

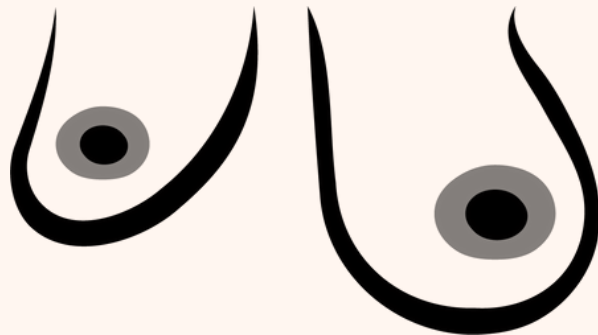


Getting Started Guide

CoppaFeel! Company Ambassador

CoppaFeel!
breast cancer awareness

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WELCOME TO THE TEAM

We're thrilled to have you with us! As a **CoppaFeel! Company Ambassador**, you're joining a change-making team of volunteers who are generously giving their time to encourage every young person in the UK to check their chest.

This guide gives you the key information you need to start your journey as a CoppaFeel! Company Ambassador.

Thank you for joining the team – **you're helping us save lives.**





Maren

Kris

CoppaFeel! was born because I was never told to check myself and I didn't know I could get breast cancer at 23...

So now we educate young people about why they should start checking from a younger age so that all breast cancer is diagnosed early.

- Kris Hallenga, CoppaFeel! Founder

ABOUT COPPAFEEL!

CoppaFeel! was founded in 2009 by Kris Hallenga and her twin sister Maren, after Kris was diagnosed with incurable (stage 4 / secondary) breast cancer at the age of 23.

CoppaFeel! is the UK's only **youth focused breast cancer awareness charity**, and we're on a mission to get every 18 – 24 year old checking their chest.

We do this because when diagnosed early, breast cancer treatments are more effective and survival rates are higher.

Early detection can save lives.

Kris sadly died in 2024 and CoppaFeel! are committed to honouring her legacy by continuing to spread our chest checking message.

**Hear Kris' story
in her own
words**

WE DO THIS BY:



Educating people on the signs of breast cancer...



Encouraging people to check their chests every month, so that if they notice something unusual they feel...



Empowered to contact their GP and advocate for themselves.

WHAT IS A COPPAFEEL! COMPANY AMBASSADOR?

CoppaFeel! Company Ambassadors exist to get more young people checking their chest. By signing up to become an Ambassador, you're helping us reach new audiences by **raising awareness** of CoppaFeel!'s potentially lifesaving message at your workplace.

WHAT DOES RAISING AWARENESS MEAN?



“Awareness raising means making people conscious about a problem or issue.” “...[It's] a process that seeks to inform and educate people...with the intention of **influencing** their attitudes, **behaviours** and beliefs...”

HOW DO I RAISE AWARENESS FOR COPPAFEEL! AT WORK?

Whether you've only got a minute to spare or a whole day, we've put together five ways you can get involved as a CoppaFeel! Company Ambassador. To sign up and get involved, head to Timecounts – our online volunteer platform – and choose your first mission.

Remember our **TARGET AUDIENCE**

Our message is for everyone, but our target age group is between 18–24 years. We want to encourage healthy chest-checking habits from a young age to increase the chances of early detection of breast cancer.



HOW TO GET STARTED

1

SIGN UP

Create your Timecounts login and sign up to be a CoppaFeel! Company Ambassador through our easy-to-use volunteer platform. Need help? Watch our quick video guide!

2

CHOOSE YOUR MISSION

Choose your first mission for CoppaFeel! You'll find a sneak peek at all the missions on page 5.

3

GET YOUR SUPPLIES

When you sign up to your first mission, we'll get your supplies posted out so that you have everything you need to get started.

