

# Welcome to Team FORCE at the Great West Run!



FUNDRAISING  
AND EVENT PACK



## Thank you!

**By taking part in The Great West Run for FORCE Cancer Charity you are helping support local people affected by cancer. The money you raise will make a significant impact on our support for local cancer patients and their families.**

Nobody knows that better than Exeter mum-of-three Amy Green, who entered the Great West Run in 2024 to raise as much as she could as a thank you to FORCE.

Amy was diagnosed with Stage 3 bowel cancer in 2022 at the age of 38 and raised around £4,000 for FORCE. Amy has shared her top tips of how to get ready for the run.

- ✓ **Get your fundraising page on a social media platform; keep it up to date and keep re-sharing it.**
- ✓ **Use family and friends to help spread the word.**
- ✓ **I asked my customers for donations and they were so generous.**
- ✓ **Don't be put off. I found it was better to start fundraising a few months before the race because it was fresh and I was doing it very soon so had ramped up the training. I was talking about it more!**
- ✓ **My friend also put on a coffee morning and raised more than £600.**
- ✓ **Remember, even though times are difficult people are still willing to help. If you don't ask you won't get and the worst they can say is 'no'. But they might just say 'Yes'!**

**Read more about Amy's incredible story here:**

<https://forcecancercharity.co.uk/news/amazing-amy-already-big-race-winner/>



## What next?



When you sign up to run for FORCE in The Great West Run, the registration platform will automatically create a JustGiving page for you – if you don't have this, do let FORCE know. As part of your pledge to run for FORCE, you have committed to raising a minimum of £90, which will be displayed on your page.



The average runner for FORCE in The Great West Run raises an incredible £400 – could this be you? Why not try to raise as much as possible by changing your fundraising target on JustGiving to reflect the amount you want to challenge yourself to raise! People love to feel that they are giving to a great cause and helping you reach your target. See below details on how to manage your JustGiving page.



As part of Team FORCE, you will have an opportunity to visit the FORCE Cancer Support and Information Centre on the site of the RDUH Wonford to see the work we do and hear from past runners about why taking part for FORCE is so rewarding and beneficial for the charity.



We will also give you a FREE running vest and be there to support you on the day of the event.

# Fundraising tips and tricks

## GET YOUR PAGE OUT THERE!

On social media, Whatsapp groups, work internal emails... the more places the better!

Tell people WHY you are taking part in the event and keep it personal. Do you have reasons for taking part or a funny story from your training. Stories help people connect with WHY you are taking part.

## DON'T FORGET TO ASK... THEN ASK AGAIN!

We can often feel bad or that we are annoying people asking for money, but more often than not, people just forget to donate.

Send out your page around pay day or when you hit a milestone in your training and especially as you get closer to the event. Don't stop after the event either. Let people know your time and show them a photo with your finisher's medal.

## FUNDRAISING POSTER

Download our editable fundraising poster and add your own QR code.

To get your QR code simply add /qrcode to the end of your fundraising page. For example, [www.justgiving.com/fundraising/JohnSmithGWR/qrcode](http://www.justgiving.com/fundraising/JohnSmithGWR/qrcode)

You can then screenshot your QR code so you always have it to hand, as well as adding it to posters. A downloadable poster for the event is available on the FORCE website – [forcecancercharity.co.uk/great-west-run-2025/](http://forcecancercharity.co.uk/great-west-run-2025/)

Print off your poster and stick it up in the kitchen at work or somewhere client-facing so they can scan the code and donate directly to your page!

## SPONSORSHIP FORM

Download a sponsorship form to take round colleagues, friends and family for them to pledge a donation. You can pay this money in once you have collected it after the event (see details at the end).



# How does my JustGiving page work?

**JustGiving™**

All money from JustGiving automatically comes to FORCE – you don't have to do anything!

Your page will stay open automatically until August 2025 (three months after the event date). You can add any offline donations to your page so you can show everyone your overall total – and remember, Gift Aid is your best friend! Remind those donating, if they can, to allow FORCE to claim Gift Aid. It means we get an extra 25% on their donation!

## GETTING STARTED WITH YOUR JUSTGIVING PAGE



### 1. Write your story

A well written story is a great way to connect with supporters as to WHY you are taking part in the Great West Run. Tell people:

- Why you decided to fundraise.
- What FORCE Cancer Charity means to you.
- What taking part in the Great West Run means to you (eg. first time taking on a half marathon or 10K).



### 2. Choose your target

The page will automatically give you a target of £90 but this can be changed to help raise more money for FORCE.



### 3. Add pictures and videos

Make sure to have a profile photo and a cover photo on the JustGiving page...maybe one of you out running or in your FORCE vest.

You can keep updating it but it helps people connect with the event you are doing.



### 4. Post updates on your page

Use your page as a diary to update people on fundraising progress and training. You can connect running apps to your page so people can see how your training is going.



### 5. Personalise your thank you message

To add a personal touch, edit your thank you message, which is included in the email receipt JustGiving send to donors.



## Get creative

Hear from some of Team FORCE 2024 about creative ways they choose to raise funds for FORCE.

