

**MACMILLAN  
CANCER SUPPORT**

A registered charity



Registered with  
**FUNDRAISING  
REGULATOR**

# **25 days of Festive Fitness**

**Your fundraising pack**

# Are you ready to get festive?

Thank you for choosing to take on 25 days of Festive Fitness this December. Your challenge helps 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 big 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 prepared.

## The challenge

Complete 25 minutes of fitness each day for 25 days in December. Whether you're braving the chilly winter air for a brisk walk or trying a festive-themed workout, you'll be getting fit and doing good.

## 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 Festive Fitness [Facebook group](#)
- Complete your [registration](#)
- We'll automatically create your very own GoFundMe page where you can collect donations.

## 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 festive 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.



# You're going the distance for people living with cancer

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 the festive cheer**

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**

Make the most of your Macmillan t-shirt during your challenge. Snap an #elfie to share on social media, and 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 and share your achievements throughout December.

## **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

Support me as I complete 25 days of Festive Fitness for Macmillan! I'll be completing 25 minutes of fitness each day between 1st - 25th December to support people living with cancer. 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 I officially begin my 25 days of Festive Fitness challenge for Macmillan Cancer Support. I am so excited to get started and share the journey with you! 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

I am now halfway through my 25 days of Festive Fitness challenge for Macmillan Cancer Support! Why not donate the price of your takeout coffee to my fundraiser? £6 could pay for 10 copies of the new edition of Preparing a Child for Loss, a resource we've produced in partnership with Winston's Wish. You can support my fundraising here: [insert your fundraiser URL here]

Thank you ❤️

## After your challenge

### Example 1

A huge thank you for supporting me during my 25 days of Festive Fitness challenge for Macmillan Cancer Support. There's still time to help me reach my target! Just the price of a £10 cocktail could go towards Macmillan's welfare rights advisors on their Support Line help people affected by cancer claim £305 in benefits they're entitled to. My fundraising page is: [insert your fundraiser URL here]

Thank you ❤️



# 25 days of festive fitness

## Progress tracker

Log your minutes here. Remember the goal is 25 minutes of fitness for 25 days in December. Don't forget to log your progress on your fundraising page too. **GOOD LUCK!**



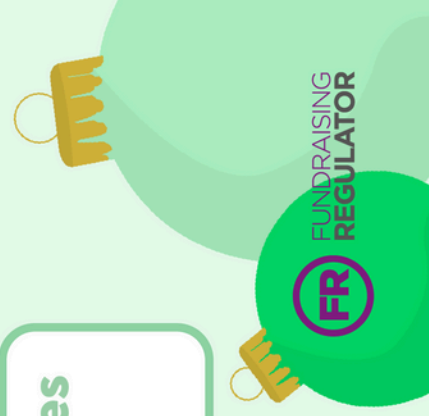
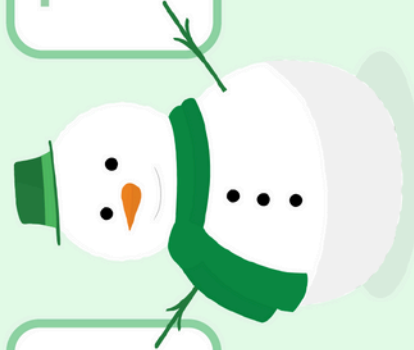
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	Total minutes		

Great start

Half way

Keep going

Almost there



**MACMILLAN**  
CANCER SUPPORT

Thank you so much  
for your support!

FUNDRAISING  
REGULATOR



**You're an  
unstoppable  
force!**



**Thanks to your extraordinary efforts,**

---

**we can help people with cancer  
live life as fully as they can.**



**MACMILLAN  
CANCER SUPPORT**



# Key FAQ's

[Registration link](#)

[Facebook group](#)

## General FAQs

### Q. What is the challenge?

Get into the festive spirit by completing 25 minutes of fitness each day for 25 days. Whether you're braving the chilly winter air for a brisk walk, dancing to your favourite holiday tunes, or trying a festive-themed workout, you'll be getting fit and doing good!

### Q. When does my challenge start?

The challenge will begin on 1st December and end on 25th December, totaling up to 25 days of Festive Fitness.

### Q. What is the best way to raise more money on my fundraising page?

Make it personal and make it fun! Post regular updates 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. 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.

### 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 and close it.

## Your free Macmillan festive t-shirt

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

Once you registered, please allow around 2 weeks for your festive 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.

# Key FAQ's (continued)

## Fundraising questions

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

GoFundMe have a 1.9% + £0.20 processing fee per donation. All donations are greatly appreciated and will go directly to Macmillan Cancer Support.

### How do I share my GoFundMe page on social media?

You can use the social media 'share' buttons on your GoFundMe to share your fundraiser link on Facebook, Instagram, TikTok, WhatsApp and by email.

### Why do I need to claim my GoFundMe page?

When you register, we automatically create your GoFundMe page. To be able to edit and post updates on it you need to claim your page. You can do this by clicking the claim page link in your registration confirmation email.


### 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 fundraising page.

**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.**