



Your sponsored walk checklist

A sponsored walk anyone can join, in any weather, and a great way to raise money.

8 to 12 weeks before

- Pick your route and a date that avoids other big calendar clashes
- Decide circular or point-to-point, and how far
- Sort permissions, landowner access and insurance
- Line up your volunteers and marshals
a sponsored walk needs fewer hands than most sponsored events
- Consider parking and transport options at the start and finish

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 walker 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 walkers to share their sponsorship page with friends and family
a personal ask works best
- Walk the route yourself and risk-assess it
note gates, road crossings and rest points
- Plan water stops and refreshments along the way

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
- Prep event-day kit: signage, route markers, 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, set out signage and check the markers
- Get the float and card reader ready to go

On the day

enjoy it, this is the bit you have been working towards

- Brief your volunteers so everyone knows their responsibilities
- Set up the start, finish, route markers and marshal points
- Set walkers off and keep an eye on the back of the field
everyone goes at their own pace
- Make sure someone is taking photos in line with your organisation's policies

After the event

- Thank every walker, 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