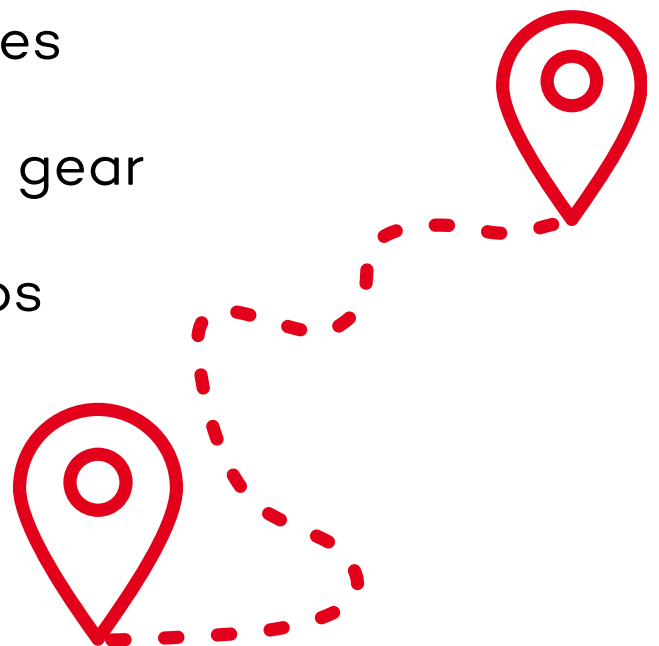




# DKMS Summer Challenge Information Pack

- » **1** Colin's Story
- » **2** How to join the Summer Challenge
- » **3** How to log your miles
- » **4** Earning your DKMS gear
- » **5** Top Fundraising Tips
- » **6** Top Challenge Tips
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## Hi, I'm Colin

In April 2016, a stranger saved my life.

Nearly two years earlier I had been diagnosed with Acute Myeloid Leukaemia (AML) while training for a half marathon in my home town of Glasgow.

Despite initially going into remission after six months of intensive chemotherapy, the cancer returned. In January 2016 the doctors told me that my best chance of survival would be a stem cell transplant from a stranger.

When I got the news I'd been waiting for – a match had been found from a donor who had signed up to the register with DKMS in Germany - it was brilliant!

Better yet, the transplant was a success and the cancer went into remission.



**Colin now aged 43, with his wife, Hayley, and baby son, Shay**

After the regulation two years of anonymity, I couldn't wait to thank this stranger that saved my life. That's when I got in touch with Falk.



**Colin and Falk, pictured here with their wives Hayley and Melissa**

Falk, now 30, and I started chatting on WhatsApp, sharing our love of running and photos of our families. Myself and my then-fiancée, Hayley, had booked a trip to Berlin and took the opportunity to meet up with Falk. I simply wanted to hug him and tell him how grateful I was.

**That's when I thought, I would hate to be lying in a hospital bed with a relapse or with an illness and wishing I'd been able to do a marathon in my life.**

I managed to convince Falk to join me as I knew he was a keen runner - he even received the call that he was my match when out for a jog - and we signed up for the Berlin Marathon in 2022.

The run itself was tougher than I expected, but we managed to get round in a respectable time. I'm very proud of us both.

**Crossing the line together with Falk was just amazing. A moment I'll never forget.**

By taking on the DKMS Summer Challenge, you're helping more people, like me, to find their lifesaver.



**Colin and Falk after the Berlin Marathon 2022**

*Thank you, and good luck!*



# How you can join the DKMS Summer Challenge

## 1 Grab your team

Whether you team up with colleagues, friends, family or gym buddies is up to you, but choose wisely as they will be helping you to reach your 694 mile goal. We'd recommend getting into groups of between five and ten, to make the distance manageable.

## 2 Choose a captain

Every great team needs a leader! Nominate one team member to take the lead, and be the first to register for the event (see below for how to register). When signing up, the team captain can create a team page and invite all members to join them.

## 3 Register your team

Click [here](#) to register for the event. Make sure the Team Captain selects 'Create Team' when filling out the entry form and enters all team member e-mail addresses. To join the team, simply register through the email you have received or click [here](#), select 'Find Team' and search by the team name or Team Captain.

## 4 Customise your team page

A team fundraising page will automatically be created. Customise both the team page, and your individual pages, with photos, stories and plans on how you'll cover the distance.

