

**Move  
your  
Butt**



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# FUNDRAISING TOOLKIT

Sign up to Move your Butt  
this June and help beat  
bowel cancer!



**Bowel Cancer**  
NEW ZEALAND



# Move your Butt to beat bowel cancer



No one likes to talk about bowel cancer. Yet it kills more New Zealanders than 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've launched 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 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 family to sponsor your challenge, you can help more New Zealanders beat bowel cancer too.

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

**So Move your Butt and sign up for the challenge!**



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



### How it works:

We're asking all New Zealanders – young or old, fit or unfit – to Move your Butts more during June. You don't need to run a marathon, it simply means challenging yourself to exercise more than you do usually. Here's how it works:

1. **Set your challenge** – it could be anything that gets you moving more during June – doing star jumps with the kids, doing 10 press-ups a day, riding your bike to work ... it's up to you. Or if you're already fit but sitting on your butt all day, how about challenging yourself to move more at work?
2. **Get sponsored** – ask your friends, family and colleagues to sponsor your challenge. You could WIN great prizes and raise vital funds for Bowel Cancer New Zealand.
3. **Move your butts together** – get even more 'bums off seats' by getting a team of friends, family or workmates together. It'll help you stay motivated and raise even more money to beat bowel cancer.
4. **Save your butt.** The good news is that if bowel cancer is diagnosed early enough, it can be beaten. So if you're worried, move your butt and see your doctor.







However you do it, Move your Butt month is all about getting moving and raising funds for bowel cancer.

You could learn to swim. Learn to ski. Take the stairs every day instead of the lift. Organise lunchtime walks at work. Do something different. Do something extraordinary. Do as much or as little as you want to – as long as you move more. It could help you beat bowel cancer, and you'll be raising funds so that more New Zealanders can beat bowel cancer too. Here are a few ideas to get you started:

1

### Move your Butt at work

- Turn your commute into a daily walk, run, cycle, skate or scooter
- Walk the stairs instead of the lift
- Catch a daily yoga class at lunch time
- Walk around your desk 10 times
- Do a tea run for your team twice a day

2

### Move your Butt at home

- Turn your usual household chores into your Move your Butt challenge
- Set yourself a goal to do a number of sit ups, star jumps or squats
- Get a pedometer or download an app and count your steps for the day – try and increase your steps for a daily challenge!

3

### Move your Butt with your family

- Brainstorm and think of ways you could move more together during your daily routine.
- Together decide on an exercise routine you can do together. It might be 10 star jumps or squats before dinner each night.
- Get dancing! After dinner put the music on and start dancing. Think of an award for the best family dancer.

4

### Move your Butt in a new way

- Use MYB to learn something new and introduce it into your daily routine. Yoga, pilates, dance or all great ways to move your butt.
- Join a friend who exercises regularly with a walking, cycling or running group.

5

### Move your Butt with exercise

- Already fit? Why not challenge yourself to exercise every day in June as a Move your Butt or push yourself harder.
- Run, cycle, swim, yoga, pilates – go every day, longer and stronger as a great challenge.

## Why Move your Butt ?



Because June is bowel cancer awareness month – and bowel cancer is the second highest cause of cancer death in New Zealand. It kills as many of us as breast and prostate cancer combined – and it can affect anyone at any age.

### Every day, on average:

8

of us are diagnosed with bowel cancer

3

of us will die from bowel cancer

### During June alone:

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 New Zealand



We are 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 work we aim to save lives from the second biggest cancer killer in New Zealand.

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. Thank you!

## We're helping more New Zealanders beat bowel cancer. 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.

357%

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

\$100,000+

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

620+

**Patients supported** via our online patient support group in the past four years – with an increase of 46% this year alone.

500,000+

**New Zealanders reached** through our awareness and prevention campaigns in 2018 alone – helping to ensure Kiwis don't sit on their symptoms.



1. **Set your challenge.** It could be anything that gets you moving more during June – walking for 20 mins per day, doing 10 press ups per day, riding your bike to work...it's up to you.
2. **Sign-up.** Go to [moveyourbutt.org.nz](http://moveyourbutt.org.nz)
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. **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 family. Make as generous a donation as you can to demonstrate your commitment to the cause. If you are not in a position to donate to yourself, think of someone who you can ask to get you started.
6. **Get sponsored.** Sign up your friends, family members and colleagues to support you and follow your journey towards and during Move your Butt month. Most people are surprisingly deep-pocketed when it's a good cause.
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 #moveyourbuttnz.
8. **Keep on posting.** Keep sharing your journey before, during and after Move your Butt month: the highs, the lows, even the sweaty bits. 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 you and hundreds of other Kiwis to beat bowel cancer.
10. **Celebrate!** Toast your achievements, or organise a post Move your Butt event so that your supporters can join you in celebrating your challenge.



Get more 'bums off seats' by getting a team together and raise even more funds to beat bowel cancer.

