

Organising your sponsored challenge

Your fundraising toolkit



Helmets, trainers and knees at the ready - it's time for a challenge.

Whether you are running, cycling, swimming or walking, a sponsored activity is a brilliant way to raise funds and get the old heart rate going! Here are our top tips for success.

Know your route

When taking on your sponsored challenge, the first thing to do is plan your route and decide on your distance. Whether it's a 100km cycle from Dorset to Devon or a 5 mile run around your local park, as soon as you decide on your challenge you can start preparing. The internet is brimming with great routes for all sorts of challenges, so do have a look and decide which one suits you, and which one you think will inspire people to sponsor you.

Training down to a T

We know that training can be a bit dreary, especially with cold mornings and dark evenings, but it's so important you prepare your body for your challenge. Make sure you get in lots of training and that you feel prepared on the day. The smallest things can make a difference to your motivation - treat yourself your favourite playlist, a good audiobook, training with a friend or a special reward after a particularly hard session. Do check out our tips on training for [walks](#), [cycles](#) and [runs](#) and remember, you're doing an amazing thing for taps and toilets!

Tell the world

Let your family, friends, colleagues and neighbours know about your awesome challenge, and how they can support you. Set up a [JustGiving fundraising page](#), and check out [our guide](#) on making the most of your online page for some tips. You can also create a splash by getting in touch with your local press. Use our [template press release](#) to create a buzz around your event.

The right equipment

Make sure you have the right equipment for the challenge that will come through for you come rain or shine. If you're cycling, make sure you visit an expert at a bike shop who'll be able to do a bike fit, ensuring your bike is set up correctly for you and you are comfortable. If you're running or walking, make sure you have the right footwear to avoid sore toes and dreaded blisters.

Paying in your money

When organising your sponsored challenge, have a think about how you will collect the money. You can take payments in cash using our [WaterAid sponsorship forms](#), or ask your sponsors to pay in through [JustGiving](#). If you decide to take cash, you can [send us a cheque](#) or [pay the funds in directly](#) through the WaterAid bank account. Let everyone know how much you've raised once all the money is counted, so they know how much of a difference their support has made.

Need a hand?

Give us a tinkle! If you're in need of a bit of guidance or want to chat about your fundraising, give us a call on 020 7793 4594 or pop us an email at events@wateraid.org. We'd love to hear all about your challenge, so do keep us posted on how you get on through [Facebook](#), [Twitter](#) and [Instagram](#).

Important tips for the day

#1 Safety first. Before you head off on your challenge, make sure you've considered all of the health and safety risks and have support plans in place.

#2 Eat, drink, sleep, repeat. On the day itself, make sure you are rested, well-hydrated and that you have food and drink with you if needed, to help your body prepare and recover.

#3 Bring a buddy. Ensure you have someone with you, or someone who knows where you are in case you need them.