



# Fundraising Toolkit

Everything you need to  
Move Your Butt this February.



[moveyourbutt.org.nz](http://moveyourbutt.org.nz)

# Let's get moving



Every month, 100 Kiwis lose their lives to bowel cancer.

It's one of New Zealand's most common cancers – yet when found early, it's more than 90% curable.

Bowel cancer is a national emergency, and it's time we started doing something about it. This February, we're asking you to Move Your Butt and walk 100 kilometres to honour the 100 Kiwis we lose every month.

But you don't have to do it alone. Rally your whānau, friends, and colleagues. Create a team, share your journey, and invite loved ones to sponsor your challenge. Every step you take and every dollar you raise funds life-saving awareness, vital support, and advocacy that helps more Kiwis catch bowel cancer early – and beat it.

Let's do it together. Let's walk, run, or move for those we've lost, those still fighting, and those yet to be diagnosed.

Join the challenge today at [moveyourbutt.org.nz](http://moveyourbutt.org.nz) and rally your community to help beat bowel cancer.



# How to Move Your Butt

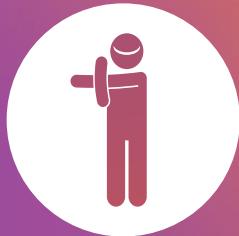
It all kicks off on 1 February, but you can start now by spreading the word, getting your fundraising underway, or pulling a team together.

## Here's how it works



### Get ready

Sign up at [moveyourbutt.org.nz](http://moveyourbutt.org.nz) and create your fundraising page.



### Get set

Get friends, whānau and colleagues to sponsor your challenge and raise vital funds for bowel cancer.

**Raise \$150, & claim your free Move Your Butt tee!** →



### Move

Walk, run or move 100km in February to honour the lives of the 100 Kiwis who die from bowel cancer each month. Every step you take makes a difference!



### Join the private Facebook group

Join the community of like-minded fundraisers, share successes, and cheer each other on while making a difference!

During the month of February,  
you choose how you move.

# Move as an individual



## Sign-up.

Register at [moveyourbutt.org.nz](http://moveyourbutt.org.nz)

## Personalise your page.

It's proven that fundraisers who personalise their page raise more. When your supporters know why you're taking part in Move Your Butt, they feel more connected to your cause.

Remember to post updates throughout the challenge to let everyone know how you're getting on!

## Set a fundraising goal.

Aim high – you'll be surprised by how generous people will be when they know what you're working toward!

## Kick things off with a donation.

Start your fundraising journey strong by donating to your own page – it shows your commitment and inspires others to follow your lead!

Fundraisers who make their own donation often raise more and receive bigger gifts from friends and whānau.

## Invite your community to support you.

Ask your friends, whānau, and colleagues to donate and follow your journey throughout February.

## Spread the word.

Show off your progress, celebrate your wins, and tell people why you're moving your butt this February. Every post helps raise awareness and inspires more Kiwis to take bowel cancer seriously. Don't forget to tag #moveyourbutt

## Keep on posting.

Share the highs, the lows, and even the sweaty bits. It's a great way to show your supporters how committed you are – and a gentle reminder to donate, too.

## Say thanks.

Send a personal thank-you message to everyone who's supported you – they're helping you, and hundreds of other Kiwis, beat bowel cancer.

## Celebrate!

Toast your achievements and celebrate the impact you've made for people and families facing bowel cancer. You've moved your butt – and made a real difference.



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you choose how you move.

# Move as a team



## Set up your team page.

When you sign up, you'll be asked if you're fundraising as part of a team.

By selecting '**yes**', you can set up a team fundraising page and your own personal fundraising page.

## Join a team page.

- **When signing up:** Click **Yes** – I'm fundraising in an existing team, then select your team's name from the drop-down menu. After that, continue to set up your individual page.
- **If you've already signed up:** Log in to your individual fundraising page, click **Edit Page** on the left-hand side, and under your page name, select the team you want to join.

## Set up a team at a later date.

If you've already created your individual fundraising page and to form a team, log in to your dashboard, and click the 'Create a team' tab.

Need a hand? Contact our team on [moveyourbutt@bowelcancernz.org.nz](mailto:moveyourbutt@bowelcancernz.org.nz) and we'll be happy to help!

## Invite people to join your team.

Once your team page is set up, share your team invitation with the people you want to join your team. They can follow the link to join your team and complete their registration.

## Promoting the team page.

Share your page with your friends, whānau, and colleagues — every post helps your team reach your fundraising goal. The more you share, the more people can join your journey and support your cause!



# Get the most out of your moves

## Tips to keep moving

### **Start small.**

Do a little more each day and aim to build up to 30 minutes a day. Or if you're finding it hard to fit in a full 30 minutes, break your exercise down to 15 minute periods.

### **Get creative.**

Getting your KMs in doesn't have to cost anything: There's walking, jogging, running up and down stairs, doing the vacuuming, walking the dog, you name it!

### **Move with mates.**

Ask your friends and whānau to get involved. The more people, the more motivated everyone will be and ultimately - the more fun you'll have!

### **Share your progress.**

Share progress on social media and keep your fundraising page up to date to increase encouragement and support from others. Remember to include your fundraising link.

### **No butts.**

Plan your movement every day and don't let anything stop you!

### **Be a role model.**

Set a good example amongst friends and whānau. Get everyone adopting some good healthy habits.

## Tips to keep up donations

### **Be your biggest fan.**

If people see that you've donated, they're more likely to give too.

### **Build a support team.**

Think about friends, whānau, and work colleagues - it never hurts to ask!

Set a fundraising target so people know what you're aiming for. Having a goal helps everyone stay motivated and excited to support you.

Encourage your friends to share your page and spread the word.

### **Keep the momentum going.**

People often need three or more reminders to take action, so keep sharing your journey and updating your friends, whānau, and colleagues.

As you get closer to the finish line, your updates become even more inspiring - and more people will want to get involved.

### **Match funding.**

Many workplaces will match the funds you raise - dollar for dollar! It's a great way to boost your total and make an even bigger difference.

### **Customise for the cause.**

Fundraisers who customise their page raise even more money, so add some images and updates as you move throughout the month. Before and after shots are always a crowd pleaser.

Move your butt for good



# The impact your hard mahi makes!

Bowel Cancer New Zealand is 100% community-funded, so every dollar you raise makes a real difference.

## Your support helps us:

- ✓ Provide free support services – from counselling to physio and financial assistance, helping patients and their whānau when they need it most.
- ✓ Keep our support nurses available – offering trusted guidance, care, and reassurance every step of the way.
- ✓ Run life-saving awareness campaigns – teaching Kiwis the symptoms to look out for and when to take action.
- ✓ Push for vital change – advocating for earlier screening, fair access to testing, and better treatments for everyone.
- ✓ Every step you take, every dollar you raise, directly empowers Kiwis to catch bowel cancer early, access support, and ultimately, save lives.

*"I was cut from my belly button to pubic bone...It was the most painful thing I've ever experienced.*

*I'm so glad I found out about the physio program funded by Bowel Cancer NZ for my rehab after having surgery. Thank you!"*

**Lisa Maxwell**  
stage 4 bowel cancer survivor



# Move Your Butt

for Bowel Cancer



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#moveyourbutt



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