



# BEAT BOWEL CANCER, YOUR WAY.

## FUNDRAISING TOOLKIT

Easy ways to fundraise and help more Kiwis beat bowel cancer.



Your fundraising activity means a lot to us, so we've tried to make it as easy as possible for you to get started – and to help you out along the way!

We've partnered with Grassrootz, an online platform where you can set up your fundraising page, share it, and start collecting donations right away. So read on to find out how to get started...

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.

**100% of the funds you raise go to Bowel Cancer New Zealand towards vital research, awareness, advocacy and support of people living with bowel cancer.**



# HOW TO START FUNDRAISING

**With your support, more Kiwis can beat the odds of getting bowel cancer.**

- 1. Choose your way to beat bowel cancer** – from running a raffle to running a marathon, how you fundraise is up to you! (See page 9 for ideas).
- 2. Create your online fundraising page** – [Click Here](#) and select the green 'Start Fundraising' button. Follow the simple steps to personalise your fundraising page. More info on page 6.
- 3. Get sponsored** - ask friends, whānau and colleagues to sponsor your fundraiser. You can send them a link to your fundraising page or promote your page on your social media.
- 4. Ngā mihi! Say thanks** – Make sure you personally thank everyone that sponsors or supports you in any way.
- 5. Need some help?** If you need a hand with fundraising, please contact Bella at [bella.pond@bowelcancernz.org.nz](mailto:bella.pond@bowelcancernz.org.nz)



## A vibrant green background densely populated with white line-art icons. The icons are scattered across the entire area, creating a rich, textured effect. They represent a wide array of concepts: health and fitness (yoga person, dumbbell, heart rate monitor), nature and environment (sun, trees, mountain, recycling symbol), food and drink (apple, fork/knife set, glass/bottle, pizza, coffee cup), technology and communication (laptop, smartphone, speech bubble, mail icon), education and work (graduation cap, clipboard, lightbulb), and general lifestyle (family walking, person thinking, person running). Some icons are repeated, such as the 'no DNA' symbol and the pizza slice. The overall composition is dynamic and visually engaging.

**Every day, on average:**

of us are diagnosed  
with bowel cancer

of us will die from  
bowel cancer

**Every month, on average:**

of us will be diagnosed  
with bowel cancer

of us will die from  
bowel cancer

4



[illegible]

## Education talks and webinars held



## Virtual coffee groups



## Free counselling sessions for patients



## Patients funded for physio rehabilitation



## Online support group members



## Website visitors



## Resources downloaded



## Grocery & petrol vouchers distributed



## Patients & whānau supported by our nurse through our helpline, chatbot and email



## Events attended nationwide

Raising awareness within our rural, Māori & Pasifika and health professional communities is essential. So this year, we participated in the Pasifika Festival, Fielddays, the NZ Society for Oncology conference, and the GP conferences in Rotorua and Christchurch.

Statistic source dates: 1 April 2022 to 31 March 2023



# HOW TO GET FUNDRAISING

1. **Set your challenge.** It could be anything you choose – just use your imagination (or see page 9 for ideas!).
2. **Sign-up for your challenge.** Create your personalised fundraising page by clicking [HERE](#).
3. **Personalise your page.** Fundraisers who customise their page raise more money. Add some before, after and along-the-way pics and let everyone know why you're doing this.
4. **Set a fundraising target.** Choose the amount you want to fundraise. If you reach your target you can always increase it!
5. **Get sponsored.** Sign up your friends, whānau and colleagues to support you and follow your fundraising journey. Most people are surprisingly deep-pocketed when it's a good cause.
6. **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. If you're not in a position to donate to yourself, think of someone who you can ask to get you started.
7. **Spread the word.** Share your journey on social media to enlist support and get the word out there as to why Kiwis need to get serious about beating bowel cancer. Use the hashtag #beatbowelcancer
8. **Keep on posting.** Keep sharing your journey before, during and after your fundraising efforts. Keep reminding your supporters why you're doing this.
9. **Say thanks.** Send a personal thank you message to all of your sponsors. After all, they're helping hundreds of Kiwis to beat bowel cancer.
10. **Celebrate!** Toast your achievements, or organise a post-fundraising event so that your supporters can join you in celebration.



# GETTING STARTED AS A TEAM



**Getting a team of friends, whānau or colleagues together is great way to have fun and raise even more funds to beat bowel cancer. You can form a team for your own fundraising idea, or join a team at one of our annual fundraising events (see page 11).**

## **How to set up your team page**

- When you sign up to fundraise for Bowel Cancer NZ, the form will first ask if you are fundraising in a team. If you choose 'no', you go on to sign up as an individual fundraiser.
- If you choose 'yes - I want to fundraise in a new team', you can set up a team page. A little further down the form you can also check 'I'd also like to create a fundraising page for myself' to set up your individual fundraising page at the same time.