4

TELL US HOW IT WENT

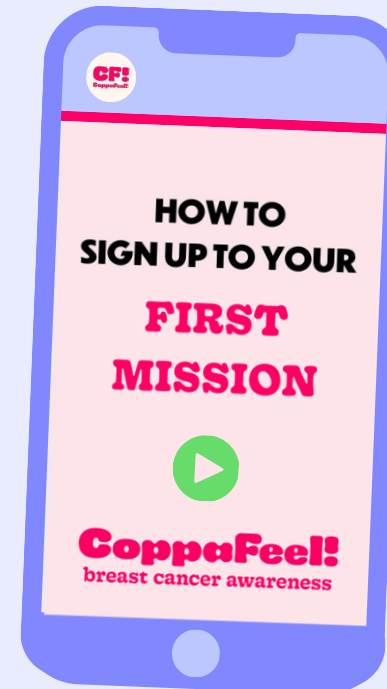
After completing your mission, let us know how it went! We'll send you a post-mission report form a few weeks after you sign up, so there's no need to worry about keeping track.

4

CLICK
TO
PLAY



CLICK
TO
PLAY



YOUR

5

FIVE MISSIONS



1. Share or post on your social media or company intranet

 **1 minute**

Even something as small as a post on your socials can make a big impact. Help spread our message far and wide with the click of a button!



2. Sign up to our checking text reminders

 **2 minutes**

Get a free monthly text reminder sent directly to your phone, so you always remember to check! It couldn't be simpler.



3. Get our reminder resources into your office toilets and showers

 **15 minutes**

A common reason we hear people don't check their chest is, "I forget." So, we came up with shower stickers and hangers to jog your memory and remind you to cop a feel. While you might not shower at work, we know everyone uses the bathroom!



4. Complete our online module and learn about the importance of checking your chest

 **20 minutes**

Educate yourself on why we just can't stop talking about chest-checking (and why you should do too!) Knowing your body could save your life. You'll learn the basic facts about breast cancer, how to cop' a feel every month and the signs of breast cancer to be aware of.



5. Host a CoppaFeel! fundraising event in your office

 **1 day**

You know your colleagues best and we want to empower you to seek out opportunities to engage your workplace with our mission (in person or online). This might be a lunch and learn, a boob-themed bake sale or even an office sports day - all in the name of boobs, pecs and chests everywhere!

1. Share or post on your social media or company intranet

Even something as small as a post on your socials can make a big impact.



1 minute

6

SIGN UP IN TIMECOUNTS

1

Pledge to complete this mission in Timecounts. We'll make sure you have everything you need and will check in a few weeks later to see how you got on.

2

CHOOSE OR CREATE YOUR CONTENT

Use our [breast cancer signs infographic](#) and suggested copy, to make your followers aware of changes that might be signs of breast cancer.

3

SHARE AWAY!

Whether on your intranet, team chat or any other work-based forums, share a post to encourage everyone to get into the habit of checking their chest every month.

4

LET US KNOW HOW YOU GOT ON

Fill out a 2 minute online form so we can record your volunteering with us and track the scheme's impact. Don't worry, we'll send you a friendly reminder a few weeks after you sign up.

