



# Fundraising Toolkit

Everything you need to know  
to get moving this June



[moveyourbutt.org.nz](http://moveyourbutt.org.nz)

# Let's get moving

No one likes to talk about bowel cancer. Yet it kills as many New Zealanders as breast and prostate cancer combined. It's a national emergency and we think it's time we all started talking about it – and most importantly, doing something about preventing it.

That's why we run Move your Butt during bowel cancer awareness month in June.

You see, exercising more and eating well are proven to help prevent bowel cancer.<sup>1</sup>

So this June, get off your butt and challenge yourself to get in more exercise – even if it's just a 10 minute walk a day. You'll be helping yourself beat bowel cancer. Plus, if you get your friends and whānau to sponsor your challenge, you'll be helping more Kiwis beat bowel cancer too.

100% of funds raised go to Bowel Cancer NZ for awareness, advocacy, research and support of people living with bowel cancer.

So Move your Butt and sign up for the challenge at [moveyourbutt.org.nz](http://moveyourbutt.org.nz)

*TVNZ Breakfast presenter and Bowel Cancer NZ Ambassador Jenny-May Clarkson, encourages you to get involved and move! Jenny-May's brother died of bowel cancer, so this is a cause close to her heart. Simply moving that little bit extra every day, could really be life changing.*

<sup>1</sup> WHO, Global Recommendations of Physical activity for Health, 2011.



Getting started



# How to Move Your Butt

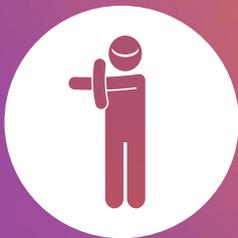
It all kicks off on 1 June, but you can start now by spreading the word, getting your fundraising underway, or pulling a team together.

## Here's how it works



### Get ready

Sign up at [moveyourbutt.org.nz](https://moveyourbutt.org.nz) and set your challenge! Intense or chill - we just want you moving!



