

# Organising a Fundraising Run or Walk

This is a popular way to raise money as well as raise awareness for Ruby and her friends



## Planning

The first step to running a successful charity walk or run is to locate and choose a route. There are hundreds of pre-planned walking routes across the UK as well as many unmarked areas in the countryside and along city streets. It is worth speaking to local walking clubs or running clubs to see if they can suggest a route.

The route needs to be appropriate for your intended target market. For example, the route can't be too extreme as this will limit the amount of people that sign up to run/walk. If you are planning on having lots of runners or walkers taking part then for safety reasons you will need a wide path to accommodate them all.

Also some paths are more suited for walking than running due to the terrain, so consider what style of event to go for before you choose your route.

Selecting the route early on will put you in good stead and allow you to plan other aspects of the event such as recruiting volunteers to help on the day. The duration and difficulty of the route will dictate how many volunteers you're going to need.

You also need to consider health and safety; you may want to set up drinks stations along the course to keep runners/walkers hydrated and an on-site medical tent to deal with any injuries.

## The Law

When planning a fundraiser such as a charity walk or run there are a few legalities to consider. Firstly, you need to obtain permission from local authorities or site owners to use the planned route on the day of the event. Speak to local authorities or land owners to make sure your plan doesn't interfere with anything else planned on that day.

You also need to speak to us to get our permission and obtain branded material to use at the event and sponsorship forms etc. We may even be able to help you organise or run the event.

Finally, you will need to obtain liability insurance for the event. The insurance is required to cover you should any incidents happen during the event such as a personal injury or damage to land or property. It is possible our insurance may cover your event so don't forget to ask us. You need to also notify local emergency services prior to the event taking place, depending on the size of the event and the number of participants; they may provide assistance with issues such as traffic control and medical care.

## Promotion

Once you have planned the route, informed the relevant bodies and organised a date and time for the fundraising event, the next step is to promote the walk/run.

The more people that participate the more money you will make so promotion is vital. It's a good idea to get written or verbal commitments from runners/walkers so you ascertain how many volunteers you will need on the day of the event.

Make sure you include all the relevant information on the promotional material such as the distance of the route and contact details should they need any help with sponsorship. You will also need to collect contact details from participants so you can get hold of them after the race to collect the fundraising donations they have received from their sponsors.

Download your special National Robin Day sponsorship forms and full fundraising pack from:

[www.songbird-survival.org.uk/national-robin-day-pledge-your-support](http://www.songbird-survival.org.uk/national-robin-day-pledge-your-support)



For more fundraising ideas:  
[www.songbird-survival.org.uk/fundraise-for-us](http://www.songbird-survival.org.uk/fundraise-for-us)  
Learn more about National Robin Day, Ruby Robin and  
what you can do to help all birds and wildlife at:  
[www.songbird-survival.org.uk/national-robin-day](http://www.songbird-survival.org.uk/national-robin-day)



**National Robin Day**  
The awareness day  
for SongBird Survival