## **5** **Clock up the distance**

If you use Strava, you can link this up to your challenge page so your miles are automatically tracked. If not, you can manually upload your movements. Remember any type of movement counts; walking to the station, rollerskating with your kids, even running for the bus! Log all your miles and watch as your team travels across Europe.

## **6** **Start fundraising**

Traveling across Europe is no mean feat! Shout about your endeavors on social media, to friends and family and your colleagues. Every £40 your raise will register one more potential lifesaver.

## **7** **Complete the distance**

As your team travels along the map across Europe, you'll meet stem cell pioneers, patients and donors, until you finally arrive at DKMS Life Science Labs. Here, swabs are tested and potential lifesavers added to the registry.

*Celebrate your amazing achievement!*





# Logging your miles

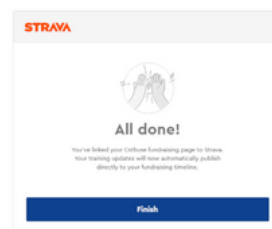
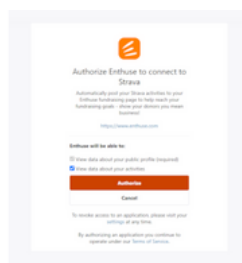
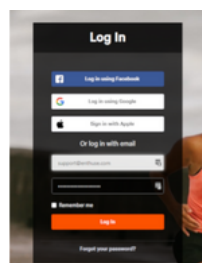
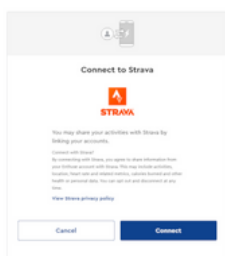
If you use the tracking app Strava you can connect this to your fundraising page so it is automatically updated after every workout. Alternatively you can update your miles manually.

## Connect to Strava

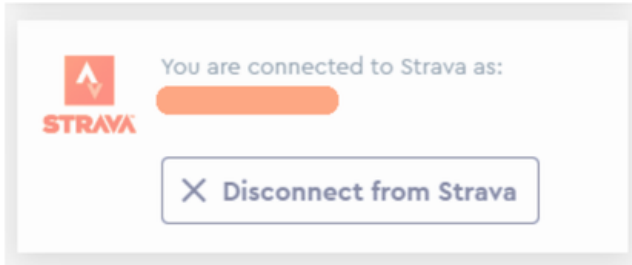
1. Log into Enthuse or access your fundraiser dashboard.
2. You'll see the Connect to Strava option on your fundraising page, this sits just underneath your fundraising story.



3. Select this, to be taken to Strava's site, where you can log in and confirm the connection.



4. When you've done this, select Finish, which will take you back to your fundraising page
5. That's it! When you've connected Strava, it'll show up on your page, where you can also disconnect your account if you need to



For more help with setting up your Strava connection, click [here](#).

## Adding your miles manually

1. Log into Enthuse or access your fundraiser dashboard.
2. On your page, you'll see an 'Add an activity' option. This will allow you to enter the details for your activity.

A screenshot of a form titled "Add an activity". At the top, there are two buttons: "+ Add an activity" (highlighted in orange) and "Edit distance" (purple). Below these are two summary boxes: "Total distance so far 50.0 km" and "Target distance 42.0 km", each with its own "+ Add an activity" and "Edit distance" button. The main form fields include: "Activity type" (a dropdown menu set to "Cycling"), "Date" (19/01/2021) and "Time" (1:00 PM) input fields, "Distance" (50 km) input field, and "Duration" (2 hr, 0 min, 0 sec) input fields. At the bottom are "Cancel" and "Save activity" buttons.

3. When you've finished, select 'Save activity'.
4. That's it! Your activity will now appear on your fundraising page.

For more help with your fundraising page, click [here](#).

# Get the gear!

Throughout the challenge, you have the chance to earn some much-coveted DKMS goodies.



Sign up now and snag your free DKMS tee! Wear it proudly as you conquer the challenge ahead!

£50 raised? Get your DKMS medal to celebrate!



Stay hydrated and hit £150 for your exclusive DKMS water bottle!

*Show us your swag!*

**Tag us @DKMS\_UK and use #DKMSSummerChallenge**





# Top Fundraising Tips



>> 1

## **Personalise your page**

Make sure to write a small summary of what you're up to and why you've chosen to take part in the DKMS Summer Challenge. If you have a personal reason for choosing us, then include it on your page.