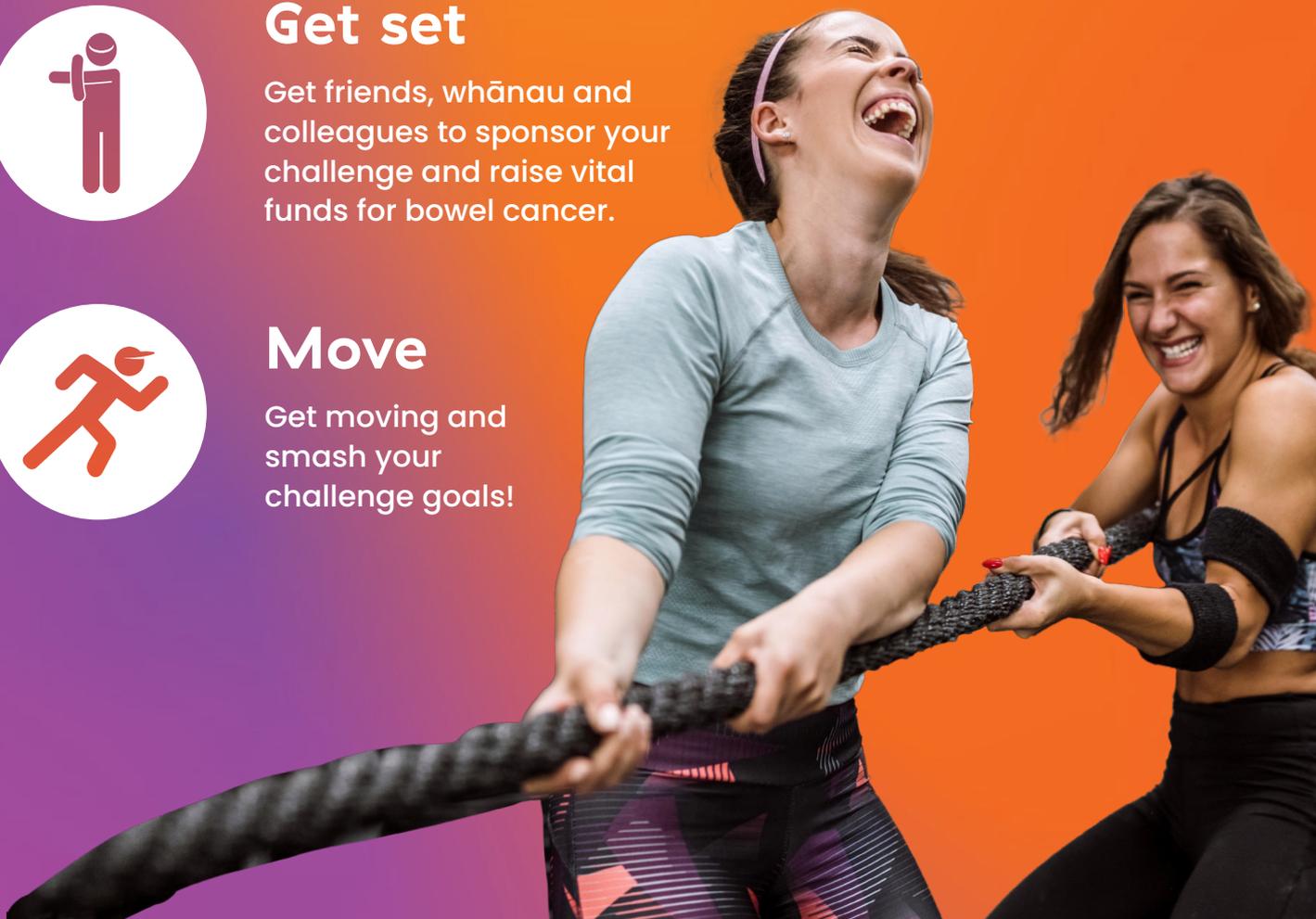
### Get set

Get friends, whānau and colleagues to sponsor your challenge and raise vital funds for bowel cancer.



### Move

Get moving and smash your challenge goals!



First thing's first



# Set your own challenge

Whether it's training for a marathon or a daily walk, pick a challenge you'd feel proud to achieve.

## Challenge ideas



### Try something new

Introduce a pilates or yoga class to your weekly exercise. Or what about a friendly game of netball or footy every Friday.

### Try a morning walk

Before the whānau get up and work starts. Even if you did it every day for a week this month, small steps are progress.

### Work out at home

Set a time to fit it in each week. Online classes are a great way to stay motivated or get a friend involved.

### Counting your steps?

Try doubling them for the month or pick a weekly goal to achieve.

### Already an avid mover?

Challenge yourself to a daily routine ALL month.

### Bike, run or walk to work

Challenge yourself to do this a couple of times per week for the month.

### Clock up the KMs

Set your goal for the month and get running or walking.

### Make it major

Set yourself a higher goal to work out every second day for the month of June.

During the month of June



# Moving as an individual

## Set your challenge.

It could be absolutely anything that gets you moving more during June. Check out challenge ideas on the page above.

## Sign-up.

Go to [moveyourbutt.org.nz](http://moveyourbutt.org.nz)

## Personalise your page.

Fundraisers who customise their page raise more money. Keep everyone updated by adding progression updates and pictures throughout the month.

## Set a fundraising target.

Don't set your target too low! You'd be surprised how deep some pockets can be.

## Donate yourself.

Get the ball rolling and show your commitment by donating to yourself!

Fundraisers who make their own donation raise more than those who don't, and receive larger donations from their friends and whānau.

If you are not in the position to donate to yourself, think of someone who can.

## Get sponsored.

Sign up your friends, whānau and colleagues to donate and follow your journey throughout the month of June.

## Spread the word.

Share your journey on social media to enlist more support and get the word out as to why Kiwis should get serious about beating bowel cancer. Use the hashtag **#moveyourbuttnz**