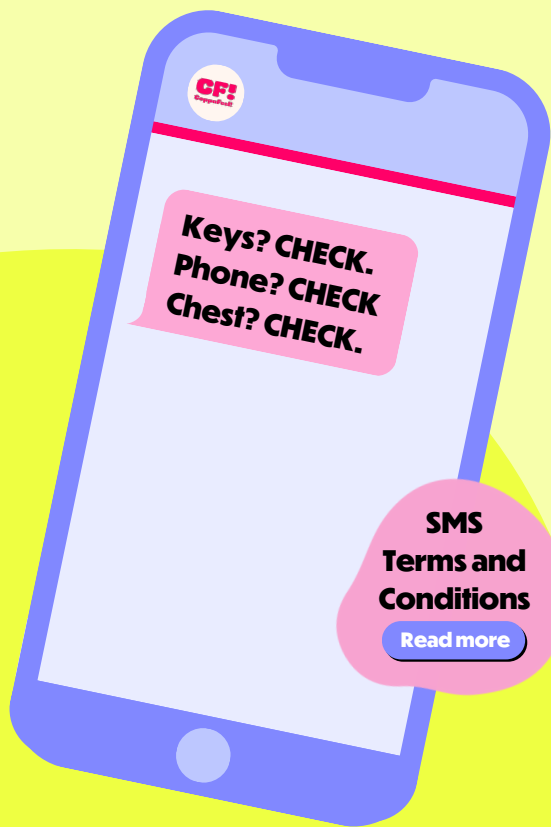
ACCEPT
THIS
MISSION



SCAN TO
SIGN UP IN
TIMECOUNTS

2. Sign up to our chest checking text reminders

Get a **FREE** monthly reminder sent directly to your phone, so you always remember to check. It couldn't be simpler!



2 minutes

7

SIGN UP IN TIMECOUNTS

1

Pledge to complete this mission in Timecounts—we'll make sure you have everything you need and will check in a few weeks later to see how you got on.

2

SIGN UP TO OUR TEXT REMINDER SERVICE

You can do this by texting **NATWEST** to **82228**
You can also set calendar or email reminders on our [website](#).

3

SHOUT ABOUT IT

Tell all your colleagues, friends and family to do the same!

We've created a **unique keyword for your nearest office**.
This helps us track how many people you and your office sign up! Go to the next page to find your keyword.

4

LET US KNOW HOW YOU GOT ON

Fill out a 2 minute online form so we can record your volunteering with us and track the scheme's impact. Don't worry, we'll send you a friendly reminder a few weeks after you sign up.

ACCEPT
THIS
MISSION



**SCAN TO
SIGN UP IN
TIMECOUNTS**

NATWEST GROUP TEXT KEYWORDS

8

Birmingham Office	NATWEST BIR
Belfast Office	NATWEST BEL
Bristol Office	NATWEST BRIS
Edinburgh Office	NATWEST ED
Glasgow Office	NATWEST GLA
Jersey Office	NATWEST JER
London Office	NATWEST LON
Manchester Office	NATWEST MAN

FIND YOUR NEAREST NATWEST GROUP MAJOR OFFICE

Here's a list of the unique keywords people can use to sign up to our free text reminder service.

When people use your keyword to sign up, we can track and share how many people you and your office have signed up!

E.g. Text **NATWEST MAN** to **82228** if your nearest NatWest Group major office is in Manchester.



Don't forget to leave a space between NATWEST and the rest of the code, and watch out for typos.

**LEAVE A
SPACE HERE**

3. Get our reminder resources into your office toilets or showers

A great way to make a new habit stick is to fit it into your daily routine – that's why the shower is a great place to kickstart your checking habit and encourage your colleagues to do the same.



 **15 minutes**

SIGN UP IN TIMECOUNTS

1

Pledge to complete this mission in Timecounts. We'll make sure you have everything you need and will check in a few weeks later to see how you got on.

2

SCOUT OUT POTENTIAL LOCATIONS

Identify in your office any bathrooms, showers or changing rooms—anywhere with a mirror works!

3

ASK PERMISSION

Make it official with your Office Manager's approval to confirm they're on board. Explain who CoppaFeel! are, that you're a volunteer and you'd like to take over the showers with our handy shower resources. We've got a [Shower Takeover Pledge letter](#) ready if you need!

4

MAKE SOME NOISE

Shout about it on your intranet and to your colleagues so that everyone is aware and gets noticing the next time they visit the loos!

5

LET US KNOW HOW YOU GOT ON

Fill out a 2 minute online form so we can record your volunteering with us and track the scheme's impact. Don't worry, we'll send you a friendly reminder a few weeks after you sign up.

ACCEPT THIS
MISSION



**SCAN TO
SIGN UP IN
TIMECOUNTS**

9

4. Complete our online module and learn about the importance of checking your chest

Checking your chest could save your life. Find out why.



 **20 minutes**

Help—it's not working!

