

# How to organise a sponsored walk or trek

**Your** handy guide  
**full of ideas and tips**

Thank you for going the extra mile for Great Ormond Street Hospital Children's Charity! We've put together a few pointers to help you make the most of your big adventure.



## How to organise a sponsored walk or trek

# Pick **your** route

**Be realistic** and choose a route that you know you will be able to complete. It's important to bear in mind the length, terrain and hills.

The number of checkpoints will depend on the length of your route, but will give you the opportunity to check on your team of walkers and keep everybody motivated. Do some research and find a pub or cafe where you can stop off along the way to refuel. If you have a large group, it's worth giving some notice and checking that they can cater for you all.

It is often a good idea to offer a shorter route option for people who do not want to walk the whole way. This can also help widen the appeal of your event to families and older people.

**There are plenty of helpful online resources to help you plan and prepare for your challenge, here are just a few:**

[mapmywalk.com](http://mapmywalk.com)

[walkingenglishman.com](http://walkingenglishman.com)

[walkingbritain.co.uk](http://walkingbritain.co.uk)

**Great Ormond Street Hospital changes the lives of sick children and their families from across the UK and abroad.**

Without the fantastic fundraising of our supporters the hospital simply wouldn't be the great institution that it is.

You can help us to provide world-class care for our patients and families. For more information, visit **[gosh.org](http://gosh.org)**



## How to organise a sponsored walk or trek

# Set a date

**Once you've picked a route, you'll need to set a date.** Give yourself plenty of time to train and organise your event.

Think about all the things that may affect your walk: national holidays, public events and the weather. Bad weather in particular can effect a long-distance walk, not to mention make it more dangerous. Make sure you know what the local weather conditions should be for the time of year, and prepare yourself accordingly. If you're planning to take on a longer route that's going to take a few days, know your limits and factor in some rest days.

# Training and nutrition

**Get started** by looking at our training zone and follow our trek-fit training plan. ([tzones.realbuzz.com/great-ormond-streethospital-children-s-charity/training-guides/](https://realbuzz.com/great-ormond-streethospital-children-s-charity/training-guides/))

**Walking** as many miles as possible in the months beforehand is essential for building strength and endurance, making your trek more enjoyable.

Think about the terrain and conditions you'll be facing and plan your training walks accordingly.

**Increase your mileage** gradually to avoid injury and fatigue.

Train **wearing the kit** you'll be using during the

challenge to avoid any clothing rubbing or shoes giving you blisters.

If you're undertaking your trek as part of a team, try and train together as often as you can. This will help ensure everyone is up to the same standard and give you a good understanding of each other's strengths and weaknesses.

Make sure you are adequately **hydrated and nourished** during your training and the walk. What you eat impacts your energy levels, so concentrate on improving your diet as you start your training. Try different foods and sports drinks during your training so you can decide which one works best for you and avoid trying new foods during the actual challenge.

**Don't overdo it!** Get enough rest during your training and pace yourself during the challenge itself.

# Safety

It's worth spending time and money buying the right backpack, walking boots and wet weather clothes. If you're going to be walking in the dark or fog, make yourself visible with high-visibility jackets and reflector strips.

If you have a **team** taking on the challenge, ensure that everybody knows where they're going and has access to an OS map of the area and a compass.

**Check with your GP** in advance that you're fit enough to complete your chosen challenge.

Do you have any friends you can ask to be your support crew? They could carry your tent (if camping), water and food supplies, and any other necessities.



## How to organise a sponsored walk or trek

Siblings Mike, Sonja and Claire crossed 40 bridges over the Thames walking a total of 70 miles to raise more than £8,000 for Great Ormond Street Hospital Children's Charity.

We asked Mike if he had any tips for us:

**“Send an email to all your contacts and ask if they can forward it to their selected contacts.**

**“Be prepared and check the weather forecast before the big day.**

**“Contact your local newspaper and radio station, asking them to run a piece on your event.**

**“Train!”**



## How to organise a sponsored walk or trek

# Fundraising tips

### First things first

Once you've rallied up a team, decided on your route and agreed a date, set up a **JustGiving** page ([justgiving.com](https://www.justgiving.com)) so that people can sponsor you online. Click on the 'start fundraising' tab and select Great Ormond Street Hospital Children's Charity from the drop-down list. Any money raised online will be sent to us directly from JustGiving.

### Top tips:

If you are fundraising as part of a team, set up a **team page** ([justgiving.com/en/fundraise-with-friends](https://www.justgiving.com/en/fundraise-with-friends)) to show off just how much you've raised together.

Personalise your page: Let people know why you're supporting us and add photos and details of your route. Once people know how dedicated you are, hopefully they will dig deep and support you.

Set up a **text giving code** ([justgiving.com/justtextgiving](https://www.justgiving.com/justtextgiving)) and include it when promoting your walk so that people can sponsor you quickly and easily.

Set a **target** on your page to encourage people to help you achieve your goal.

**Encourage people** who are likely to donate a larger amount to sponsor you first. Having a big first gift is a good prompt for people to be generous.

