



**PROSTATE  
CANCER UK**

**PROSTATE  
UNITED**



## Prostate United Promotional Copy

### Promote Prostate United at your club

We have social, web and email copy as well as supporting assets, logos and templates to promote your club's Prostate United challenge for you to download.

If you have any questions or need any support email us at [football@prostatecanceruk.org](mailto:football@prostatecanceruk.org).

The Prostate United challenge will be taking place 1st-31<sup>st</sup> October.

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### Useful Links


- [Download our branded social asset](#)
- [Prostate United website](#)
- [Registration form](#)
- [Club fundraising team page directory](#)
- [JustGiving Fundraising Campaign](#)

## EXAMPLE SOCIAL MEDIA COPY

- Please follow **@ProstateUnited** on Twitter - the official account for the challenge run by the founders, and **@ProstateUK**, the charity's official Twitter account
- [Download our branded social media asset](#)
- Feel free to tailor copy in a way that suits your club

### LAUNCH POST


Sign up to @ProstateUnited this October and save lives with [Insert club name/nickname/club employees known to fans] 




Walk, run or cycle every day and raise money to help beat prostate cancer 

Sign up now  <https://prostatecanceruk.org/get-involved/football/prostate-united>

[Insert #ClubHashtag] @ProstateUK

### PRE-CHALLENGE POST (w/c 25 September)

This Sunday is day  of @ProstateUnited!

It's not too late to join [insert e.g. club name/nickname/club employees known to fans] to walk, run or cycle every day in October to help save men's lives   


Sign up here: <https://prostatecanceruk.org/get-involved/football/prostate-united>

### MID-CHALLENGE POST (w/c 16 October)

It's half-time in @ProstateUnited!

[#Clubhashtag] employees and fans have already raised over [£X,XXX] to help beat prostate cancer.

You can sponsor them here and support @ProstateUK: [Access your club's page in the 'Club Fundraising Pages' in Prostate United Resources here: <https://prostatecanceruk.org/get-involved/football/prostate-united/prostate-united-resources?scrollTo=club-fundraising-pages>]

Keep it going everyone! 

[Insert photo of club reps on run/walk/cycle]

### END OF CHALLENGE POST (w/c 4 November)

They've done it! 31 days of running, walking and cycling, all to raise money to beat prostate cancer.

Comment below if you were part of this year's @ProstateUnited challenge for [Insert #Clubhastag]

Take a bow! 🙌

## **EXAMPLE WEB/PRESS COPY**

### **Join Prostate United and save lives with [Insert club/club nickname] this October**

Join [club name/nickname staff] taking on a daily fundraising challenge this October to help beat prostate cancer.

Since 2018, hundreds of football club staff have come together as Prostate United - a daily fitness challenge that has raised an incredible £340,000 for Prostate Cancer UK to help beat the most common cancer in men.

From Manchester United to Morecambe and Leeds United to Lincoln City [adapt to reference your club and clubs local to you], clubs from across the UK football pyramid have hit the road - either on foot or on a bike - racking up the miles to raise money to beat a disease killing one man every 45 minutes; a dad, uncle, brother or best mate every half of a football match.

### **Sign up to Prostate United and save lives with <Insert your club nickname>**

[\[https://prostatecanceruk.org/get-involved/football/prostate-united\]](https://prostatecanceruk.org/get-involved/football/prostate-united)

This year, Prostate United promises to be bigger and better than before. For the first time, it won't just be football club staff taking on the daily challenge; you, the fans, are invited to join their club in walking, running, or cycling a chosen distance every day this October.

You'll be joining a fundraising squad of staff from over 60 clubs, including a host of first-team managers and coaches who have also laced up their running shoes or jumped on a bike to take on the challenge.

### **Walk, run or cycle?**

You can choose which daily challenge and distance to do

- Walk 3km or 5km every day
- Run 5km or 10km every day
- Cycle 15km or 25km every day

### **Sign up to save lives with <insert your club name/nickname>**

[\[https://prostatecanceruk.org/get-involved/football/prostate-united\]](https://prostatecanceruk.org/get-involved/football/prostate-united)

## **THE PROSTATE UNITED STORY**

Prostate United is the brainchild of Stephen Gilpin and Ross Burbeary, with the duo creating the challenge while working together at Championship side Rotherham United five years ago.

Gilpin was inspired to kick-start a fundraising effort for Prostate Cancer UK after losing his grandfather, Norman, to the disease. With Burbeary, he began running 10km every day in November 2018 and, in the years that followed, recruited a group of fellow EFL club staff to join him.

That group grew and grew, culminating in more than 300 football club staff taking part in 2022 - but Gilpin and Burbeary aren't done yet.

Stephen said: "What we really want to showcase this year is the Prostate United family and network of people that are all coming together to achieve one common goal, which is to raise as much money for Prostate Cancer UK to beat a disease killing one man every 45 minutes. We really hope that the football community embraces the challenge and gets on board."

Burbeary said: "The support shown by clubs from across the UK has been amazing. With the opportunity for fans to represent their clubs as well as support them this year, I hope we can take Prostate United to another level and smash through the £500,000 barrier.

"Every year it's difficult to hear the stories of how prostate cancer has affected men and their families, but it's this that inspires us to continue to support Prostate Cancer UK, which is doing fantastic work in supporting men impacted by the disease."

## **EMAIL TEMPLATE**

### **Sign up for Prostate United and save lives with <Insert club/club nickname/well known coach name> this October**

Join [Insert club reps doing the challenge and/or names of fans] taking on a daily fundraising challenge this October to help beat prostate cancer.

Since 2018, hundreds of football club staff have united as [Prostate United](#) - a daily fitness challenge raising an incredible £340,000 for Prostate Cancer UK to help beat the most common cancer in men.

Choose from a daily walk, run or cycle challenge with our club and raise money to beat prostate cancer - a disease killing one man every 45 minutes.

Find out more about signing up to Prostate United  
<https://prostatecanceruk.org/get-involved/football/prostate-united>