>> 2

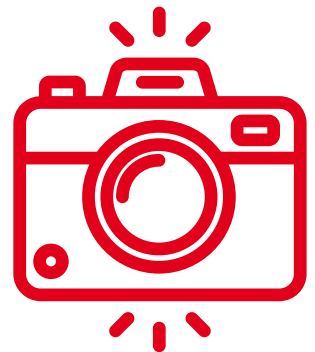
## **Keep updating it**

Every update to your page will help boost your fundraising. If you've connected your Strava your page will automatically be updated with your runs, walks, swims and cycles. If you're not using Strava, remember to enter your progress manually as often as possible.

>> 3

## **Get snappy!**

Share photos of you and your team completing the challenge – everyone loves a sweaty selfie, view from a hike or team photo as evidence of your efforts.



>> 4

## **Ask generous people first**

You know you can probably rely on one or two people to donate a decent amount. Ask for their support first. That way, when people go to your fundraising page, they'll see what people before donated and want to donate similar amounts. And make sure they Gift Aid it if possible, to encourage others to and raise an extra 25% for DKMS at no extra cost.

## >> 5

### Time it right

Experience shows that donations peak just after payday so make sure to share with your colleagues at the right time. Most people get paid towards the end of the month, so it's always worth sharing more widely than too.



## >> 6

### Get in touch

We're here to help! If you have any queries about your online giving page, or anything else, please do get in touch by emailing [fundraising@dkms.org.uk](mailto:fundraising@dkms.org.uk) or phoning 0208 747 5656.

# Something to aim for...

The money you raise by taking on this challenge will give more people with blood cancer a second chance of life. Here's how your fundraising helps...

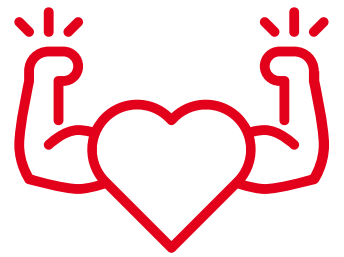


£5 = swab kit  
and postage

£20 = Lab testing of  
swabs

£40 = whole  
registration process

# Top Tips from Team DKMS



"I loved completing this challenge with a wonderful group of friends. Carrying out the challenge as a group meant we could support each other along the way and make sure we all got to the end with a smile on our faces."



**Chris, part of the DKMS Scotland Hub that hiked the 26 mile long Kiltwalk**



"Remember the reason you've taken on the challenge! For me, DKMS is a cause that will always be close to my heart, so thinking of how my efforts are helping the charity kept me pushing through"

**Jordan, who ran the Edinburgh Marathon with his brother, Ethan, just a few months after Ethan's stem cell transplant**

"Make sure to keep yourself fueled and hydrated! This is your excuse to snack to your heart's content. Personally I love flapjacks and jelly worms on long hikes - instant energy!"



**Louise, Donor Recruitment Manager at DKMS, who has taken on many challenges including climbing lots of mountains!**





“Falk and I got smartwatches and we’re always challenging each other over who can do the most steps in a week and stuff like that. The competition did help keep me motivated when training!”

**Colin, transplant recipient, who ran the Berlin Marathon with his donor, Falk**

“A lot of people rely on music when they’re running, but I listen to lots of podcasts - especially on my longest runs. Getting lost in a story distracts me from any aches and pains, and helps the time to pass a little bit quicker”

**Georgina, Community & Events Manager at DKMS, who ran the Amsterdam Marathon**



*Share your top tips with us!*

**Tag us @DKMS\_UK and use #DKMSSummerChallenge**



# Share your story

## Social Media

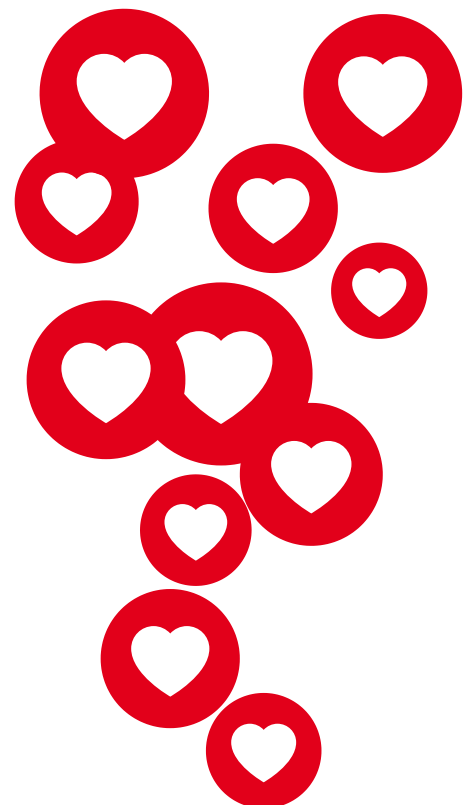
Sharing the Summer Challenge and your fundraising page on social media is a great way to raise awareness and donations! Here's a few examples of what you could post, to help get you started.