Get in touch with [Eggu's Helpdesk](#) directly—they'll sort you out.

1

SIGN UP IN TIMECOUNTS

Pledge to complete this mission in Timecounts—we'll make sure you have everything you need and will check in a few weeks later to see how you got on.

2

SIGN UP TO COPPACOLLEGE!

Visit coppacollege.coppafeel.org and register to the site by clicking "sign up". Activate your account via the automatic email (top tip: check your spam folder!)

3

ENROL IN THE VOLUNTEER ZONE

Login to coppacollege.coppafeel.org using the account you just created. Scroll and select Volunteer Zone at the bottom of the page. Enter your enrolment key: **boobs**

4

COMPLETE OUR HEALTH MODULE

Work your way through our short module 'Our Health Messaging' and get clued up on all things chest checking!

5

LET US KNOW HOW YOU GOT ON

Fill out a 2 minute online form so we can record your volunteering with us and track the scheme's impact. Don't worry, we'll send you a friendly reminder a few weeks after you sign up.

**ACCEPT
THIS
MISSION**



**SCAN TO
SIGN UP IN
TIMECOUNTS**

10

5. Host a CoppaFeel! fundraising event in your office

Bring some chest-themed cheer into your office—in person or virtually. This could be a lunch and learn, a boob-bake sale, company-wide quiz or even an office sports day!

Paying in your fundraising

[Read more](#)

 **1 day**

SIGN UP IN TIMECOUNTS

11

1

Pledge to complete this mission in Timecounts. We'll make sure you have everything you need and will check in a few weeks later to see how you got on.

2

ASK AROUND

Speak to your colleagues to make sure they're on board. While you're there, why not ask if your company can match-fund the amount you and your team raise?

3

GET CREATIVE

Think how you can make a fun and engaging activity for people to join in—we've got plenty of ideas to get you started! Think about where you can raise awareness along with funds—like handing out a checking card or sticker with each purchase at a bake sale, or having people sign up for our text reminders when they donate.

4

ON THE DAY

Two things to remember: bring your materials and have fun! Rope in your team if you need a little help with setup or just some company on the day!

5

LET US KNOW HOW YOU GOT ON

Fill out a 2 minute online form so we can record your volunteering with us and track the scheme's impact. Don't worry, we'll send you a friendly reminder a few weeks after you sign up.

ACCEPT THIS MISSION



**SCAN TO
SIGN UP IN
TIMECOUNTS**

MORE WAYS TO GET INVOLVED

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Why not take your chest-checking enthusiasm outside the office? There are many easy ways to continue your support and be part of the CoppaFeel! team.



Shout about our mission to your friends, family and (social media) followers. Remember to tag us [@coppafeel](#)



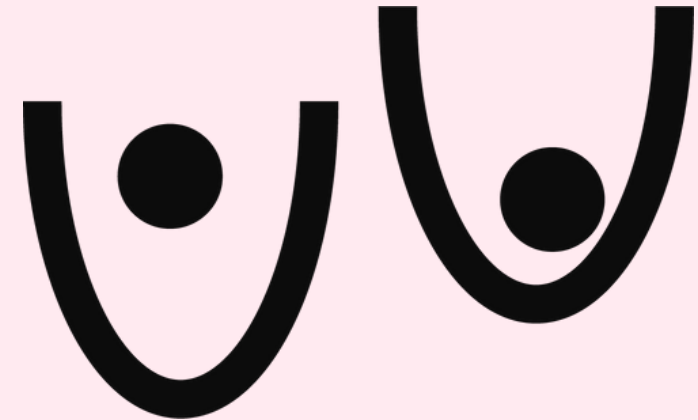
Volunteer at a CoppaFeel! Cheer Point and cheer on our wonderful runners—keep an eye on [Timecounts](#) for upcoming cheer points in your area!



