

Badminton 4 Macmillan Week

Monday 23rd -Sunday 29th November 2015



What is it?

A joint initiative between Badminton England & Macmillan, the aim is to inspire the local community, with an adult female focus, to make a welcome return to the badminton court.

By partnering with Macmillan, we hope to reach and engage a wider audience, with the added benefit of raising vital funds to support people affected by cancer.

How can you get involved?

We need the support of PlayBadminton Leisure partners, to host fun, festival style, social badminton opportunities during Badminton 4 Macmillan week, encouraging new participants to attend, hit a shuttle and raise money for Macmillan.

This can take place during a current scheduled No Strings session as a 'takeover', rebranded as a Badminton 4 Macmillan event.

When is it?

Monday 23rd to Sunday 29th November 2015.

To maximise publicity and impact we ask that your event is delivered during this week.

What support is provided?

A national & localised digital campaign from both partners. Digital resources including session plans, customisable templates, and fundraising ideas, and promotional materials to dress the venue.

What are the expectations?

Delivery of a Badminton 4 Macmillan week event, and promotion of the event to site users and the wider community, encouraging current participants to bring family and friends.

We hope each site may choose to donate the standard No Strings session fees collected at the event, as well as encouraging further fundraising from participants, using ideas from the event resources.

Our Goal:

The overall fundraising goal is £36,000 which will fund a Macmillan nurse for 8 months, every £203 you raise provides a Macmillan nurse for a day.

Why get involved?

- Macmillan is a **cause that will resonate** with all of your visitors, members and employees
- **Vitals funds** will be raised to improve the lives of people affected by cancer
- **Higher footfall in centres, repeat customers and improved loyalty**
- **Top charity brand** see [link](#)
- Fantastic **positive PR** opportunities as you demonstrate commitment to local communities
- Physical Activity is a crucial element in the **prevention of cancer** and in **improving survivorship rates**

Next Steps:

Sign up online or complete a multi-site registration template (contact your Participation Manager)