Wait until payday to send your JustGiving page link to your colleagues. That way, they won't have any excuses!

Add your JustGiving link to the bottom of your email signature.

Those who set up a fundraising page raise an amazing four times as much as those who don't!

### Grab some attention

The chances are that your friends and family will have received various sponsorship asks already this year, so you might need to do something a bit different to stand out from the crowd. The key is to engage people in the build-up to your challenge, and this is where social media comes in handy.

An emotive or entertaining home video posted on **YouTube** is guaranteed to encourage donations. This gives you the chance to be as creative and as quirky as you like and to add your personal touch. Send a video with your JustGiving page link, or with a later email updating people on your training.



# Fundraising tips

**Facebook** brings in more visits to JustGiving pages than any other social media channel. Promote your walking challenge by:

- Updating your status with progress on your training. If you can, give live updates on how the challenge is going, and don't forget to always include a link to your JustGiving page.
- Asking friends to share and 'like' your status.
- Liking us on Facebook and tagging us in any posts (**facebook.com/GreatOrmondSt**)

**Twitter** is a great place to start telling everyone what you're doing and to keep them informed about your progress. Providing that your tweets are interesting enough, news of what you're doing should spread fast! Make sure that you:

- Tell people what you're doing.
- Include a link to your JustGiving page (you can shorten the link by visiting **bit.ly**).
- Include any photos or videos to make your tweet more interesting.
- Keep us involved and include **@GreatOrmondSt** in your tweets.

Upload photos from your training and during the challenge itself onto **Instagram**. Don't forget to follow and tag us (**@greatormondst**) in any posts.

### Local press

Your local newspaper, radio and even TV stations might be keen to cover your story.

Download our template press release **gosh.org/publicity** and add the details of your event.

Send your press release to everyone you can

think of in your local area at least four weeks before the big day.

If your local paper or radio has a Twitter account, ask them to retweet your tweets or post messages on their Facebook page.



## Your workplace

Don't just rely on family and friends to support you: your workplace could offer plenty of opportunities to boost your fundraising.

### Spread the word

Promote what you're doing in your company newsletter, intranet, on the notice board and in your email signature.

### Extra fundraising

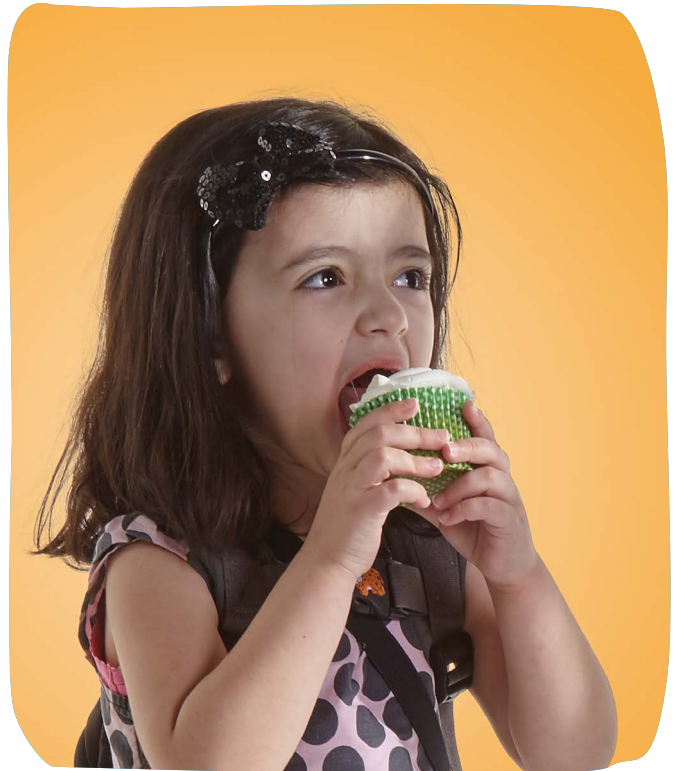
In addition to asking for sponsorship, do other bits and bobs in your office to help raise funds, such as:



# Fundraising tips

- Hold a **cake sale**.
- Organise a **dress-down day** collection.
- **Take photos** of any events that you hold at work to put in any company newsletters or on the intranet.
- Take a look at our **[gosh.org/fundraisingideas](https://gosh.org/fundraisingideas)** for more ideas and inspiration!

Make the most of chance encounters and **tell everyone about your fundraising** and the challenge you have taken on. Whether it's talking to people at rest stops or shops, spread the news and watch your donations soar.



## What now?

Follow up the event with photos, details of how much was raised and further thanks to all those who sponsored you.

Send a press release about the event to local media with photos.

To pay in any money raised offline, please call us on **020 3841 3131**.

If you have any questions, please don't hesitate to get in touch with a member of the team on **020 3841 3131**.

**Good luck with your event** – we hope that you enjoy it!

For more ideas, tips and materials:  
[gosh.org/fundraising](http://gosh.org/fundraising)  
[fundraising@gosh.org](mailto:fundraising@gosh.org)  
020 3841 3131

