

# The Great Hike fundraising ideas

You've taken the plunge, signed up and are ready to take on The Great Hike. What next?

To make sure you're rewarded for your efforts we've put together these handy fundraising tips and ideas to kick-start your challenge.

## Kick-starters

### Get off to a flyer!

You're signed up and raring to go. What now? Where to begin? Show potential supporters that you're committed and kick off the donations yourself with a contribution to your Cancer Research UK Giving Page.

### Tell your story

Our most successful fundraisers often have really personal Giving Pages. Kit yours out with the works – consider including the story of why you've decided to take part, regular updates, photos,

and of course a thank you to your lovely donors!

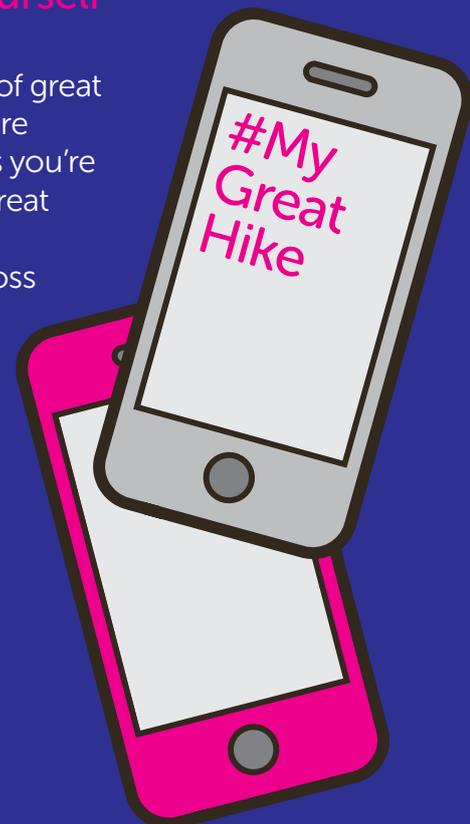


### Team up

Encourage your mates to sign up to The Great Hike to make your hike even more memorable. By joining together to fundraise, you can hit your target in no time.

### Promote yourself online

There are loads of great ways to make sure everyone knows you're taking on The Great Hike. Share your Giving Page across your social networks and with your email contacts for some instant results.





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## At the office

### Office treats

Keep it simple. You can always rely on a bake sale to whip up a few pounds. Delight your colleagues with some treats in exchange for them topping up your funds.



### Desk collection

A collection on your desk is the perfect way for your colleagues to show their support – see if you can get it full of spare change by the end of the month!

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## Fundraising events

### Wrap up event

"I'll donate when you've done it." These are the words no fundraiser wants to hear. Hold doubters to their word with a wrap up event at the end of your month, and lap up those last minute donations!

### Take a mini hike

Turn those practice hikes into a fundraiser. Plan a mini hike and ask others to join you in exchange for a donation, or ask them to get sponsored too!

## Fundraising boosters

### Film a video

Film a video of yourself enjoying the great outdoors on your hike, and share it on social media.

### Collect donations on your hike

If you get talking to other hikers on your route, be sure to let them know that you're fundraising and share your Giving Page link with them. They might even have some spare change to donate to you on the day.

### Clear out the old

Why not have a clear out and sell your old clothes? You could auction them online or head to a car boot sale, then donate the money made to your Giving Page.



Together we will beat cancer