



Your Santa Run checklist

A festive run anyone can join, at the most charitable time of year, and a great way to raise money.

Eight weeks before (early October)

- Pick a date in the run-up to Christmas
early December tends to work well
- Choose your route or laps
- Sort permissions, venue booking and insurance
- Line up enough volunteers, then line up a few more

Six weeks before

- Set a fundraising goal so everyone knows what they are aiming for
- Decide whether to charge an entry fee, and how much
- Set up your event page and encourage sign-ups
promote it everywhere
- Give every participant their own online sponsorship page
this is where the real money comes from
- Approach local businesses for sponsorship
perhaps mince pies to sell on the day

Four weeks before

- Keep promoting and keep the sign-ups coming
- Nudge participants to share their sponsorship page with friends and family
a personal ask works best
- Plan festive refreshments: mince pies, hot chocolate
- Sort your risk assessment, first aid cover and route or venue layout

Two weeks before

- Send a reminder with the sign-up and sponsorship links
are you on target? give it a push
- Confirm volunteers, marshals and first aid cover
- Check the forecast and plan for cold or icy conditions
- Sort a cash float and your card or online payment method if selling refreshments

The day before

- Send a final reminder, and remind everyone to wear their costume
- Buy refreshments if you are selling them on the day
- Check the route or venue, signage and equipment
- Get the float and card reader ready to go

On the day

enjoy it, this is what you have been working towards

- Brief your volunteers so everyone knows their responsibilities
- Set up the route or venue, signage and marshal points
- Make sure someone is taking photos in line with your organisation's policies

After the event

- Thank every participant, supporter, business sponsor and volunteer
share the total and what it will pay for
- Check online sponsorship is all in, with Gift Aid where eligible
- Jot down what worked and what you would change
next year you will be grateful

Set up your sponsored event at fun-run.co.uk

Sign-ups, entry fees and individual sponsorship pages, all in one place.

fun-run.co.uk