

HANDY FUNDRAISING GUIDE

How to get involved in... a sponsored walk

DATE

Although there are several organised walks across the country for people to choose from, many still decide to organise their own walking event. If you choose to go down this route, consider planning the walk in the summer months, as you are less likely to be affected by the poor weather. Also, arrange the walk well in advance and avoid clashes with other events.

CHOOSING YOUR ROUTE

Pick an interesting, varied route and ideally one that is circular, so you start and finish in the same place. Try and choose a route which includes a mixture of green spaces, paths and pavements alongside roads, and one that is not too far away from where you and your fellow walkers live.

GET PEOPLE INVOLVED

Encourage friends, family and colleagues to take part, and remind them they'll be doing it in support of PHA UK.

CHECKPOINT

Plan ahead and see if there is a pub or cafe which you can stop off at midway through the walk. Along with allowing you and your walkers a rest, it will also give those not able to take part in the walk, due to health reasons for example, the opportunity to still feel part of the event. They could meet you there and join you for a drink.

SPONSORSHIP

Get in touch with your local ramblers group and see if they will sponsor your walk. Also, hand sponsorship forms to those taking part in the walk.

EQUIPMENT

Provide fellow walkers with information on appropriate clothing/ footwear for on the day. Ensure everyone has a map of the route and emergency contact numbers in the event of someone getting lost.

PROMOTION



Get in touch with the local press (newspapers, online sites and radio stations) to advertise your event. Also, carry out your own promotion through social media, emails and posters.

CERTIFICATE

Provide walkers with some sort of recognition for taking part and completing the walk. A 'well done and thanks for supporting PHA UK' certificate would be a nice touch.

ORGANISED WALKS

With more and more people choosing to get their walking boots on, there are numerous of organised walks to choose from.

Walkers can take part in the London Marathon Walk which spans 26 miles or enter the National Three Peaks or Yorkshire Three Peaks challenge.

Whether you are a beginner or more experienced walker, there a host of walks to pick from. Visit www.timeoutdoors.com/events/walks for a list of routes from sociable local days out as part of a group to one of the multi-day charity walks at home or abroad.

LET US KNOW WHAT YOU'RE UP TO

We're always keen to know what people are doing to help raise much needed funds and awareness for PHA UK. If you're planning a sponsored run contact Helen at office@phauk.org or on 01709 761450 and we'll send you a handy Fundraising Kit to help with your event.

KATHERINE DID IT...

Katharine Lang organised a ten-mile sponsored dog walk in Midlothian, raising £275 for PHA UK. She was joined by family and friends, as well as some four-legged walkers. She said: "It was quite a hard walk but everyone was very well behaved – humans included!"