

Run28 Challenge

Your Fundraising Pack



MACMILLAN
CANCER SUPPORT



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**FUNDRAISING
REGULATOR**

Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SCO39907) and the Isle of Man (604). Also operating in Northern Ireland. MAC19025. Please recycle

Scan me to start fundraising!



Kick-start your Run28 Challenge

Thank you for braving the cold to run 28 miles in 28 days to support people living with cancer. We're here to answer any questions you have and help you smash your challenge and fundraising!

The challenge

The challenge is to run 28 miles in the 28 days of February. It's completely up to you if you want to run one mile a day or save up your miles for a longer run at the weekend!

How to sign up

Join the [Run28 Facebook group](#) to link up with everyone taking on the challenge, and fill in the [registration form](#).

Get everyone involved

You don't have to go it alone. Invite your friends, family and colleagues to Run28 with you and fundraise as a team. And if they don't fancy running, a donation to your page is good compensation!

How to fundraise

Setting up your [Facebook Fundraising Page](#) is an easy way to start collecting donations from friends and family. We're asking everyone taking part in Run28 to raise £100 so we can continue providing vital support for people with cancer.

If you don't want to fundraise on Facebook, you can also choose to set up a [JustGiving page](#).

Request your t-shirt

[Fill out this form](#) to get your hands on a free Macmillan running t-shirt so you can look the part and spread awareness as you clock up your miles.



Fundraising Ideas

The other half of your Run28 challenge is aiming to £100 for people living with cancer. That's just £3.50 per mile! Here are our top tips to help you reach your goal.

Make a donation

One of the best ways to show your friends and family that you are serious about your challenge is backing yourself first! Take the first step at donate £5 or £10 to your page.

Tell people why you are running

Right now people living with cancer are feeling the pressure of the [cost of living crisis](#). One in four say they feel like they 'can't afford life' and need your support.

Update your fundraising page, post on social media, and tell people why the money you're raising is vital in providing financial, emotional and medical support when people need it most.

Spread the word

Facebook, Instagram, LinkedIn, Be Real... you name it. Read our [top 10 tips for fundraising on social media](#).

Snap a selfie

Pull on your t-shirt and get some photos to share on social media, to let people know you're taking on a challenge for Macmillan Cancer Support.

Show your progress

You're taking on an incredible challenge and people should know about it! Each time you pull on your trainers, take a photo or video to share on social media. If you use Strava or another fitness tracker, take a screenshot of your run to share and show those miles mounting up!

Host a quiz

Boost your fundraising by hosting a quiz night with your friends and family to raise extra funds.

Hold a bake sale

Why not hold a classic bake sale for family and friends, or at work?

Match your fundraising

You could ask your workplace if they will support your challenge and match your fundraising.





Run28 Tracker



February 2023

£25

could provide one session of emotional support to a person living with cancer with a Macmillan buddy.

£52

could pay for 100 copies of The Cancer Guide, to help some recently diagnosed with cancer and their family understand more about treatment and help available.

£100

spent on our phone services could lead to welfare rights advisors on our Macmillan Support Line helping people living with cancer claim £2,572 in benefits they are entitled to.

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|--------|---------|-----------|----------|--------|----------|--------|
| 28 | 29 | 1 | 2 | 3 | 4 | 5 |
| 5 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 1 | 2 | 3 | 4 | 5 |

Tick when completing your weekly challenge

I have ordered my free t-shirt to look the part

I have set up my Facebook fundraiser

If you need to set up your fundraiser, scan the QR code



Run 28 Miles in 28 Days challenge Totaliser

Week 1
..... miles
completed
£.....

Week 2
..... miles
completed
£.....

Week 3
..... miles
completed
£.....

**Challenge
Complete**
..... miles completed
£..... raised!

Name

.....

is taking part in the Run
28 Miles in 28 Days
challenge

MACMILLAN
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**Run28
Champion**

Name

**ran 28 miles in 28 days
and raised**

Fundraising total

**to support people living with
cancer**

**MACMILLAN
CANCER SUPPORT**



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**Good luck, and thank
you for going the
extra mile for people
living with cancer.**