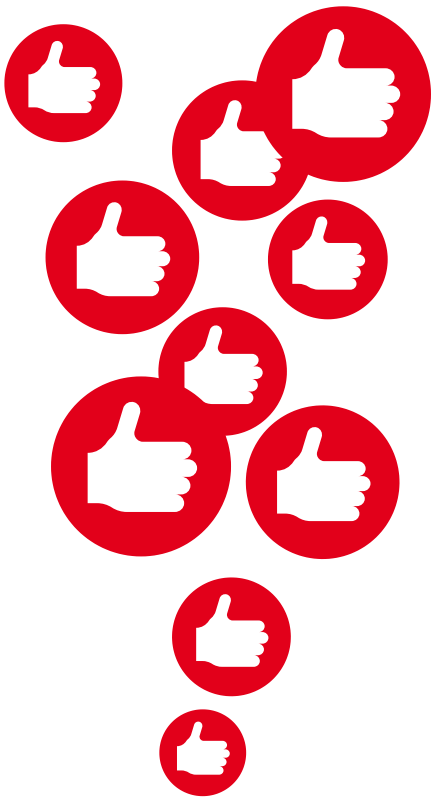
### Example 1 – Announcement Post

☀️ I'm excited to be taking on the DKMS Summer Challenge! ☀️  
This June, I'm committing to a 694-mile fitness challenge to support @dkms\_uk in their mission to delete blood cancer. 💪  
[Optional: insert information about your personal connection to DKMS / the reason why you have chosen to take part in the summer challenge].  
Please join me in raising funds for this important cause! Any donation, big or small, will make a huge difference. Let's make a life-changing impact together.  
Click this link to support me on this challenge: [insert link]  
#DKMSSummerChallenge

### Example 2 - Announcement Post

I'm taking part in the DKMS Summer Challenge! 💪 Throughout June, I'm tackling a 694-mile fitness challenge to support @dkms\_uk, who are on a mission to delete blood cancer.  
DKMS UK recruits stem cell donors to provide second chances at life for blood cancer and blood disorder patients in need of potentially lifesaving stem cell transplants.  
Every £5 raised contributes towards adding a new potential lifesaver to the stem cell register, meaning your donations help towards saving lives.  
Donate here: [insert link]  
#DKMSSummerChallenge





### Example 3 – Reminder Post

👏 Thank you all for your incredible support of my DKMS Summer Challenge so far! 🙌  
With the challenge now officially underway, this is a reminder that there is still time to support my 694-mile fitness journey in aid of @dkms\_uk.

Every donation helps add potential lifesavers to the stem cell register, offering hope to those with blood cancer and disorders. 💪🩸

Let's make a difference together! Click the link to donate today: [insert link]  
#DKMSSummerChallenge

### Example 4 – Thank You Post

I'm delighted to share that I have successfully completed the DKMS Summer Challenge: a 694-mile fitness journey in support of DKMS UK. 🙌

A HUGE thank you to everyone who donated and supported my challenge. Together, we've raised [£ insert amount raised] for @dkms\_uk! These funds will help add many more potential donors to the stem cell register, offering hope to blood cancer and disorder patients in need of lifesaving transplants.

👏 And good news - there's still time to donate! However much you can spare, your donations are greatly appreciated. Make a positive impact today and donate here: [insert link].

#DKMSSummerChallenge



**Remember to tag us @DKMS\_UK and use #DKMSSummerChallenge**

# Talking to the press

Another way to share your story is to contact your local press. Here you have a template press release and some tips on getting the most out of it.

## Template Press Release

### **Blackpool woman walking/running/cycling 694 miles for people needing stem cell transplants**

#### **• She's signed up for blood cancer charity DKMS' Summer Challenge**

[Start with a powerful quote about reason why you've chosen to take part in the DKMS Summer Challenge] "When I found out that a stem cell transplant can offer a second chance of life for people with blood cancer, I wanted to raise money to help make that happen," says Jane Smith, 35, from Blackpool.

Jane has taken on the Summer Challenge set by blood cancer charity DKMS – she'll be walking/running/cycling 694 miles to raise money towards their work encouraging people to sign up as potential stem cell donors.

