

**READY TO STAND
UP TO CANCER BY
TAKING ON THE
DOG WALKING CHALLENGE?**

OF COURSE YOU ARE.



THE STAND UP TO CANCER DOG WALKING CHALLENGE.

Take on this paw-some opportunity to Stand Up To Cancer with your four-legged friend this April. We recommend a total of 60 miles of dog walking across the month, but please read the guidance below before setting a distance.

Cancer can affect anyone's life, at any time. In fact, nearly 1 in 2 people will get cancer in their lifetime*. So we only have one option: to accelerate life-saving research. That's why we need you to raise the money our incredible scientists need. Every penny will help speed up research to get new tests and treatments to people who need them the most.

Join thousands of others to help fund life-saving research and get started today by following the three tips below.

GET STARTED

1. CREATE YOUR ONLINE GIVING PAGE

Make sure you've created your online Giving Page and don't forget to join the **Facebook group** where you can meet like-minded legends who are Standing Up To Cancer by taking on this Dog Walking Challenge too.

2. SPREAD THE WORD

Let your friends, family and everyone on social media know about your Stand Up To Cancer Dog Walking Challenge. Once April comes around, share updates on how you're smashing it and how they can sponsor you.

3. CHECK OUT THE DOG WALKING GUIDANCE

Please read through the Kennel Club's **dog walking tips**, the **seasonal dangers of walking your dog** and their **A-Z of dog breeds** to find out more about the exercise needs of your **dog breeds**.

*cruk.org/lifetimerisk



FUNDRAISING IDEAS

TEAM UP

Encourage your friends and family to join you in the Stand Up To Cancer Dog Walking Challenge in April – fundraising is better together!

PROMOTE YOURSELF ONLINE

Share your online Giving Page and your official challenge badges across your social networks for instant results.

VIRTUAL COLLECTIONS

Send an email to your colleagues to let them know you're taking on the Stand Up To Cancer Dog Walking Challenge in April to raise money for life-saving research. Remember to include a link to your Giving Page!

TELL YOUR STORY

Our most successful fundraisers often have really personal online Giving Pages. Kit yours out with the story of why you've decided to take part, regular updates, photos, and of course a thank you to your lovely donors!

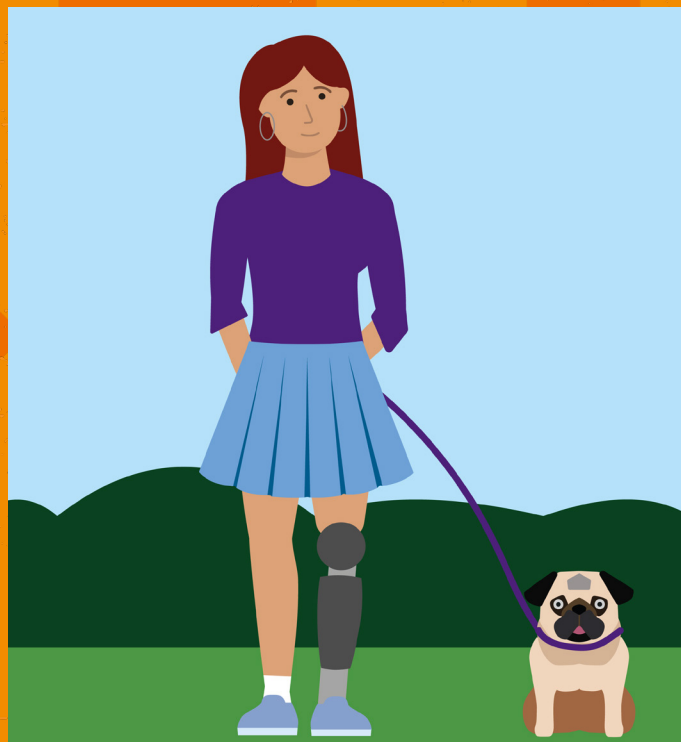
SET A TARGET

Keep yourself motivated with a fundraising goal. If you set a target on your online Giving Page, you can raise 145% more sponsorship.



DOG'S TALENT SHOW

Why not host a doggy talent show? It's simple. Set up the categories: best costume, best smile best professional talent etc. Then ask your friends to vote in exchange for donations. It's a great way to raise money and show off your furry friend!



