

Asda Tickled Pink Fundraising Weekend Volunteer Pack 2025

ASDA
Tickled
Pink

OUR BREAST CANCER CAMPAIGN



A huge thank you for volunteering at your local Asda! We can't wait to see you over the weekend!



- **Working with charity partners Breast Cancer Now and CoppaFeel!, Asda Tickled Pink is on a mission to make checking your boobs, pecs or chest as normal and routine as your Asda shop.**
- **You're helping us raise money for better breast cancer treatments, vital education and life-changing support.**



In this pack, you'll find all the information for the day, plus some top tips for fundraising in style.

Want to learn more about Asda Tickled Pink?

Head to <https://corporate.asda.com/asda-tickled-pink>



What to expect



- **Please arrive at your chosen store at 11am or just before. The collection will start at 11am and run to 3pm. You can stay for as long as you like but at least an hour.**
- **Head to the customer service desk and ask for the Asda Customer and Community Champion (ACCC). They will be expecting you and will set you up and help.**
- **To avoid parking charges, ask if they have an ANPR system. If they do, register your vehicle as a visitor by inputting your registration number into the tablet at the customer service desk.**
- **You'll be given a collection tin or bucket and a pink sash to wear.**
- **Feel free to wear pink so you stand out in store and any other fun accessories like wigs, feather boas, hats etc.**
- **If you need to take a break, please ensure you leave your collection tin or bucket in a secure place. Before leaving, please return your collection tin or bucket to the ACCC or Asda colleague along with any other items you borrowed.**





Before you head to Asda



- Bring a copy of your authorisation letter (printed or on your phone) and valid ID.
- If you've shared your number with Asda, you may get a phone call from the store so the ACCC can introduce themselves and ask if you have any accessibility needs. If you don't hear from them, please do not worry, as they can be very busy. If they leave a voicemail, please give them a ring back.
- If you have any access needs or require equipment to take part, like a chair, you can arrange this with the ACCC or call the store before you arrive
- If you'd like to bring a friend, contact tickledpink@coppafeel.org so we can add them to the register.





While you are there

- Please be positive, friendly and enthusiastic! Let people know you are fundraising for Breast Cancer Now and CoppaFeel!
- The money you'll raise will help fund better breast cancer treatments, vital education and life-changing support. Your funds will be divided at a 70/30 split between Breast Cancer Now and CoppaFeel! respectively.
- A smile goes a long way! Even if someone doesn't donate, please be friendly and wish them a good day.
- Share our resources far and wide! We'll have Tickled Pink leaflets in store so please share these with customers.
- If anyone has any further questions or would like more support, please signpost them to our websites: breastcancernow.org and coppafeel.org
- Stores have a Just Giving QR code for people to scan if they don't have cash - ask your ACCC for this.
- Remember to say a big thank you if someone spares some change or donates via the QR codes on Just Giving.
- Please take photos! We love to see them and they are really helpful for promoting future fundraising events. Please send them to tickledpink@coppafeel.org



**And most
importantly...**

Have fun!!!





Contacting us



If you have any problems on the day, or have questions before the event, please email tickledpink@coppafeel.org

THANK YOU SO MUCH FOR YOUR SUPPORT!