## **How to join a team page**

- When you sign up to join a team, select 'yes - I'm fundraising in an existing team' and choose the team's name from the drop-down menu.
- If you've already signed up for an individual fundraising page, you can still join a team by logging into your page, and clicking the 'Join or create a team' button on the left-hand side. Then select 'Join an existing team' and find the team name in the dropdown menu below.

## **How to 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, log into your page and click the 'Join or create a team' button on the left-hand side. Then select 'Start a new team' and input your team page name and target.

## **How to invite people to join your team**

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

## **Start promoting the team page!**

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



# TOP TIPS FOR FUNDRAISING



1. **Share your mahi** – Share the link to your fundraising page to your colleagues, whānau and friends. Ask them via social media, email, or even sharing on local community pages.
2. **Tell your story** – Fundraisers who customise their page tend to raise even more money. Share your passion and let your supporters know why you are doing what you are doing. Remember to include pictures of yourself – people want to see who they're donating to.
3. **Get your supporters behind you** – Ask all your friends and whānau to share your supporter page far and wide. Ask them to post on their social media, to put it on their email signature or display posters at their work or social club.
4. **Put your money where your mouth is** – If people see that you've donated, they're more likely to give too.
5. **Give your supporters options** – Let people know how much to donate, e.g. \$10 will buy... \$15 will help... \$30... \$50... \$100 etc. You want them to know that any amount they're able to give will make a difference. Click the orange 'Donate' button on our website for examples.
6. **Follow up** – Most people need to be asked at least three times before they give! Keep sharing and keep asking for sponsorship as you get closer to the end of your fundraising challenge and afterwards (almost 20% of donations come in after a challenge or event is over!).
7. **Raise the stakes** – If you hit your target, or you're less than \$100 away from reaching it, increase it!
8. **Thank your donors!** – Let them know their donation has been noticed and appreciated.

## Top tips for holding an event

1. **Timing is everything** - time your event to not clash with other local events and at a time that will attract the most attendees.
2. **Always have a plan** - it's good to plan out your event: this allows you to give specific tasks to family and friends who might want to help, and to have a back-up if things don't go as planned.
3. **Keep costs down** – if possible, get items or services sponsored or donated so you can raise even more funds to beat bowel cancer.



# STUCK FOR FUNDRAISING IDEAS? GET CREATIVE!



What you do to raise funds is up to you – just use your imagination!  
To get you started, we've compiled a few thought-starters below.

## Ideas you can do at home

- Challenge yourself (and your whānau) to go meat free for a week and focus on the veggies! The World Cancer Research Fund recommends limiting the amount of meat we eat to 500 grams cooked per week and to avoid processed meats; such as bacon, ham and salami.
- Get a group of friends to cook their signature dish and host an evening of fun, kai and a cheeky donation and even a prize for the best (or worst) meal!
- Invite friends to a muffin and morning-coffee at your whare for a gold coin donation.
- Challenge yourself to walk or cycle to work every day for a month.
- Host a themed lunch or dinner at your whare and charge your guests to attend.

## Ideas you can do with your whānau

- Challenge your family to give up the Internet at night for a month.
- Organise a community car-wash day and get the whole family to help.
- Approach the schools of your tamariki or in your local area to hold a mufti day with the proceeds going to Bowel Cancer NZ.
- Brainstorm and think of ways you could fundraise together, e.g. friends and whānau pick one thing to sell on TradeMe.

## Ideas you can do in your community

- Run a raffle or quizz night at your school, club or gym.
- Set up a bake sale at your school or the local shops.
- Hold a movie night for your community.
- Organise a local fun run, hill climb or mid-winter swim.
- Organise a picnic to celebrate the beginning of spring or summer, BYO kai and a donation.

## Ideas you can do at work

- **Ask about match funding** - Many workplaces will match money raised by employees dollar for dollar. Or ask your company to support you with a donation to your supporter page.
- People will rarely say no to cake. Hold a **bake sale** in your office as an afternoon treat and just ask for a donation to your supporter page in return for them indulging.
- Get a few of your friends or colleagues to cook a dish each and then hold a **staff lunch event** and charge an entrance fee.
- Hold a dress down day and charge \$5 each for your whole office to go casual for the day. Simple.
- Hold a **raffle with benefits!** Offer up prizes that you know your colleagues would love to get, e.g. offer to fetch their morning coffee for a week, finishing early on a Friday, or one month's use of the best parking space!
- Ask your colleagues to **sacrifice one morning coffee** a week and to donate this amount to your supporter page.



# RESOURCES TO HELP YOU FUNDRAISE YOUR WAY



Ask your friends, whānau and colleagues to sponsor your fundraiser. We've included social media posts and an email message below to help get you started.

