

# How to organise a Sponsored Run or Walk

**Organising a sponsored run or walk is a great way to bring your community together for a local cause. Organising an event like this does take some planning but we have compiled a handy guide to help make it a huge success. The below are some helpful tips, but these can be adapted depending on the scale of your event.**

## Before the event

- Choose a location and date. Consider the time of year and the type of person likely to be taking part.
  - Does your venue have enough parking?
  - Does it have toilets available?
  - Do you need to get permission from the park?
  - Is it fully accessible?
  - Will you need to obtain public liability insurance?
- Map out the distance and route of your walk/run.
- Consider if there will be a medal or goodie bag post-run (bearing in mind it will reduce the overall total given to the charity) or consider charging a registration or entry fee to cover this cost.
- Will there be entertainment before or after the event?
- Encourage participants to set up an online fundraising page such as JustGiving, with a set target.
- Depending on the size of your event, advertise at least 4-6 weeks in advance using:
  - Social media platforms
  - Whatsapp
  - Flyers
  - Radio
  - Local clubs



Consider if any local businesses can provide sponsorship to cover the costs of some items such as: leaflet printing, refreshments or water from a local shop.

- Work out how many volunteers you will need for the following roles:
  - Registration
  - Stewards
  - After-event tidy up
- Brief volunteers before the event on times/ roles etc.
- You may need to do a risk assessment of the venue including, but not limited to, the following:
  - Is First Aid support needed?
  - Slip/ trip hazards along the route
  - Adverse weather



# 90%

of our work is funded  
by fundraising and  
donations.

## Communication to participants

It's important that those taking part have been given all the essential event information well ahead of time. It's usually easiest to communicate to everyone via email or social media. You should make sure to share:

- o Parking information.
  - o The time of the race.
  - o Route and distance.
  - o Sponsorship sheets or information on how to set up a JustGiving page (your NICHs contact can help with this).
  - o You may want to get an emergency contact number from participants.
  - o If applicable, information on how to pick up a branded event t-shirt (such as an NICHs running t-shirt).
- After event certificate and well done.
  - Reminder for sponsorship money.

## On the day

- Walk the route to make sure there are no hazards (or do this the day before).
- Brief all stewards and volunteers on their roles and any health and safety issues.
- Set up your registration desk.
- Collect sponsorship money from participants. It is useful to have lockable storage or a safe place for this.
- You might like to give a short speech before the race begins, on the work of NICHs or your motivations for hosting the event.
- You might want to do a crowd warm-up.
- Make sure to thoroughly clean up the park / area of the event before leaving.



## After the event

- Collect all outstanding sponsorship money, encouraging participants to gather any last-minute donations.
- Ask your NICHs contact about the best way to get the money to us.
- Perhaps you'd like to take part in a cheque presentation photo for social media.
- Thank all your participants, volunteers and any sponsors, letting them know how much the event raised.

**If you require any more information  
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