## How to set up your team page

### 1. Create your individual fundraising page

Each member of a team has their own fundraising page so the first step is to set up your own page. If you already have an Everydayhero account please click 'Log in'. If you can't remember your password, simply press 'Reset My Password'. Once this has been set up individuals can join a team.

### 2. To set up the team page

#### a. The team leader creates the team page

Once your fundraising page is created as above, the team options are visible on the right hand side of your page. Each team needs a team page which the team leader creates. They select 'Create a new team', choose a name for your team and continue to create your team page.

#### b. The team leader then personalises your team page

To do this the team leader clicks 'Edit this Team Page' and:

- Sets a team page donation goal. Funds raised as a team are the sum of all the individual pages.
- Shares your team story
- Uploads a team page photo

#### c. The team leader invites team members to join

Once the team page has been set up, the team leader can invite members by clicking the 'Invite Members' button.

A pop-up window will appear allowing the leader to enter the email addresses and to personalise the message in the invite. Each invitee will then receive an email with a link to complete their registration and join your team. Alternatively, the leader can simply send their friends an email with the link to the Team Page and they can click the 'Join Team' button.

### 3. To join an existing team page

Once you have set up your individual fundraising page, simply choose the 'Join an existing team' option on the right-hand side of your page. Search for the team you wish to join and click the 'Join this team' button. You're now part of the team and ready to fundraise! If you can't find your team, contact your team leader to ensure they have created the team page.

### 4. Start promoting the team page!

Once you have all your team members, start asking for support by sharing your page with your 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.





1. **Put your money where your mouth is.**

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

2. **Kick butt and get some support.**

Make a list of potential donors – friends, family, work colleagues– it never hurts to ask. Write down how you are going to ask them (via email, phone, face to face) and how much you are going to ask them. Breaking down how you are going to fundraise helps you reach your goal. Make sure you track who's donated and who hasn't so you can ask again. Don't be shy, most people need to be asked at least three time before they give!

3. **Follow up.**

People are busy – just because they haven't donated straight away doesn't mean they don't plan to. Keep sharing and keep asking for sponsorship as you get closer to the finish line.

4. **Match funding.**

Many workplaces will match money raised by employees dollar for dollar. Or ask your company to support you with a donation.

5. **Customise for the cause.**

Fundraisers who customise their page raise even more money, so add some images and updates as you train for the event.





First timer? Out of practice? Here are a few easy training tips to build up your fitness between now and then.

- 1 **Start small:** Do a little more each day and aim to build up to 30 minutes a day (or more) of walking or running each day.
- 2 **Break it down:** Can't fit in 30 minutes a day? Break it into smaller chunks, such as a 15-minute walk to work and back – or at morning tea and lunchtime.
- 3 **Take a mate:** Ask a friend, family member or colleague to train with you: they'll help keep you motivated and on track, plus you'll have more fun.
- 4 **Track your progress:** Keep a challenge log so you can record your progress – and so you don't give up!
- 5 **Share your progress:** Share your Move your Butt challenge on social media to get extra encouragement and support. Use the hashtag #moveyourbuttnz.
- 6 **Be a role model:** if you have kids, involve them in your challenge to help them learn healthy habits and keep fit.
- 7 **Get creative:** getting fit doesn't have to cost a fortune: try walking or jogging, swimming, running up and down stairs, cycling with the kids, doing the vacuuming, walking the dog, you name it.
- 8 **Accept no butts:** Schedule in your exercise every day and don't let anything else take priority. Before you know it, June will be over and hopefully you'll be keen to keep that butt moving!



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:

**1**

### Move to more fruit & 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 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!

**2**

### Move away from red meat

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

**3**

### Move your butt 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.

**4**

### Tame those tipples

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.

**5**

### 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. So it's a good idea to give up smoking, butts and all!

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

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



## Getting sponsored



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

### Email friends and family to support your challenge

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

Dear (name),

**I'm moving my butt to beat bowel cancer. Please support me!**

During Move your Butt month this June I have challenged myself to \_\_\_\_\_ every day to beat bowel cancer. Please help me reach my goal of raising \$\_\_\_\_\_, by sponsoring me here: [add the link to your page here!]

I'm moving my butt in June because too many Kiwis are dying of bowel cancer. In June alone, around 250 New Zealanders will be diagnosed and 100 Kiwis will die of it. It's time we kicked this silent killer in the butt!

I'll be posting updates to my fundraising page leading up to the event, so please check back to see how my challenge is coming along. And see [moveyourbutt.org.nz](http://moveyourbutt.org.nz) to find out more about the important work Bowel Cancer New Zealand is funding.

Thank you for supporting me to beat bowel cancer!

