



# How to...

## Organise a Charity Walk or Run

Organising a charity walk or run is a great way to raise money for Paces. With some helpers and our 'how to guide' it really is easy and rewarding!

### Planning your Charity Walk or Run

- The first step towards organising a successful charity walk or run is choosing a route.
- The route you choose should be appropriate for your intended participants.
- Decide how long your walk/run will be – 5K, 10K or longer! A shorter walk/run would appeal to more families than a full marathon would.

### The Legalities

- You need to obtain permission to use your planned route on the day of the event. Speak to the local council and the land owner(s) for permission.
- Make sure your plan does not interfere with someone else's planned use of the land for that day – especially if you plan on using a local park or communal space
- You also need to ensure that there is liability insurance in place.
- Also notify local emergency services of your plans well in advance. Depending on the size of the event, they may provide assistance with issues like event traffic, or on site medical care
- If your planning a road walk or run you will also need to speak to the council and police to coordinate road closures on the day well in advance

### Finding Walkers/Runners

- Get written or verbal commitments from participants. Find out if they will be walking/running or if they will be helping to organise or run the event
- Produce walking/running sponsorship forms so people can pledge sponsorship well in advance. The longer people have to collect sponsors the more money can be raised for Paces

### Publicising the Event

- Contact your local media channels to inform them of the event
- Prepare posters, leaflets and flyers that can be handed out to local businesses
- We can advertise your event on the Paces website and our social media channels

### After the Event

- Arrange a date well in advance to let people know when sponsorship money needs to be collected by and arrange a place people can drop the money off
- Count all money given with a witness and arrange with Paces for the money to be sent to us.

**For more information about this or any other fundraising ideas,  
please contact our Fundraising Team on 0114 284 4488 or [Julie.booth@pacesheffield.org.uk](mailto:Julie.booth@pacesheffield.org.uk)**

**Download all our guides and our fundraising proposal form at [www.pacesheffield.org.uk/fundraisingideas](http://www.pacesheffield.org.uk/fundraisingideas)**



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