STEPS CHALLENGE

A guide to hosting your own fundraising challenge

north west cancer research

Hosting your own Steps Challenge

So you've decided to take on a Step Challenge in aid of North West Cancer Research - great choice!

We've got you covered in this jam-packed guide.

This pack includes:

- Getting started tips
- How to set up an online fundraiser
- How to get your money to us
- How to promote your fundraiser
- Step Tracker
- Sponsorship boosting ideas
- Staying safe while out and about
- Sponsorship Form
- Social media images
- Poster

Don't Forget!

You can find your social media graphics inside the download file.

They're ready for use on Facebook, Instagram, Twitter or wherever else you like to share photos!

If you have any queries or need some extra support, please email **Carol@nwcr.org**

Thank you for choosing to fundraise for North West Cancer Research, your support is helping us in our mission for a cancer-free future.

north west cancer research

nwcr.org info@nwcr.org

Setting Your Step Goal

Whether you're a regular rambler or stuck at your desk most days, upping your daily step count can improve your health and help alleviate stress. It's up to you to decide what daily step goal you can achieve, keeping it simple and sustainable.

10k

If you don't do much physical activity already, start with a minimum of 10,000 a day and before you know it you'll have tracked 300,000 steps in 30 days!

13k +

If you're up and moving a little more throughout the day you can set your goal a little higher. 13,000 steps a day over a month would mean you would track 400,000 by day 30. Keep that up over 3 months and that's 1.2 million steps!

Determine a distance. Pick a significant location to you and a realistic time frame to virtually walk the distance to this location.

Getting Your Steps In

It's time to start counting those steps. Whether you're staying local or adventuring out into new territory, there are plenty of ways to make walking fun.

Stuck at your desk for most of the day? Take a brisk walk round the block on your lunch, or if you're working from home catch up with colleagues on the phone while strolling round the local park.

Set a reminder on your phone every hour to do ten minutes of on-the-spot steps or take a quick walk round your house or office.

If you're in the office, invite a colleague for a break-time walk round the local area or to grab a coffee. Park a little bit further away from the door to get more steps in than usual. Make sure your path is safe and well-lit.

Start a team! Challenges are more fun when you're part of a team to help spur you on. Why not invite your friends, family or colleagues to join you and set up your own leaderboard.

Ditch the car and walk to work or take the kids to school by foot. It's a great mood-boosting start to the day and you'll be at your step goal before you know it!

Please note that some of the tips on this page are dependant on local and national lockdown restrictions. Please act within the current guidance and keep safe.

Go on an Adventure

Make the most of your walks with day-long trips, exploring exciting trails and seeing more of your region. We've rounded up some of the best walking trails in the North West and North Wales.
Visit alltrails.com to find out more.

Merseyside

- Lydiate Loop
- Thursaston Hill Circular
- Hale Park & River Mersey
- Car Mill Dam
- Formby & Freshfields
- New Brighton to West Kirby
- Trans Pennine Southport to Hadfield
- Liverpool Waterfront & Parks Circular

Lancashire

- The Tolkein Trail
- Pendle Hill & Ogden Resevoir
- Haslingden Grane & Hog Low Pike Circular
- White Coppice, Great Hill & Anglezarke Circular
- Arnside Knott
- Winter Hill & Rivington Pike
- Entwistle & Wayoh Resevoirs
- Euxton Yarrow River Circular

Cheshire

- The Roaches & Lud's Church Circular
- Bulkeley Hill & Maiden Castle
- Weavers Way - Frodsham to Northwich
- Styal & Airport Circular
- Old Pale Hill & Delamere Forest
- White Nancy Circular
- Bickerton Hills & Sandstone Trail
- The Bolin Valley Walk

North Wales

- Watkin Path
- Beddgelert
- Conway Quay
- Y garn
- The Mawddach Trail
- Anglesey Coastal Path
- Panorama Walk
- Llangollen History Trail

Lake District (Cumbria)

- Loughrigg Fell Circular
- Scafell Pike
- Catbells via Allerdale Ramble
- Fairfield Horseshoe
- Halvellyn
- Buttermere Circuit
- Seathwaite Circular
- Coledale Circular Walk

Please note that travel to the areas on this page is dependant on local and national lockdown restrictions. Please act within the current guidance and keep safe.