"Through DKMS, I read the stories of people like Colin, who was diagnosed with acute myeloid leukaemia and was told in 2016 that his best chance of survival would be as stem cell transplant," continues Jane. "Thankfully, a compatible stem cell donor was found for Colin: he is now thriving and a doting dad to his little son Shay. But every 20 minutes, someone in the UK is diagnosed with blood cancer, so there are lots of other people still waiting to find their stem cell match."

Why 694 miles? That's the distance between DKMS UK headquarters in Chiswick, south west London, and the special DKMS clinic in Dresden, Germany where all the mouth swabs that are a central part of the quick and easy process of registering as a stem cell donor are processed.

DKMS holds the UK's largest stem cell register, with more than one million active registered donors. However, it costs the charity £20 to lab test one person's mouth swabs, and £40 to add a single person to the stem cell register.

[Add another quote here about how you've been preparing to take on the Summer Challenge, how long you think it might take you to complete it, how you'd love people to support you. Then add details of your fundraising page.]

DKMS spokesperson Deborah Hyde, says: "We're so grateful to everyone who supports DKMS' mission to delete blood cancer. By taking on our Summer Challenge, Jane is raising vital funds that will help us offer people who need a stem cell transplant hope of finding their match."

Things you didn't know about blood cancer and registering as a stem cell donor:

- Blood cancers are the third most common cause of cancer death in the UK
- Every year, nearly 13,000 people die from blood cancer in the UK
- Anyone aged 17—55 years who is in general good health can sign up to receive a simple mouth swab kit and register as a stem cell donor at [dkms.org.uk](http://dkms.org.uk)
- In nine out of ten cases, donating your stem cells is a simple, outpatient process similar to donating blood platelets.

**For more media information and interviews, please contact [add your own contact details here]**

Notes to editors

About DKMS:

DKMS is one of the most significant non-profit organisations in the world dedicated to the fight against blood cancer. Founded in Germany in 1991 by Dr Peter Harf, DKMS and the organisation's over 1,200 employees have since relentlessly pursued the aim of giving as many patients as possible a second chance at life. With more than 12 million registered donors, DKMS has succeeded in doing this over 115,000 times to date by providing blood stem cell donations to those in need. This accomplishment has led to DKMS becoming the global leader in the facilitation of unrelated blood stem cell transplants. The organisation has offices in Germany, the US, Poland, the UK, Chile, and South Africa. In India, DKMS has founded the joint venture DKMS-BMST together with the Bangalore Medical Services Trust. International expansion and collaboration are key to helping patients worldwide because like the organisation itself, blood cancer knows no borders. DKMS is also heavily involved in the fields of medicine and science, with its own research unit focused on continually improving the survival and recovery rate of patients. [www.dkms.org.uk](http://www.dkms.org.uk)



## Using your press release

Here are some tips for making sure the right journalists, who cover the area where you're based, will get to read your press release.

**1. Don't panic!** The DKMS Media Team is on hand to support you. You can contact them at any time on [press@dkms.org.uk](mailto:press@dkms.org.uk) or 07399 019 149 or 0208 747 5646.

**2. Research your local media** – this could be newspapers, local radio stations, community websites or e-newsletters, or the local television news programmes (BBC and ITV).

**3. Make yourself a 'contacts list'** for relevant journalists.

**4. Prepare individual emails** to send to relevant journalists. This takes more time, but journalists don't like being sent 'mass' emails.

**5. The subject line of your email is really important.** Look back at the headline of your press release, and use an edited version of that. E.g.: Blackpool woman running 694 miles for people needing stem cell transplants.

**6. Cut and paste the full wording of your press release onto the body of your email.** Busy journalists don't like having to download Word attachments!

**7. Add in any relevant photos you have.** Make a note on your press release email that pictures are attached, and tell the journalist who is shown in them. Make sure you have permission from everyone featured.

**8. Be clear on your press release that you're available to speak to them.**

**9. Call each journalist** on your contacts list before you send them your email.

**10. Thank journalists who cover your story** – it's a great way to build a relationship with them, so that you can send them follow-up information once you've completed the Summer Challenge..

# Contact Us

We'd love to hear from you so please feel free to reach out!



0208 747 5656



fundraising@dkms.org.uk



@DKMS\_UK



DKMS UK, Ashburnham House, Castle Row, Horticultural Place, Chiswick, London, W4 4JQ

# DKMS

**WE DELETE BLOOD CANCER**

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