Walk All Over Cancer fundraising ideas

You’ve taken the plunge, signed up and are ready to Walk All Over Cancer. What next?
We’re here to help make sure you’re rewarded for your efforts; we’ve even 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 Walk All Over Cancer too. By joining together to fundraise or walk, you can make those steps and fundraising targets a real team effort.

Promote yourself online
There are loads of great ways to make sure everyone knows you’re taking on Walk All Over Cancer. Share your Giving Page across your social networks and with your email contacts for some instant results.

#WalkAllOverCancer
At the office

Office treats
There’s nothing wrong with a good old fashioned bake sale. Delight your colleagues with some treats in exchange for them topping up your funds.

Collect on the desk
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!

Fundraising events

Take a tour
Why not turn some of those steps into a fundraiser? Organise a walk and charge friends and family to join in, or ask them to get sponsored too.

Wrap up event
“I’ll donate when you’ve done it!” The words no stepper 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!

Fundraising boosters

Film a video
Film a video of yourself to show that you’re walking all over cancer, and share on social media.

Use your steps
Why not offer to use your steps to help friends and family? You could walk their dogs or collect their shopping, all for a donation of course.

Clear out the old
If you’re a shopaholic as well as a stepping hero, why not have a clear out and sell off your old clothes? Try auctioning them online or heading to a car boot sale.

Together we will beat cancer