## Keep on posting.

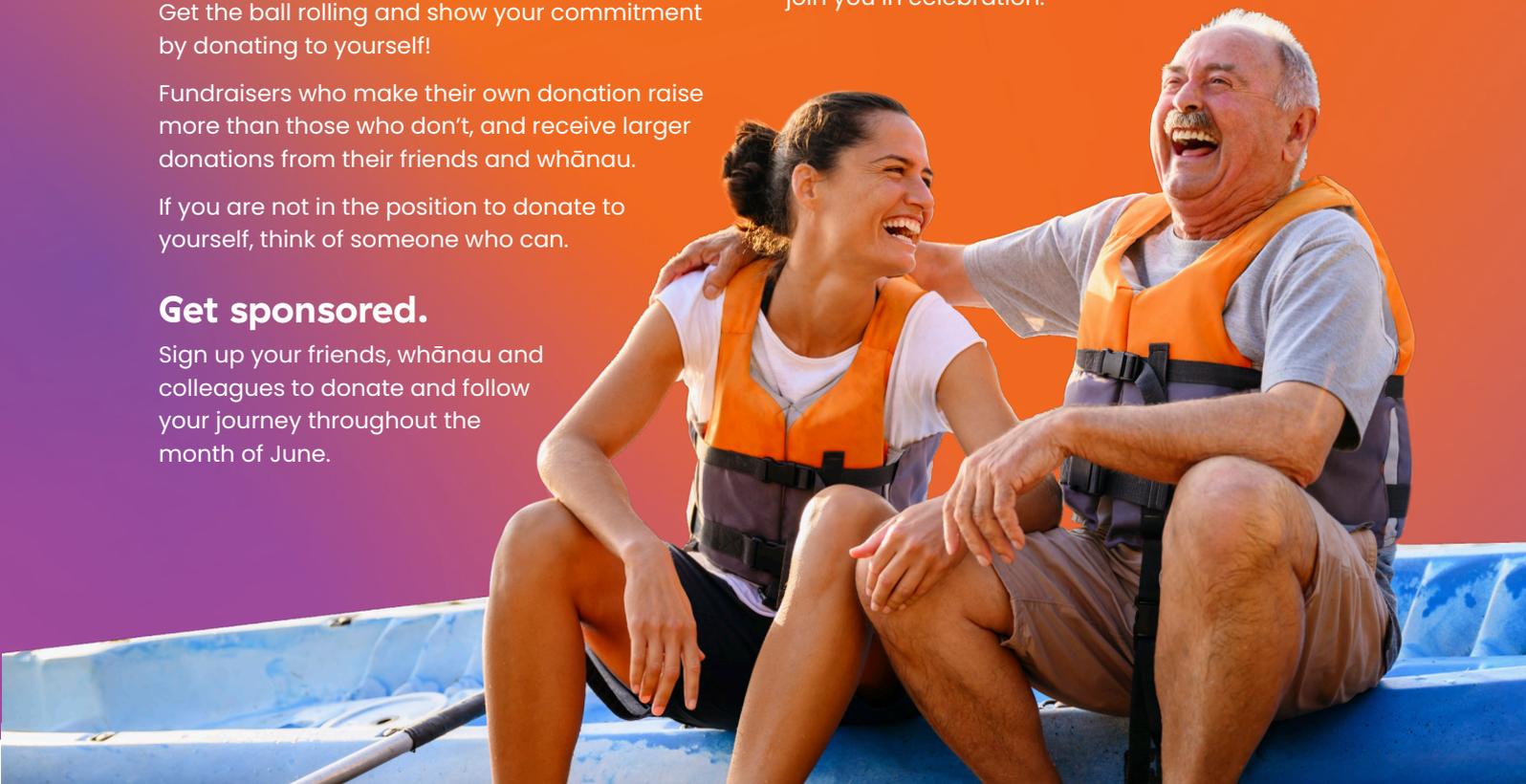
Share the highs, the lows, and even the sweaty bits. It's a good reminder to your sponsors just how serious you are about raising vital funds.

## Say thanks.

Send a personal thank you message to all of your sponsors. After all, they're helping you and hundreds of other Kiwis to beat bowel cancer.

## Celebrate!

Toast to your achievements, or organise a post Move your Butt party so that your supporters can join you in celebration.



First thing's first



# Set your team challenge

Whether it's training for a team marathon or a daily walk, pick a challenge your team would be proud to achieve.



## Big move days

Every Tuesday, get everyone to join in and participate in an online class.

## Count your steps as a group

Try doubling those steps over the month of June. Or pick a weekly goal you can all achieve together.

## Friendly games

Every Friday for the month, organise a friendly group game of netball or footy.

## Get out of the office

Do a group walk around the block a few times per week this month as a team.

## Stand up meetings all month

This can work well over zoom if your team is work-from-home.

## Is your team already fit?

Challenge your team to do a daily movement or exercise ALL month.

## Move the team to work

Whether they walk, bike or run, set a couple of times per week to all do this.

## Clock up the KMs

Set your goal for the month and get running or walking.

## Train as a group

Work towards something as a group. What about a half marathon or kayaking challenge?

During the month of June

# Moving as a team

## Set up your team page

When you sign up, you'll be asked if you're fundraising in a team.

- If you choose **No** - you go on to sign up as an individual fundraiser.
- If you choose **Yes** - you'll be able to set up your team fundraising page, with the option to create a personal page at the same time.

## Join a team page

- **When you sign up**, click **Yes** - I'm fundraising in an existing team and choose the team's name from the drop-down menu. Then continue to set up your individual page.
- **If you have already signed up**, you can still join a team by logging onto your individual fundraising page, clicking **'edit page'** on the left-hand side, and under your page name, select the team you wish to join.

## Set up a team at a later date

If you've already set up your individual fundraising page and would like to form a team, simply login to your fundraising page and select **'Join or Create a team'** on the left-hand side.

Or contact [support@grassrootz.com](mailto:support@grassrootz.com) and they'll be happy to help.

## Invite people to join your team

Once the team page has been set up, you can invite people by clicking **'Get team members'** on the left-hand side of your team page. A pop-up window will appear, allowing you to enter email addresses and a personalised message in the invite. Each invitee will receive an email with a link to complete their registration.

## Promoting the team page

Ask for support by sharing your page with your networks. The more you share your page, the more likely you are to reach your fundraising goal. Challenge your mates. Dare your friends to beat your personal best. After all, it's not so much about winning on the day; it's about winning the battle against bowel cancer.



