



# BEAT BOWEL CANCER, YOUR WAY.

## FUNDRAISING TOOLKIT

Easy ways to fundraise and help more Kiwis beat 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** – sign up by clicking the orange 'Fundraise' button at the top right on our website and follow the simple steps to create your personalised fundraising page.
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 us [info@bowelcancernz.org.nz](mailto:info@bowelcancernz.org.nz) and tell us about your fundraising idea.

# WHY FUNDRAISE TO BEAT BOWEL CANCER?

Because bowel cancer is the second highest cause of cancer death in Aotearoa and it can affect anyone at any age.

8

of us are diagnosed with bowel cancer

Every day, on average:

3

of us will die from bowel cancer

Every month, on average:

250

of us will be diagnosed with bowel cancer

100

of us will die from bowel cancer

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

# ABOUT BOWEL CANCER NZ - HERE TO HELP BEAT BOWEL CANCER



We're a national patient and whānau-led charity aiming to reduce the impact of bowel cancer on New Zealand communities through awareness, education, support, research and promotion of access to appropriate screening and treatments.

Through our mahi, we aim to save lives from the second biggest cancer killer in Aotearoa. We receive no funding from the Government, so we rely on the generosity of New Zealanders like you to help us raise funds, spread the word and beat bowel cancer. Ngā mihi, thank you!

## Here's how we're tracking:

**2016**

New Zealand's first bowel cancer screening programme piloted. We've been the strongest voice calling for a nationwide programme - now being rolled out.

**28%**

**Increase in referrals for colonoscopies, resulting in more bowel cancer being found early - when it's more treatable.**

**\$170,000 +**

Donated towards vital bowel cancer research in New Zealand: research that could help save hundreds of lives.

**357%**

Increase in home screening test kits this year, due in part to our advocacy work.

**2,000+**

Patients and whānau supported via our 0800 nurse helpline, free patient programmes and through our online support groups.

**500,000+**

New Zealanders reached through our awareness and prevention campaigns - helping to ensure Kiwis don't sit on their symptoms.



# HOW TO GET STARTED

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** by creating your personalised fundraising page by clicking the orange 'Fundraise' button at the top right on our website.
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.** Don't set your target too low! You might be surprised by how deep your supporters will dig to help you reach your goal.
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 celebrating your achievements.

# GETTING STARTED AS A TEAM



**Getting a team of friends, whānau or colleagues together is a 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 12).**

## **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. **Plan ahead** - Make a list of potential donors – friends, whānau, work colleagues – it never hurts to ask. Ask them via social media (Facebook, Instagram etc), email, phone and in person. Track who's donated and who hasn't so you can ask again.
2. **Tell your story!** 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. **Customise for the cause** - Fundraisers who customise their page tend to raise even more money - so add some images, videos and updates before, after and during your challenge.
6. **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.
7. **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!).
8. **Raise the stakes** - If you hit your target, or you're less than \$100 away from reaching it, increase it! If people think you are close to meeting your target they may not donate the amount they were going to.
9. **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.







# 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: #beatbowelcancer**

# OTHER FUNDRAISING EVENTS

As well as fundraising your way, we'd love you to join these other events to make an even bigger difference in the fight against bowel cancer.



## Move your Butt

Move your Butt is our June fundraiser that challenges Kiwis to get moving more for a month and raise vital funds to beat bowel cancer. Every June, 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 the City

Join the Bowel Cancer NZ team every October in New Zealand's biggest, most iconic, colourful and cultural running celebration – the ASB 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.



## Cycle Lake Taupo

Held in November every year, the BDO Lake Taupo Cycle Challenge is one of the country's largest sports participation events – and Bowel Cancer NZ is proud to be a Charity Champion partner. If cycling spins your wheels, why not give it a go and beat bowel cancer as well as beating the course. Find out more at [cyclechallenge.com/fundraising](http://cyclechallenge.com/fundraising)



## Decembeard

Every December, we encourage men to grow a beard as a quirky way to start conversations about bowel cancer and to raise funds for Bowel Cancer NZ. So give your razor a rest and sign up for the challenge this December – your pursuit of hirsute can make a huge difference! Sign up or learn more at [decembeard.org.nz](http://decembeard.org.nz)

# WANT TO KNOW MORE?

## Contact us

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


Call Mary from our team on 021 027 51924

## 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://www.bowelcancernz.org.nz/how-you-can-help/donate)

## Connect with us

 [Facebook.com/BCNZ.org.nz](https://www.facebook.com/BCNZ.org.nz)

 [Instagram.com/bowelcancernewzealand](https://www.instagram.com/bowelcancernewzealand)  
#beatbowelcancer

## See our website

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



#beatbowelcancer



#beatbowelcancer

