Macmillan Cancer Support Line offers confidential support to those living with cancer and their loved ones. If you are worried about money, work or treatment or just want to speak about whatever matters to you, we'll listen and support you. Call us for free on 0808 808 00 000.

# Key FAQ's (continued)

## Can I take part if I'm under 18?

Thank you for wanting to support us. As you are under 18 we need your parent or guardian to get in touch with us. They can call us on 0300 1000 200 (Monday-Friday, 9am-5pm). If you have already registered in your name we will need to follow these steps:

- Remove you from our Facebook group as this is for over 18s only
- Cancel your registration
- If you have created a fundraiser, please go to your fundraising page on Facebook, click 'edit' and 'end fundraiser'.

## Your Macmillan t-shirt

### How long will my free t-shirt take to arrive?

Once you registered, please allow around 2 weeks for your t-shirt to arrive.

### What do I do if my t-shirt hasn't arrived after two weeks?

Please DM Macmillan on social media and the support team will investigate this for you and order a new one if necessary.

## Fundraising questions

### How much of the donations go directly to Macmillan?

For donations made in Great British Pounds (GBP), the payment processing fee on Facebook is 1.4% + 20p. The rest of your donation goes straight to Macmillan. When you donate, Facebook asks if you'd like to cover these fees. If you choose to do so, 100% of your donation will go to Macmillan.


### Can we fundraise as a group?

Yes. If you would like to fundraise as a group, then we encourage all participants to have their own registration to make getting your t-shirts quick and easy. When you register you will automatically be set up with an individual fundraising page. We recommend you close additional pages and share just one of your fundraising pages as a group.

### Is there a minimum fundraising target?

There is no minimum fundraising amount, but we are asking everyone taking part in the challenge to aim for £150 to fund our vital services for people living with cancer. You can update this to a target that works for you on your Facebook or personal Macmillan Cancer Support fundraising pages.

**Still have a question? Get in touch either by emailing us [fundraising@macmillan.org.uk](mailto:fundraising@macmillan.org.uk) or asking in the [Facebook group](#).**

A close-up portrait of a Black woman with long, dark, wavy hair. She is smiling broadly, showing her teeth. She is wearing a black blazer over a dark top and a bright green lanyard around her neck. The background is a blurred indoor setting with a window and light-colored walls.

**Good luck, and  
thank you for  
going the extra  
mile for people  
living with cancer.**