



# Your sponsored event checklist

Everything from first idea to final thank you. Works for a fun run, sponsored walk, colour run or any sponsored challenge.



## 8 to 12 weeks before

- Choose your event format and a date that avoids other big calendar clashes
- Sort permissions, venue booking and insurance
- Line up enough volunteers, then line up a few more *the more hands, the calmer the day*
- Have a plan for rain, heat or snow before the forecast surprises you



## 6 to 8 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 *offer them something specific to back*



## About a month 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*
- Assign your volunteers their roles
- Sort your risk assessment, first aid cover and route or venue layout



## A week 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 put in place your wet or hot weather plan if needed
- Prep event-day kit: signage, numbers, water and refreshments
- Sort a cash float and your card or online payment method if selling refreshments



## The day before

- Send a final reminder to volunteers
- Walk the route or venue and check 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](https://fun-run.co.uk)

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

[fun-run.co.uk](https://fun-run.co.uk)