Spread the word in your area, whether that's giving shower stickers to your local gym or fitness studio, or encouraging your book club, sports team, gaming community or even the group chat, to sign up for our monthly text reminders. **Pssst, don't forget to use your unique keyword when signing people up for our text reminder service (page 8).**



Take part in a [sporting challenge](#) or host your own [CoppaFeel! fundraiser](#). We have lots of [ways to get involved](#), and we love to hear new ideas too!



Practical Bits



Here to help

The Volunteering Team are here to help you make the most of your volunteering with us. If you've got questions, concerns, ideas or feedback, get in touch with us at:



volunteer@coppafeel.org

Psst... your best contact for fundraising queries is the Partnerships Team – get in touch with them at corporate@coppafeel.org and they'll sort you out.

Smoking and drinking alcohol

Smoking and drinking are not permitted whilst you're representing CoppaFeel!. We therefore ask that when you're actively volunteering, or wearing anything that identifies you as a CoppaFeel! volunteer, you do not smoke or drink alcohol.

Your expenses

We cover reasonable out-of-pocket travel expenses when you're volunteering with us. To make every penny count, we ask you to use the most cost-effective form of transport you can. Check out our [Volunteer Expenses Policy](#) for more information, and use the [Volunteer Expenses Form](#) to claim your expenses.

Reporting concerns (aka safeguarding)

At CoppaFeel!, we value everyone's safety and wellbeing—whether you're a volunteer or one of the amazing people we meet at events. It's important to us that everyone feels happy and safe when engaging in CoppaFeel! activities, including online.

To help ensure this, please familiarise yourself with CoppaFeel!'s [Reporting Concerns Policy](#). This policy outlines how to report any worrying behaviour towards yourself or others, and how we at the charity will handle it.

If you ever have concerns about your personal safety while at an event or when representing CoppaFeel!, here's what to do:

- Move yourself to a safe location
- Report the situation to the venue staff or emergency services, if needed
- [Notify CoppaFeel! HQ](#) as soon as possible

The team at CoppaFeel! is there to support you and report any concerns to.

Your key contacts at
CoppaFeel! HQ



Emily



07587 742938



volunteer@coppafeel.org

Volunteer Administration Executive



Rhannon



07392 885348

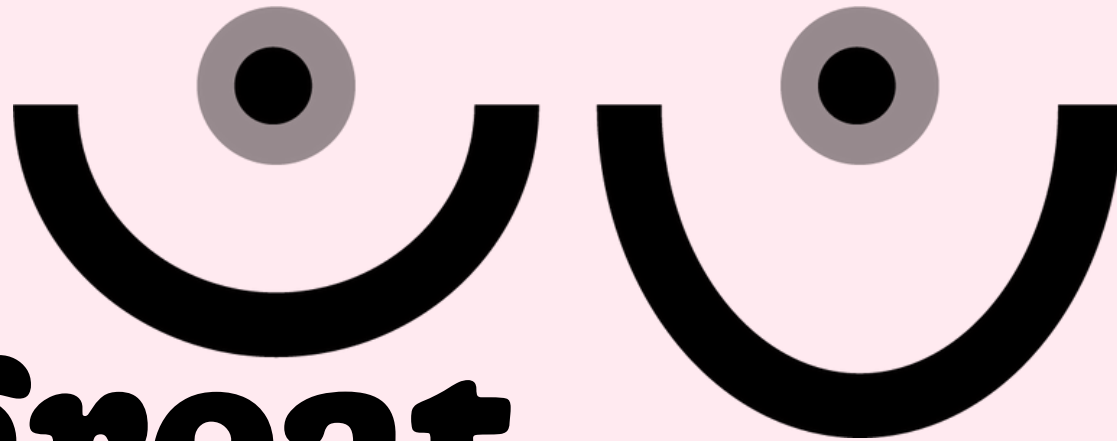


volunteer@coppafeel.org

Volunteer Community Executive

**We
make**

**a great
pair**



CoppaFeel!
breast cancer awareness

Thank you
for spreading our
lifesaving, chest
checking message!