

**MACMILLAN
CANCER SUPPORT**

A registered charity

Run 28 Miles in February

Your fundraising pack



Registered with
**FUNDRAISING
REGULATOR**

Get ready to Run 28 Miles in February

Thank you for choosing to Run 28 miles this February, 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

You'll enjoy being active as you run 28 miles throughout the month of February.

Why?

You'll be making an incredible difference to the lives of people living with cancer.

How to sign up

It's simple:

- Join the Run 28 Miles [Facebook group](#).
- Complete your [registration here](#) or via the pinned post in the group.
- We'll automatically create a Facebook and Macmillan Cancer Support fundraiser for you.
- Receive your FREE running top.

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 people living with cancer.

Your FREE Macmillan running top

It's time to get prepared and look the part with your Macmillan running top! Once you've filled out your registration form, simply look out for your top in the post ahead of the challenge. It should be with you within 2 weeks of ordering it.



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.

£7

could pay for 50 copies of our credit-card sized resource explaining graphically the signs and symptoms of some common cancers. This has become one of our most popular resources and is particularly popular with men, who are often reluctant to pick up other materials.

£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.

£30

could help run our Online Community forum for 1 hour. In this time, 80 people affected by cancer in the UK can give emotional and practical support to each other on anything to do with cancer – from treatments, to coping with everyday life, to the death of a loved one.

£36

could pay for a Macmillan nurse for 1 hour, helping people living with cancer and their families receive essential medical, practical, and emotional support.

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 running top and 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. You can even track your miles on your [Macmillan fundraiser](#)!

Host a quiz or a bake sale

Boost your fundraising by hosting a quiz night or bake sale with your friends and family to raise extra funds.

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 on your fundraising page? 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

I am just [insert number of week(s)] away from starting my Run 28 Miles in February Challenge for Macmillan Cancer Support! Please help me kickstart my fundraising by supporting me here: [insert your fundraiser URL here]

Thank you ❤️

Example 2

Support me as I run 28 miles in February for Macmillan! I'll be running 28 miles throughout the month 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 is the day that I officially begin my month-long running 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'm officially halfway through running 28 miles 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 Macmillan have produced in partnership with Winston's Wish. You can support my fundraising here: [insert your fundraiser URL here]

Thank you ❤️

After your challenge

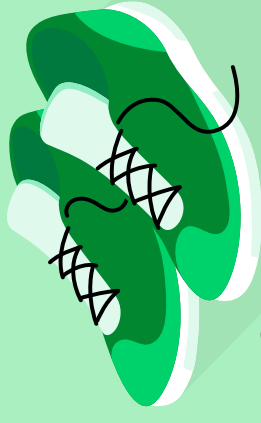
Example 1

A huge thank you for supporting me during my Run 28 Miles 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 ❤️

Run 28 Miles in February

Progress Tracker



M	T	W	T	F	S	S
✓	Tick	when	done	✓	2	1
3	4	5	6	7	9	8
10	11	12	13	14	16	15
17	18	19	20	21	23	22
24	25	26	27	28	Total Miles	

Great start!

Half way

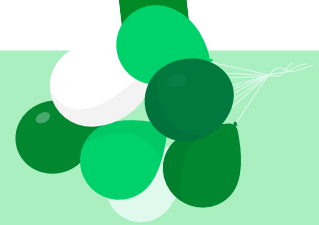
Almost there

You did it!

Registered with
**FUNDRAISING
REGULATOR**

**MACMILLAN
CANCER SUPPORT**

A registered charity





Run 28 Miles in February

Name

completed

Distance

**in February
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

Distance

**in February
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

Can I complete the miles at my own pace during the month of the challenge?

Definitely. You can split the miles up in the way that suits you best. The important thing is that you're giving your best to support people living with cancer.

Can I start the challenge late or early?

We will be encouraging everyone to start and finish the challenge during February. However, if you are joining the challenge later or you have lost some time, you can continue into March.

How can I keep track of the number of miles I am doing each day?

You'll receive a tracker in the post and in your digital fundraising pack which you can use to mark the number of miles you've completed each day.

Alongside this, you can log your miles digitally in your [Macmillan Cancer Support](#) fundraiser, which we'll email to you once you've registered.

You can also use digital apps such as Strava to track your miles.

Do I need to provide evidence to the charity that I have done the challenge?

No, however we do love to see your photos so make sure to share them on our [Facebook group](#) or tag us @MacmillanCancer.

What level of fitness do I need to have?

A reasonable level of fitness is required to complete this challenge, but it should be accessible to most. That said, you should go at your own pace that's comfortable for you, so please seek the advice of your GP if you have any concerns.

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'.

Key FAQ's (continued)

Your Macmillan Running Top

How long will my free running top take to arrive?

Once you registered, please allow around 2 weeks for your top to arrive.

What do I do if my running top 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 running top 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.

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.**