## Enlist more support on social media

**Facebook it, Instagram it and more. Combine one of the following messages with images from our resource page, and make sure to add a link to your fundraising page:**

- I'm fundraising to beat bowel cancer by \_\_\_\_\_ (name your fundraiser). Please support me by sponsoring my challenge.
- I'm \_\_\_\_\_ (name your fundraiser) to beat bowel cancer, and I need your help. Please support my goal of raising \$\_\_\_\_\_ and help more Kiwis beat this deadly disease.
- I'm \_\_\_\_\_ (name your fundraiser) to beat bowel cancer, and I need your help. Please sponsor me to raise funds for bowel cancer awareness, support and education. Together, we can beat this silent killer!
- This month alone, 250 Kiwis will be diagnosed with bowel cancer and 100 will die. I'm committed to changing these statistics, so I'm \_\_\_\_\_ (name your fundraiser). Please help more New Zealanders beat bowel cancer by supporting me!

## Email friends and whānau to support you

**You can personalise the following message to send out via email. Remember to fill in the blanks and/or personalise your story of why you'd like to beat bowel cancer.**

Kia ora (name),

**I'm raising funds to beat bowel cancer** and need your support! I've challenged myself to \_\_\_\_\_ (name your fundraiser). Please help me reach my goal of raising \$\_\_\_\_\_ by sponsoring me here: [add the link to your page here!]

I'm passionate about helping Bowel Cancer New Zealand because too many Kiwis are dying of this disease: this month alone 250 New Zealanders will be diagnosed with bowel cancer and 100 will die. It's time to reduce these horrific statistics.

Please sponsor my fundraiser! Your donation goes towards vital research, awareness, advocacy and support for the many Kiwis living with bowel cancer. You can learn about the important work Bowel Cancer New Zealand is doing at [www.bowelcancernz.org.nz](http://www.bowelcancernz.org.nz)

Ngā mihi, thank you! Your support helps to beat lack of funding, beat embarrassment, beat ignorance, beat apathy, and above all, to beat bowel cancer!

**Don't forget to share photos of your challenge on Facebook and Instagram: @bowelcancernewzealand**



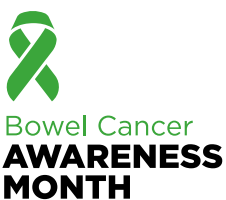
[illegible]

**Move Your Butt**  
Bowel Cancer NZ

Our Move your Butt fundraiser challenges Kiwis to get moving more and raise vital funds to beat bowel cancer. Every February, hundreds of Kiwis walk, run, dance, swim, pump and star-jump their way to raising funds – and get healthier and fitter in the process. Why not join them at [moveyourbutt.org.nz](http://moveyourbutt.org.nz)



Run for bowel cancer patients across Aotearoa in Round the Bays Auckland and Wellington at the beginning of the year. Get a team together or run it on your own across the stunning city waterfront. A great personal challenge while fundraising and raising awareness for Bowel Cancer NZ.



June is Bowel Cancer Awareness Month, so we encourage you to host an event to raise awareness of bowel cancer anytime throughout the month. Whether it be a morning tea, quiz night or an online fundraiser. Raise awareness your way – with a morning tea, quiz night or an online fundraiser. We can supply resources and information to help get the word out there.



Join the Bowel Cancer NZ team every October/ November in New Zealand's biggest, most iconic, colourful and cultural running celebration – the Auckland Marathon. It's not only a great excuse to get fit, you'll also be helping to support Kiwis of all ages diagnosed with bowel cancer.



# WANT TO KNOW MORE?

## Contact us

Drop us a line at: [bella.pond@bowelcancernz.org.nz](mailto:bella.pond@bowelcancernz.org.nz)

**Call Bella from our team on +64 21 243 8832**

## Donate

**Can't fundraise right now?** It's quick and easy

to make a donation instead [bowelcancernz.org.nz/how-you-can-help/donate](https://bowelcancernz.org.nz/how-you-can-help/donate)

## Connect with us

 [@bowelcancernewzealand](https://www.facebook.com/bowelcancernewzealand)

 [@bowelcancernewzealand](https://www.instagram.com/bowelcancernewzealand)

 [@bowelcancernewzealand](https://www.linkedin.com/company/bowelcancernewzealand)

 [@bowelcancernewzealand](https://www.tiktok.com/@bowelcancernewzealand)

## See our website

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



# WITH THE HELP OF OUR AMAZING SUPPORTERS, BOWEL CANCER CAN BE BEATEN!

Fundraisers, donors and volunteers like you make change happen. Every bake sale, fun run, initiative, donation, sponsorship, koha and fundraising event brings us a step closer to realising our vision.

With your support, we can work towards a future where every New Zealander can beat bowel cancer. **Ngā mihi, thank you!**



**Bowel Cancer**  
NEW ZEALAND