### 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 add a link to your fundraising page.

- During the month of June, I'm moving my butt to beat bowel cancer by \_\_\_\_\_ every day. Please support me by sponsoring my challenge.
- I'm moving my butt by \_\_\_\_\_ every day to beat bowel cancer, and I need your help. Please support my goal of raising \$\_\_\_\_\_ and help more Kiwis beat this silent killer.
- I'm moving my butt by \_\_\_\_\_ every day during the month of June to help (name) 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 June alone, around 250 New Zealanders will be diagnosed with bowel cancer and 100 will die. I'm committed to changing that, so during the month of June I'm challenging myself to move my butt by \_\_\_\_\_ every day. Please help more New Zealanders to beat bowel cancer by supporting my challenge here.

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





Need more info?



### Contact us

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

### Visit our website

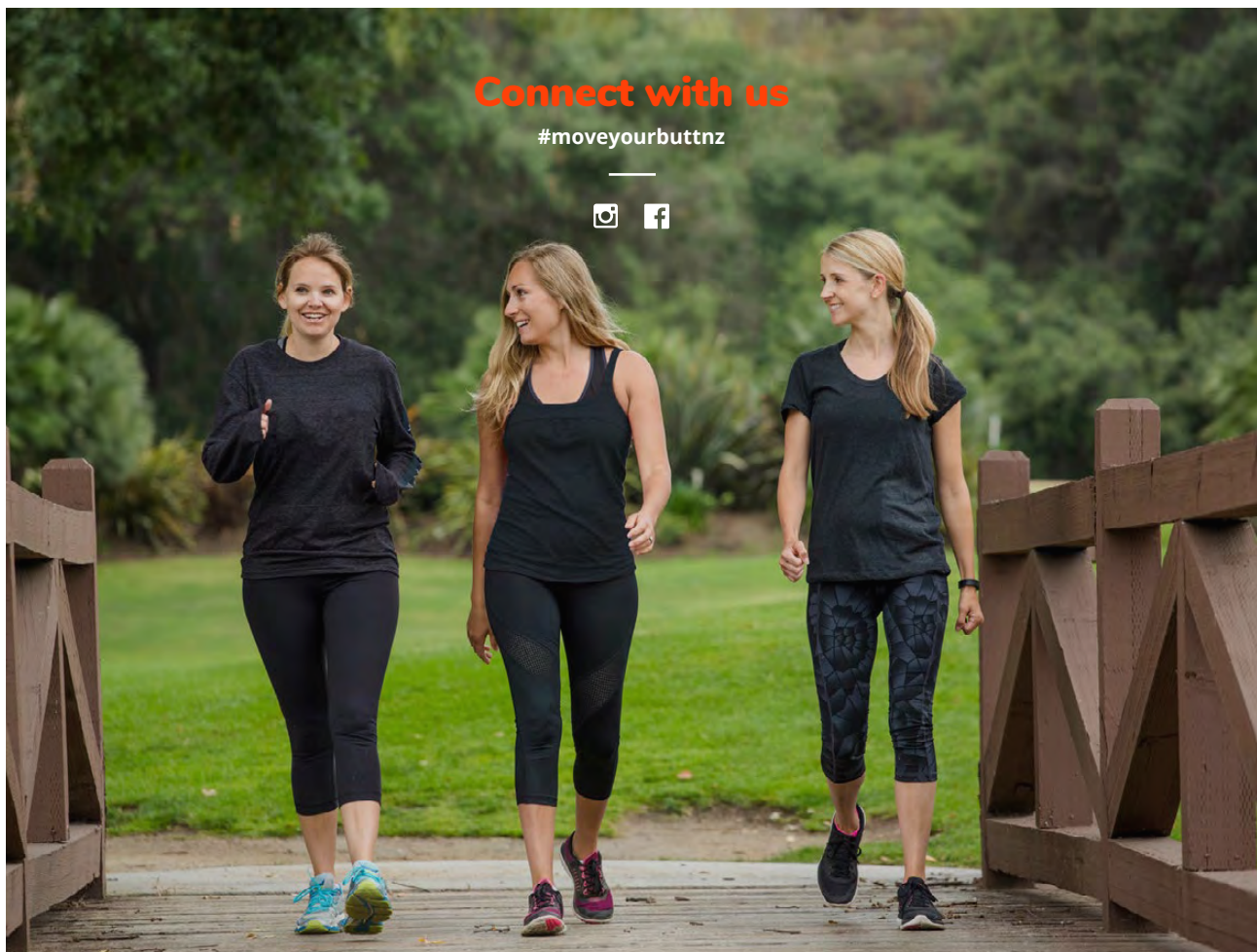
[www.moveyourbutt.org.nz](http://www.moveyourbutt.org.nz)

### Donate online

Donate online at [moveyourbutt.org.nz/donate](http://moveyourbutt.org.nz/donate) or via internet banking to Bowel Cancer NZ (Inc)  
Bank account: 38-9010-0509792-00

### Donate by cheque

Bowel Cancer New Zealand Inc,  
PO Box 301 517,  
Albany 0752,  
AUCKLAND



### Connect with us

#moveyourbuttnz





## It's time to kick butt...

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

So get moving – sign up at [moveyourbutt.org.nz](https://moveyourbutt.org.nz) to help more New Zealanders beat bowel cancer.