

How to organise a sponsored challenge

A sponsored event is a fantastic way to raise funds while taking on a fun or challenging activity. Whether it's a 24-hour walk, wheelbarrow race, or a dance-a-thon, here's how to organise a successful fundraising event.

1. Choose a challenge

Decide on the type of event you'd like to do - walk, run, dress as a character for a day or even a silly hair day. The possibilities are endless, so get creative and have fun with it!

2. Set fundraising goal

Set a fundraising target to determine the budget for any costs that may be involved with organising the event.

3. Pick a date

Choose a date that allows enough time for promotion and training.

4. Organise location/plan route

Plan a safe, accessible route for walks, runs, or cycles, or book a venue for a swim or other activities.

5. Licences/permissions

Check if you need permission for public spaces like parks or roads. Ensure participants' safety with risk assessments, first aid, and hydration stations. You may need to arrange public liability insurance to cover the event.

6. Organise volunteers/event logistics

Recruit volunteers to help with registration, checkpoints, and support stations. Contact local businesses for sponsorship or donations of refreshments and prizes.

7. Promote your event

Spread the word through social media, posters, local press, and community groups. Encourage participants to share their fundraising pages and training updates.



Sponsored challenge ideas

Here are some fun sponsored challenge ideas to make your fundraising event stand out!

Physical challenges

- 24-hour walk – Walk for 24 hours non-stop.
- Three-legged trek – A long-distance walk where participants are tied together by their legs in pairs.
- Steps challenge – Walk 10,000+ steps a day for a week.
- Tutu trek – A sponsored hike, but every participant must wear a tutu.
- Hula hoop walk – Walk a set distance while keeping a hula hoop spinning.
- Stair climb challenge – Climb the equivalent of a famous landmark (e.g. Big Ben = 334 steps).

Time-based challenges

- 24-hour silent challenge – Stay silent for a whole day!
- Non-stop dance-a-thon – Keep dancing for as long as you can, solo or in teams.
- All-nighter read-a-thon – Read books non-stop for 12 or 24 hours.
- Skipping rope marathon – See how long you can skip without stopping.

Fun challenges

- Onesie walk – Complete a long walk while wearing a onesie.
- Superhero sprint – A fun run where everyone dresses as their favourite superhero.
- Wheelbarrow race marathon – A team event where participants must complete a route with one person in the wheelbarrow and the other pushing it.
- Dress as a character for a day – Spend the whole day (including work and errands) dressed as a movie or TV character.
- Silly hair day – The wackiest hairstyles win (think mohawks, glitter, and coloured spray)!

