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How to organise a sponsored walk for Lymphoma Action



A step-by-step guide

Lymphoma Action – formerly the Lymphoma Association - is a registered charity in England and Wales (1068395) and in Scotland (SC045850).
A company limited by guarantee registered in England and Wales (number 03518755).



Thank you for considering supporting Lymphoma Action by organising a sponsored walk. This guide will help you think of things you may need to consider when planning your walk*.

We are here to help you and if you have any questions about this guide or any other issue in relation to the organisation of your walk please contact the fundraising team on fundraising@lymphoma-action.org.uk or **01296 619419**.

Planning

1. When

Decide on the day, date and time you would like to hold your walk. Consider the following when choosing:

- Ideally, a Saturday or Sunday as more people will join you.
- Avoid the winter months.
- Aim for a mid morning or early afternoon start time.

2. Where

Choose a location for your route:

- If you are an enthusiastic walker, you can choose a route that is known to you already.
- If not, there are thousands of pre-planned walking routes throughout Britain, you can try the following websites to find a walk route in your area:
 - www.walking-routes.co.uk
 - www.walkingbritain.co.uk
 - www.walkingworld.com
- Many local parks, forests and woods offer great walking routes, find out more by contacting your local council's parks office or the Forestry Commission at www.forestry.gov.uk.
- Talk to your local hiking club for suggestions.

3. The route

Choose a route that is appropriate for your intended participants. We would suggest:

- A circular route, starting and finishing at the same point so people can pick up cars easily.
- A maximum of 5 miles if young or elderly people are taking part. If you are walking on fairly flat terrain, anything up to 10 miles will prove fun yet challenging for most adults.
- Consider choosing a long and a short route for participants of all ages and abilities to choose from. Start both routes together and split off in to two groups during the walk.
- Avoid walking on or crossing too many roads, especially if children are taking part.
- Is the route accessible for pushchairs/wheelchairs? If not, make sure walkers are aware before registering for the event.

4. Facilities

- **Refreshments.** If you have chosen a route with a pub or café nearby you could ask the owner if for a nominal fee they will provide each walker with a hot or cold drink before the start. If you mention the walkers may buy drinks and / or lunch after the event they may even do it free, after all it is for charity! If there is no pub or café nearby, consider providing your own refreshments (hot or cold drink) at the start – ask family and friends to help with this.
- **Toilets.** It is a good idea to start and finish your route close to public toilets.
- **Parking.** Ensure there is enough parking nearby to accommodate the walkers arriving by car. If it is a pay and display or a car parking meter, try to negotiate with the car parking official / provider a flat fee for participants for the day. You may need to ask for permits to display in car windows.

** Disclaimer: This is intended as a guide only and Lymphoma Action cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of organising or taking part in your sponsored walk.*

5. Keeping it safe & legal

Please ensure you consider health & safety and legal requirements when organising your walk. Think about:

- Obtaining permission from your local council, landowner or the Forestry Commission. You may need to pay for a permit. You can also make sure your planned event does not interfere with someone else's planned use of the land for that day.
- Avoiding walking on or crossing too many roads, especially if children are taking part.
- Walking the route in advance. Check for any unexpected surprises or problems e.g. cattle in a field or a road, which is much busier than you thought. You can make changes if necessary.
- Using a disclaimer on all registration forms (see example enclosed in this pack) to ensure participants take part at their own risk.
- Making clear that an adult must accompany children (over 18 years) at all times.
- Asking an experienced rambler / walker to lead the route and a volunteer at the back of the group.
- Ensuring you have a first aid kit and qualified first aider with you on the day.

6. Registration fees / sponsorship

You can either charge a registration fee to take part or set a minimum sponsorship amount:

- Registration fees should cover your costs and a donation to Lymphoma Action, e.g. £10 per walker or £20 for a family. This could include a hot or cold drink before the start and parking (if applicable). Encourage participants to get sponsorship as well. **OR:**
- Minimum Sponsorship. You do not need to charge a registration fee but ask for a minimum sponsorship amount instead, eg. £20 per walker or £50 for a family.

7. Inform Lymphoma Action

Tell us about your planned walk, we can help with marketing and fundraising ideas. Call **01296 619419** or email fundraising@lymphoma-action.org.uk.

Marketing

1. Recruiting participants

Once you have completed the planning for the walk it is time to get other people involved. Publicising your walk is vital, try doing the following:

- Asking family and friends to spread the word.
- Putting up posters (template enclosed but you will need to fill in details of your walk) in the local area, including businesses, dentists, doctors' surgeries, newsagents, cafés and libraries.
- Registering your walk on local walking and event websites.
- Asking Lymphoma Action to list your walk on our website, www.lymphoma-action.org.uk and on our Facebook and Twitter pages.

2. Media

Try to get your local media (newspaper and radio) involved in publicising the event for you. Please contact the fundraising team for a press guide with lots of top tips for contacting the local media.

3. Registration

To save on time and administration ask walkers to turn up on the day with their registration fee / and or sponsorship money. Hand it to a volunteer to keep safe / locked away before you set off on the walk. If you are happy to, include a contact number for walkers to contact you before the event to find out further information.

On the Day

1. Be there early

Be at the start point in plenty of time to register your participants, there will always be an early arrival and you will need to be prepared. **Remember** to take plenty of disclaimers for individual walkers and families to sign on the day. You could:

- Decorate your start/finish point with balloons (order them from the fundraising team).
- Hold a raffle and sell tickets before the start.

2. WALK!

Before you start, as the organiser, you could say a few words to thank everyone for taking part and explain how their money is helping. For example:

“Thank you all for joining us today on our sponsored walk for Lymphoma Action. All the proceeds from

today will help the charity to provide information and support to anyone affected by lymphatic cancer.

Lymphoma is the most common cancer affecting the under 30s and 5th most common cancer diagnosed overall in the UK. Over 19,500 new cases are diagnosed each year.

The Association relies on voluntary funding to keep their free core services running and the money you raise will make an enormous difference in helping them to answer calls to their freephone helpline, to send out vital information about the illness, to train their buddies and to set up new support groups.

Thank you again and enjoy your walk.”

3. PHOTOS

Take plenty of photos at the start, during the walk and at the finish. Send them to Lymphoma Action and the press afterwards.

4. The finish

Have some volunteers at the finish line to welcome the walker's home. You could:

- Hand out a certificate or medal to each walker.
- Have drinking water available.
- Draw the raffle prizes (if you choose to do one).

Say thank you again to your walkers for taking part.

After the event

1. Money

Collect the sponsorship money and registration fees and send to Lymphoma Action (we will send your information about how to do this). Where possible send sponsorship forms as well so we can claim the Gift Aid.

2. Thank you

If possible, thank all your participants for taking part and raising money. Do this by email or phone to keep costs low.

3. Relax

You have organised a fantastic event and made a real difference to those affected by lymphoma

THANK YOU!