



JOIN THE FIGHT FOR
WOMEN'S SURVIVAL



How *you* can help us beat breast cancer

Everything you need to support the campaign, in one place.

All about **Join the fight for women's survival**

Cancer Research UK's Join the fight campaign is all about having fun with friends and family while raising vital funds for breast cancer research. There are two main ways to get involved – you can organise your own fundraising activity, or take part in one of the many volunteer-led activities and sponsored walks which are happening throughout the year and during Breast Cancer Awareness Month in October. You can also support Join the fight by buying one of our fantastic pink products.

Our website www.jointhefight.org.uk is packed full of different fundraising ideas designed to match the interests and personalities of our supporters. Head over for top tips on how to get that sponsorship money rolling in!

How to **get involved**

It's really easy to get involved. You can:

Do your own pink fundraising

Visit www.jointhefight.org.uk, where you can find your perfect fundraising activity and register for a fundraising pack containing everything you need for a fantastic event. You can also call our hotline, 08701 60 20 40, for fundraising advice and to register.

Take part in a breast cancer walk

All you need to do to join your local walk is visit www.jointhefight.org.uk and register online.

Shop!

You can buy fantastic pink products, including our famous breast cancer bath ducks online, or in your local Cancer Research UK shop, Peacocks or Tesco. Find out more at www.jointhefight.org.uk.

How to **promote** Join the fight

Below you'll find some quick and easy ways that you can help us to promote this exciting campaign. If you require more support, you can contact your local **Area Volunteer Manager** (AVM).

To get in touch with your AVM, just call our hotline on **08701 60 20 40** and our staff will give you the relevant contact details.



Connect and network

Take part!

To let people know what Join the fight is all about, why not organise your own fundraising activity? It's a great way to experience fun with family and friends while doing something really positive for others. Register on our website, www.jointhefight.org.uk or just call 08701 60 20 40.

Let your friends and family know about Join the fight

Ask friends and family to register for pink fundraising or a walk, and to help raise awareness of the campaign. Make a list of people who you would like to contact, then give yourself a goal of recruiting a set number of people a week to take part.

Contact groups and services in your community

Email or speak to all your contacts in your community, not just friends and families. These could include businesses and public services, groups and societies, schools and universities.



Advertise in your area



1. Contact local papers or magazines

Ask your local papers or magazines for free advertising. If you need any materials, adverts, or advice to help you with this, just get in touch with your Area Volunteer Manager.

2. Distribute Join the fight material in your community

You can send people our Join the fight branded email, give them a printed flyer or put up posters around your community, school, supermarket or church noticeboards.

- Print out copies of our **poster** and put them up in your area. The poster template is available online at:

http://www.cancerresearchuk.org/breastcancer/pdflibrary/pack_bellyposter.pdf

- Do a **door drop**: if you have time to advertise more extensively in your area, order some flyers from your local AVM and distribute them to local businesses, or drop them through residential doors in your local neighbourhood.

See if you can get our **banner** displayed on local websites:

FOR WOMEN'S SURVIVAL



To use our banner on a website, ask the relevant webmaster to download the banner file located at:

http://www.cancerresearchuk.org/breastcancer/raise_money/organiseanevent/promoteactivity/

and upload it to their website. Please make sure that they host the banner on their own server, rather than linking directly to the banner file above.



Tell the press

Send the Join the fight press release to all your local media

You can download our Join the fight press release from the following link:

http://www.cancerresearchuk.org/breastcancer/pdflibrary/pack_pressrelease.pdf then send it to local newspapers, radio stations, websites and magazines. We recommend however that you discuss how best to use it with your AVM before sending it out.



Support us online

Join us on Facebook

Join the Cancer Research UK Facebook page at <http://www.facebook.com/home.php?#!/cancerresearchuk?ref=ts> and invite all your friends to join or 'like' it. Ask them to support us by inviting their friends too! On our Facebook page, you can share your photos of your fundraising, let people know how your fundraising is going and chat with other Cancer Research UK supporters.

Use Twitter to promote your event

Follow us on [Twitter](#) and let all your followers know that you're fundraising for us by adding a Twibbon to your avatar. You can also add the 'hashtag' #breastcancer to your tweets to help other people to find them.

Post a link to our website wherever you can

Please post a link to our website www.jointhefight.org.uk wherever you can! You could post it on Facebook or Twitter and on messageboards, chatrooms and forums. On Twitter, you can let your followers know you're fundraising for us by adding the 'hashtag' #breastcancer to you tweets.

Create an e-signature

Add the line "Join the fight for women's survival. Help beat breast cancer by supporting Cancer Research UK. Visit www.cancer.org.uk/breastcancer or call 08701 60 20 40" to the bottom of your emails.



Useful web addresses and phone numbers



www.jointhefight.org.uk – our Join the fight website

<http://www.facebook.com/home.php?#!/cancerresearchuk?ref=ts> – the Cancer Research UK Facebook page.

08701 60 20 40 – our fundraising hotline.



Promotion checklist

Below you'll find a checklist of all the things you can do to promote **Join the fight**. Why not print off this list and tick off the activities off as you complete them?

Activity	Completed?
Connect and network...	
Let your friends and family know about Join the fight.	<input type="checkbox"/>
Let all your local contacts know about Join the fight – businesses, schools, organisations etc. Ask them to support and spread the word.	<input type="checkbox"/>
Advertise...	<input type="checkbox"/>
Contact your local newspapers and magazines, and see if they can help promote Join the fight by running adverts.	
Distribute as much material as possible in your area, and if possible do a door drop of our flyers.	<input type="checkbox"/>
See if you can ask local websites to display our banner advert.	<input type="checkbox"/>
Ask local organisations and groups to display Join the fight flyers and posters in their premises.	<input type="checkbox"/>
Tell the press...	<input type="checkbox"/>
Ask your local newspapers and magazines if they will run features about Join the fight. You can use our press release to help.	
Go online...	
Invite all your Facebook friends to support us too by adding us as friends or joining our groups and pages.	
Post a link to our website, www.cancerresearchuk.org/breastcancer , wherever you can on the internet (messageboards, Facebook etc.)	<input type="checkbox"/>
Create an e-signature for Join the fight that is added to the bottom of all your emails (and ask friends to do the same).	<input type="checkbox"/>
Get in touch if you need more help...	<input type="checkbox"/>
Don't forget that if you need more help, you can contact your Join the fight staff contact. If you don't know who your contact is and would like to speak to him/her, just call our hotline, 08701 60 20 40, for more information.	<input type="checkbox"/>

Thank you

Thank you very much for your support! If you need any help with any of the above, just get in touch with your Join the fight staff contact.

Together we will beat cancer

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