

# URGENT APPEAL

19 AND 20 MAY 2024

## TEAM CHAMPION UPDATE



LET'S NAIL  
BREAST CANCER

# WHY LAUNCH A CROWDFUNDING CAMPAIGN?

- **The rate of breast cancer in women has doubled over the past 50 years. Every 10 minutes, someone is told they have breast cancer, and shockingly, one in seven women will be diagnosed with this disease in their lifetime.**
- **Demand for our services that address the emotional, physical and psychological needs of those touched by breast cancer has grown exponentially over the past three years. In 2024, we will support 2,000 individuals. By 2027, we expect this figure to have increased to 5,000 per annum.**
- **Nobody should face breast cancer alone or without hope.**

# OUR CAMPAIGN

**Our crowdfunding campaign, Let's Nail Breast Cancer, aims to raise more than £1 million in 36 hours. All proceeds from the campaign will fund:**

- Our breast cancer research projects with The Francis Crick Institute (secondary breast cancer) and Cambridge University (AI Breast Screening)**
- The delivery and development of our online and in-person support services**
- Future Dreams House, the only dedicated breast cancer support centre in the UK**
- Awareness campaigns that promote good breast health and the importance of early detection and diagnosis.**

# HOW THE APPEAL WORKS

- Crowdfunding campaigns rely on lots of small donations from lots of people
- We have 200+ Team Champions. We will send every Team Champion the link to their own fundraising page on Friday, 17th May (by WhatsApp, SMS & email)
- If you would like to customise your fundraising page with your own message please email [letsnailbreastcancer@futuredreams.org.uk](mailto:letsnailbreastcancer@futuredreams.org.uk), and we will update
- Over Sunday 19th & Monday 20th May every Team Champion will reach out to their friends, family and colleagues sharing the link to their fundraising page and ask for donations. All donations can be made via the fundraising page.
- It is super easy, will take a few minutes of your time each day and only requires you to your phone.

# BEFORE THE CAMPAIGN

- Think about who you would like to approach for support
- To save you time on Sunday/Monday and allow you to get on with your day, create a WhatsApp broadcast list and/or an email list of those people.
- Details on how to create a Broadcast List can be found in the FAQ's further down this page
- You will receive the unique link to your own fundraising page on Friday morning by text, WhatsApp and email, so you're all set for the start of the campaign on Sunday, 19th May @ 9 am

# **DURING THE 36-HOUR CAMPAIGN**

**Sunday 19th May (9am) – Monday 20th May (9pm)**

- **Send the link to your fundraising page out to your friends, family and colleagues with an ask for a donation**
- **We will send all Team Champions regular updates on the campaign. Please feel free to use any imagery/messaging we send in your messages.**
- **You choose how many messages you send your contacts.**
- **You will receive an email every time someone donates to your page. You are welcome to contact the donor and say thank you if you wish. We will also send them a thank you.**

# **DURING THE 36-HOUR CAMPAIGN**

**Sunday 19th May (9am) – Monday 20th May (9pm)**

**We will provide guidance and support every step of the way.**

- Images to post on your own social media accounts**
- Information you can email**
- Information you can forward or share on WhatsApp. You choose how many times you message your networks or post to socials**
- Milestones reached**
- Contact us anytime and/or visit Future Dreams House throughout the campaign to enjoy refreshments and campaign excitement**

# ANY QUESTIONS

Please do not hesitate to contact us at [letsnailbreastcancer@futuredreams.org.uk](mailto:letsnailbreastcancer@futuredreams.org.uk) or by calling 07425 424395.

We will also keep this page updated with information that's helpful for you:  
<https://futuredreams.org.uk/lets-nail-breast-cancer-team-champion-information/>

**Thank you so much for being part of this very special campaign. You are amazing.**