Keep It Safe

Technically, the only thing you need to complete a step challenge is yourself. However, some of the things below might make your challenge easier and safer.

Not got a fitness watch yet? It's a good idea to invest in a fitness watch, or pedometer, to automatically track your activity. Most smartphones will have an app that can count your steps too if you search your phone or app store for a 'health' app.

Opt for walking boots or trainers that will keep you in top shape for the duration of your challenge. If you're walking in wet weather, a pair of wellies are a must!

There's nothing like a sunny stroll in warm weather, but you need to make sure you're protecting your skin from the sun's UV rays with a good SPF.

Stay hydrated! No matter the weather, increased activity = increased thirst, so make sure you don't dehydrate by keeping a bottle with you on your walks.

Get a walking buddy! Walking and talking always makes the time fly by. Catch up with a friend on your travels and before you realise it, you'll have reached your daily step goal.

Plan out any new routes ahead of time so you don't end up miles out. Use your phone GPS to stay on track and share your location with your family.

Start Fundraising

Once you've let everyone know about your Step Challenge it's time to start fundraising. You can collect money with sponsorship forms or online using a fundraising website.

Enthuse

- Head to **northwestcancerresearch.enthuse.com/cf/step-challenge** and click 'Fundraise for us' (or 'Create a team' if you're taking on the challenge as a group!)
- You'll be asked to sign in - you can sign up with your email or click 'Continue with Facebook' to use your Facebook login
- Follow the instructions on screen to complete your page - set your own target, upload your picture and use our email template to help you write your bio
- Choose your custom url- this is the link you'll be sharing with friends and family when asking them to donate so don't make it too long
- Job done! Your Enthuse page is now set up and ready to accept donations. Enthuse will send any money you raise straight to us.

Just Giving

- Head to **justgiving.com/nwcr** and click 'Fundraise for us'
- You'll be asked to sign in - you can sign up with your email or click 'Continue with Facebook' to use your Facebook login
- Click 'Doing your own thing' in the bottom right
- Fill in the form, selecting 'something else' under event type
- Choose your web address - this is the link you'll be sharing with friends and family when asking them to donate and click 'Create Your Page'
- Job done! Your Fundraising Page is now set up and ready to accept donations. Just Giving will send any money you raise straight to us.
- Don't Forget! You can edit your page by clicking your icon in the top right and selecting 'Your Fundraising'. From there you can click 'edit this page'

Fundraising Offline

Don't worry if you're fundraising offline. You can use our sponsorship forms to keep track of all your donations and make sure we can make your donation go even further by claiming Gift Aid.

Simply send your complete sponsorship forms to:

Fundraising Team
North West Cancer Research
200 London Road
Liverpool
L3 9TA

Or tally up your total and donate it altogether at:
nwcr.org/donate

Gift Aid It

Did you know you can make your money go further without having to do a thing? Remind your sponsors to tick the Gift Aid box and supply their address on your sponsorship forms, or tick the Gift Aid box online.

If you're a UK taxpayer, every pound you donate is worth £1.25 to us.

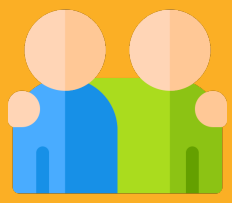
Double Your Money

Get your employer in on the action with Matched Giving.

Many companies will pledge to match the fundraising totals of their employees, so check if your employer offers it. It's a super easy way to boost your fundraising.

Boost Your Sponsorship

Whether you're adding a few small touches or going as big as possible, there's plenty of ways to add a personal touch to your step challenge.



Supporter's Choice

Have your supporters pick out your destinations for a route dedicated to them, or walk to meet friends and get them involved in the challenge.

Dress Up!

Let your sponsors pick your outfits while you walk - the sillier the request, the higher the donation!

You could theme each of your journeys, such as a onesie day or 70s fancy dress and share online.