# Get the most out of your moves

## Tips to keep moving

### **Start small.**

Do a little more each day and aim to build up to 30 minutes a day. Or if you're finding it hard to fit in a full 30 minutes, break your exercise down to 15 minute periods.

### **Get creative.**

Remember moving doesn't have to cost anything! Try a low intensity walk or jog, head down to the beach for a brisk paddle, bike ride with the kids or tidy up around the house. All great ways to get you moving.

### **Move with mates.**

Ask your friends and whānau to get involved. The more people, the more motivated everyone will be and ultimately – the more fun you'll have!

### **Share your progress.**

Share progress on social media and keep your pages up to date to increase encouragement and support from others. Remember to include your fundraising link.

### **Accept no butts.**

Schedule your activities every day and don't let anything get in-between you and your moving!

### **Be a role model.**

Set a good example amongst friends and whānau. Get everyone adopting some good healthy habits.

## Tips to keep up donations

### **Be your biggest fan.**

If people see that you've donated, they're more likely to give too.

### **Build a support team.**

Make a list of potential donors – friends, whānau, and work colleagues – it never hurts to ask.

When asking, be sure to break down how you plan to fundraise. Having a target amount in mind is important to communicate. That way everyone can keep up the motivation.

Encourage your friends to spread the word :)

### **Follow up.**

People get busy, so don't feel embarrassed if you have to remind a few soon-to-be sponsors.

Keep sharing and keep asking for sponsorship as you get closer to the finish line.

### **Match funding.**

Many workplaces will match money raised by employees dollar for dollar – they might be a great place to start. Better yet – get a workplace team going!

### **Customise for the cause.**

Fundraisers who customise their page raise even more money, so add some images and updates as you move throughout the month. Before and after shots are always a crowd pleaser.

Move to save your butt



# Why we're moving

Bowel cancer is the second highest cause of cancer death in New Zealand, killing as many Kiwis as breast and prostate cancer combined.

Every day, on average

**8** people are diagnosed with bowel cancer

**3** people will die from bowel cancer

During the month of June

**250** people are diagnosed with bowel cancer

**100** people will die from bowel cancer

On the upside, bowel cancer is treatable – and beatable – if it's caught early enough.

Move your butt for good



# Where all the hard mahi goes

Through our work we aim to save lives from the second biggest cancer killer in New Zealand. 100% of funds raised go to Bowel Cancer NZ for awareness, advocacy, research and support.

Here's how we're tracking

**24** 

Education talks and events.

**145** 

Patients funded for physio and counselling.

**1.5K** 

Online support group members.

  
**1.49K** Patients and whānau supported by our nurses through our helpline, chatbot and email.

**25** 

Virtual coffee groups and webinars

**161.3K** 

Web visitors

**9.5K** 

Education and support resources downloaded

We receive no funding from the Government, so we rely on the generosity of New Zealanders like you to help us spread the word and beat bowel cancer. So thank you!

Good to know

# Tips for preventing bowel cancer

No cancer is totally preventable, but you can reduce your risk of getting bowel cancer by exercising more, eating well and following these simple guidelines:



## More fruits and veggies

Fruit and vegetables are not only high in dietary fibre, which helps to 'keep you regular', they also contain many vitamins, minerals and antioxidants, which help destroy free radicals in the body. It's recommended that you eat two serves of fruit and five serves of vegetables every day. More is even better!



## Reduce the processed meat

It's recommended that you reduce your intake of highly processed meats such as bacon, sausages, ham and salami. Processed meat takes longer to break down in the gut and is suspected to play a role in bowel cancer.



## Move more

Exercising more is proven to help reduce the risk of bowel cancer<sup>1</sup>, so as they say 'move it or lose it!'. Find little ways to be more active every day – like walking to work or taking the stairs instead of the lift.



## Reduce the booze

Alcohol consumption has been linked with an increase in bowel cancer risk. So if you choose to drink, it's recommended that you limit alcohol to less than two drinks a day.



## Give up the butts

Smoking is associated with an increase in bowel cancer as well as many other illnesses<sup>2</sup>. Cigarette smoke contains many carcinogens, which can damage your DNA.

<sup>1</sup> WHO, Global Recommendations of Physical activity for Health, 2011.

<sup>2</sup> Source: everydayhealth.com

# Move Your Butt

Bowel Cancer NZ



[moveyourbutt.org.nz](https://moveyourbutt.org.nz)



[info@bowelcancernz.org.nz](mailto:info@bowelcancernz.org.nz)



[#moveyourbuttnz](https://www.facebook.com/moveyourbuttnz)



**Bowel Cancer**  
NEW ZEALAND