### **Chris raised £1,397**

Chris Back, lead singer of local band The Dockneys, put on a gig in a local pub to boost his Great West Run fundraising.

“I am in a popular band and picked one of our venues that I thought would be suitable. The manager enthusiastically accepted. I loved it – and I think the crowd who came along did too. I raised £360 at the event towards my grand total of over £1,300 (with Gift Aid).”

It was an easy way for Chris to raise money, doing something he loves!

“I used the term ‘on the back of my Great West Run Appeal’ for the event on my social media and other advertising for it. I also got help with promotion from FORCE.”



### **Paul and Julia raised £358**

Instead of asking for sponsorship through online giving platforms, Paul and Julia, along with their family, ran a bake sale from their garden!

Their house is conveniently situated on the route to a local Saturday market – the perfect time to sell some cakes.

Super simple way to raise funds for their run!





## ***Running advice and support***

Now you have to actually think about running the event! There are LOADS of training plans out there for 10Ks and half marathons. Whatever you use, find something that is right for you and stick to it.

Motion, based in Heavitree, Exeter, are supporting FORCE in The Great West Run and will be providing support and offers throughout the year to help you get to your 10K or half marathon.

Training plans, as well as stretching and strengthening plans, are on our [website](#) and can be downloaded.

# FORCE support for you

## DATES FOR YOUR DIARY

You will be invited to the FORCE Centre to meet the team, hear more about where the money you raise is going. You will have the option to choose from the following dates:

**Tuesday 4th February**

**Thursday 6th March**

**Wednesday 2nd April**

6pm at the FORCE Centre

## COLLECT YOUR RUNNING VEST

It's wonderful on the day of the event to see all FORCE runners in the same running vest and it means you can cheer each other on as you run. The vests come in Ladies and Unisex, Small, Medium, Large and Extra Large.

You can collect yours from the FORCE Cancer Support and Information Centre on the site of the RDUH Wonford, weekdays from 9:30am-4:30pm. You do not need to phone ahead to collect. Simply pop in! You will also be able to collect at the FORCE Open Evening or on the day of the event.



## FORCE WILL BE WITH YOU THROUGHOUT THE EVENT DAY

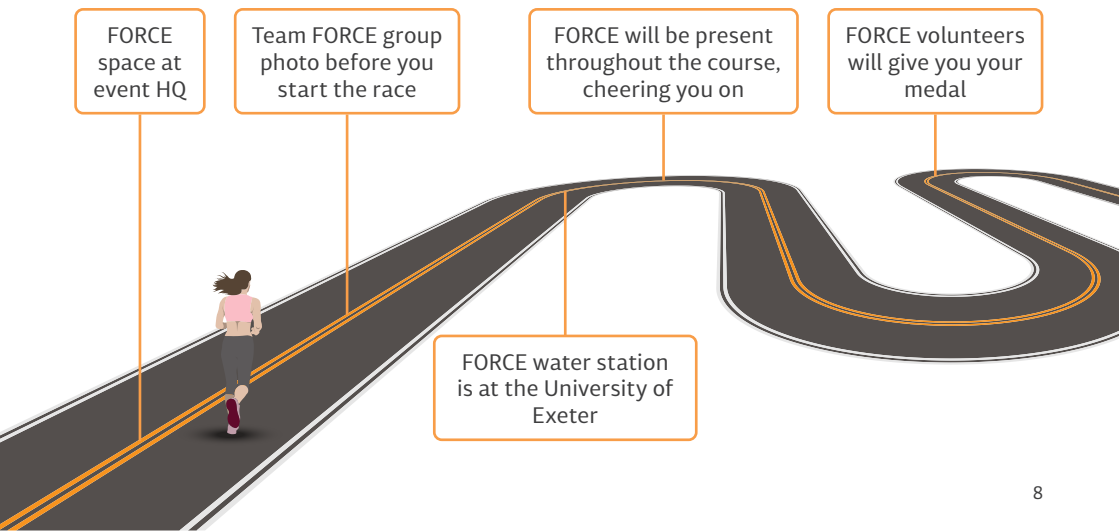
FORCE space at event HQ

Team FORCE group photo before you start the race

FORCE will be present throughout the course, cheering you on

FORCE volunteers will give you your medal

FORCE water station is at the University of Exeter





## Raising the funds – timeline

30th April

We suggest raising a minimum of £45 before 30th April. As per our terms and conditions, after this date, if you have to cancel your place in the run due to unforeseen circumstances, you will have to pay £45 which is the cost of your place in the run.

7th June

We ask that the full £90 is raised by 7th June 2025.

### CANCEL/DEFER/TRANSFER YOUR PLACE

Please see our terms and conditions on our website for all information

## How to pay in money

If you receive any cash donations, ensure that you get the donor to fill in a sponsorship form so we can collect their Gift Aid details.

You can pay into the account below:

### FORCE bank details

**Account Name:** FORCE Cancer Charity

**Sort Code:** 30-80-37

**Account Number:** 60796568

**Reference:** YourSurnameGWR25







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**[www.forcecancercharity.co.uk](http://www.forcecancercharity.co.uk)**

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