

HOW TO ORGANISE A SPONSORED WALK

TOP TIPS:

- Take time at the beginning to put together a plan with timescales; it will change but will help you keep on track
- Be clear on who is doing what and when

WHAT YOU WILL NEED

- A route
- Sponsor forms
- Appropriate clothing/footwear

BEFORE THE EVENT

The route

You have so many options available to you when thinking about your route; it will depend on a number of other factors such as date and time of walk, distance of walk, number of people taking part and their fitness, whether you have transport available to you etc. Ideas for routes may include canal tow paths or old railway lines, woodland trails or city walks. It's best to stick to public walks and footpaths to avoid issues with gaining permission to walk on private land.

Task some team members to do some research into popular local walks, and think about looking at websites such as Map My Walk to help with your planning. Do you want a fixed distance route for everyone to complete, or a circuit so that people can choose to go further.

If there is a large number of you, will you need to break into teams and stagger the start times?

Do bear in mind that if the walk is too easy, people might not want to sponsor you.

Date and time

Once you know where you are walking, you can decide the when. Are there busy times you should avoid? If the weather is hot, should you consider walking earlier or later in the day?

Make it unusual

If you can add something a bit different to your event, it can really help pull in the sponsorship money. Maybe you could complete the walk in onesies,

pyjamas or fancy dress? Maybe you could set yourself tasks to complete along the way, or do a three-legged walk.

Whatever you chose, please make sure you consider your own health and safety.

Sponsorship

Friends and family are always the best place to start with sponsorship. If it's a set distance walk, then they may want to sponsor you a fixed amount, or they could sponsor you per mile walked if the distance is flexible.

You may have thought about taking collection buckets with you on your walk, but bear in mind that to collect money in a public place you need a licence from your local council, and this can take on average about a month to get. Speak to your local council for further details.

Instead, you could look at finding a local business or private site that will allow you to collect donations for your walk. Please make sure you get permission from the owner/manager.

Health and fitness

Each individual will know their own level of fitness and what they are capable of. If there are any concerns over fitness or previous conditions or injuries, please consider whether you should take

part in the walk. Maybe you could be the team support and organise a half way rest point with water/plasters/sun cream.

ON THE DAY

Warm up

Have someone put together a brief warm up routine that everyone can do before the walk including some stretches.

Drink plenty of water

Make sure you stay hydrated, especially in warm weather.

Dress for the weather

Do you need waterproofs or sun cream?

Record the event

Task a few people with taking photos or videos of the event; often your sponsorship can increase after the event, especially with evidence!

AFTER THE EVENT

Collect your sponsorship

Let your sponsors know how the event went and collect in your sponsorship money. All that is left to do is pay in your cash! Please see your introduction letter or the guidelines for further information.