Wear your sponsors on your sleeves by adding their names to a white t-shirt as your challenge goes on and donations come in.

Celebrate in Style!

Finish off your challenge with a fundraising do for family and friends to celebrate your accomplishment.

We can provide collection buckets for a bit of last-minute fundraising!

IS WALKING

STEPS

TO RAISE MONEY FOR LIFE-SAVING CANCER RESEARCH!

Help me reach my fundraising goal at:

north west cancer research

Shout About It

Whether you're inviting your friends to join you, sharing your progess or trying to increase sponsorship, get the word out about your challenge!

Social Media

Use our ready made social media graphics (included in this pack) to post about your challenge on your Facebook, Instagram or Twitter. Take your friends along for the ride with regular updates on your mileage and adventures, right on your profile.

Email

Don't forget to let your colleagues and contacts know about what you're doing or even invite them to take on their own step challenge too! Use our email template included in this pack.

Posters

Print off one of our event posters (included in this pack), fill in the details and put up in your workplace or local community spots to let anyone passing by know about your challenge.

Fundraising Page

Don't forget to share your fundraising page link on your social, by email or even add it to your poster to boost your fundraising. Even those that can't make it might still support you!

Let Us Know

We love seeing what our supporters get up to. Make sure to tag us in anything you post or hashtag #TeamNWCR.

@northwestcancer

Wear It With Pride

Fancy respresenting the Charity while you're out and about? You can get your hands on an official North West Cancer Research top or running vest at:

northwestcancer.myshopify.com/

Message Templates

Copy and paste to your friends and family, change as you see fit and get more people sponsoring you for your step challenge!

Email

Hi [Name]

I'm doing [target] steps over [length of challenge] in aid of North West Cancer Research!

From [start date of challenge] to [end date of challenge] I'll be upping my daily step count to raise money for much needed cancer research across the North West and North Wales.

North West Cancer Research are an independent charity dedicated to putting our region's cancer needs first, funding pioneering research to tackle the cause, improve the care and find the cure for cancer.

I hope you can support me during my challenge and help me fundraise as much as possible for such a great charity! I'll be raising money at: [fundraising link].

Thank you for your support! - [Your Name]

Social Media

From [start date of challenge] to [end date of challenge] I'll be doing [target] steps to raise money for much needed cancer research in our region.

I'm raising money at [fundraising link] and you can follow my adventures right here on my page!

Step Challenge Tracker

Date	From	To	Start Time	End Time	Journey Steps	Total Steps

Total Steps

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SPONSORSHIP FORM

Name: _____ Email: _____

Phone: _____ Event Name: _____ Event Date: _____

Address: _____ Post Code: _____

Thank you for your donation. Please fill in the form with the amount you're giving and your home address. If you're a UK tax payer, please tick the Gift Aid box and each £1 you donate will be worth 25p more.

giftaid it

Full Name	Address	Post Code	Giftaid it	Sponsor Total	Date Paid	Hear from NWCR*
Jamie Lancaster	62 Kings Lane	L5 2WF	✓	£10.00	12/1/20	✓

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cancer research

SPONSORSHIP FORM

Full Name	Address	Post Code	Giftaid it	Sponsor Total	Date Paid	Hear from NWCR*
Jamie Lancaster	62 Kings Lane	L5 2WF	✔	£10.00	12/1/20	✔

Total Donation £

GET CONNECTED

For more information or any queries, please get in touch with NWCR.

@northwestcancer

@northwestcancerresearch

www.nwcr.org
0151 709 2919
info@nwcr.org

Giftaid Declaration
If I have ticked the box headed 'Giftaid It', I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Giftaid claimed on all my donations in that tax year, it is my responsibility to pay any difference.

****Data Protection**
Please tick the 'Hear from NWCR' box to recieve news and event updates by post. You can change the way you hear from us or stop recieving communication at any time by emailing info@nwcr.org or calling 0151 709 2919.

Please return this form to: Fundraising, 200 London Road, Liverpool, L3 9TA

Registered Charity No. 519 357

FUNDRAISING REGULATOR