FUNDRAISING IDEAS



FILM A VIDEO

Video yourself out on your walks to let friends and family know you're Standing Up To Cancer and share your content across social media.

MAKE A DONATION

Show potential supporters that you're committed and kick off donations with a contribution to your own online Giving Page.

ASK YOUR EMPLOYER

Increasing the miles you walk across the month will make you feel more energised at work. What's your company prepared to donate to their happier and healthier employee? See if they'll make a donation, or match the funds you raise.

WRAP-UP EVENT

"I'll donate when you've done it!" – the words no dog walker wants to hear. Hold doubters to their word with a wrap-up event at the end of April and lap up those last-minute donations!





**YOU'VE SMASHED
YOUR TARGET!**

£

TARGET

Your name and your dog's name:

**ARE RAISING MONEY
FOR GAME-CHANGING
CANCER RESEARCH
BY COMPLETING THE
DOG WALKING CHALLENGE**

Find out more and help them reach their target by donating to their online Giving Page:

Giving Page URL

WEEK 4

£

WEEK 3

£

WEEK 2

£

WEEK 1

£

SHOUT ON SOCIAL

Share your online Giving Page with friends, family and colleagues. Don't be shy!



And don't forget to tell us about what you are up to on **X @SU2CUK**, on **Instagram @su2cuk** with the hashtag **#StandUpToCancer**, or if **Facebook's** more your thing, be sure to tag us in at **standuptocancerUK**.

OUR PARTNERS



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Your name:

Your dog's name:

**ARE FUNDRAISING LEGENDS
AND HAVE RAISED**

Amount raised:

£

**FOR LIFE-SAVING CANCER RESEARCH
BY COMPLETING THE STAND UP TO
CANCER DOG WALKING CHALLENGE**

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STAND UP TO CANCER

DOG WALKING CHALLENGE

FUNDRAISING CALENDAR



Use this calendar to track the miles you and your pooch have walked in April. Cross off the days you've completed as you go.

	1 TUESDAY	2 WEDNESDAY	3 THURSDAY	4 FRIDAY	5 SATURDAY	6 SUNDAY
7 MONDAY	8 TUESDAY One week down!	9 WEDNESDAY	10 THURSDAY	11 FRIDAY	12 SATURDAY	13 SUNDAY
14 MONDAY	15 TUESDAY Half way there! You're doing fur-tastic	16 WEDNESDAY	17 THURSDAY	18 FRIDAY Everyone's cheering you on, can you hear them?	19 SATURDAY	20 SUNDAY
21 MONDAY	22 TUESDAY	23 WEDNESDAY Anything is paw-sible!	24 THURSDAY	25 FRIDAY	26 SATURDAY	27 SUNDAY
28 MONDAY	29 TUESDAY	30 WEDNESDAY You've done it! Round of ap-paws				

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STAND UP SCIENCE.

Fundraising is so important to allow us to continue our research and hopefully find better, kinder treatments for people with cancer in the future. We want to say a huge thank you to everyone who supports the SU2C campaign.

- A researcher funded by Stand Up To Cancer

Since 2012, our supporters have funded 73 groundbreaking projects and clinical trials, turning breakthroughs in the lab into new techniques and treatments that could really help for people with cancer.

Every day, our researchers work tirelessly to beat cancer. They're finding ways to stop cancer cells from resisting treatment. They're improving technology to detect cancer faster and even boosting the immune system so that its better at destroying cancer cells.

Want to learn more about the life-saving research your fundraising pays for? Visit www.su2c.org.uk/about

FANCY ANOTHER CHALLENGE?



Post a picture of yourself and your dog into the **Stand Up To Cancer Dog Walking Challenge Facebook group** with the hashtag **#selfiechallenge** with both you and your wonderful dog's name.

Then each week we'll highlight a few that we really loved in a post and tag you all to let you know how much we loved it!

Your selfie photo can be anything from an action shot of you out on your walk with a lovely scenic view, or it could be you and your pooch back at your home chilling on the sofa! The **Facebook group** is a safe space where fundraising heroes like yourself come together to tackle the challenge ahead.

Remember to also post your picture of you and your pooch onto your socials alongside your online Giving Page to encourage donations!

