

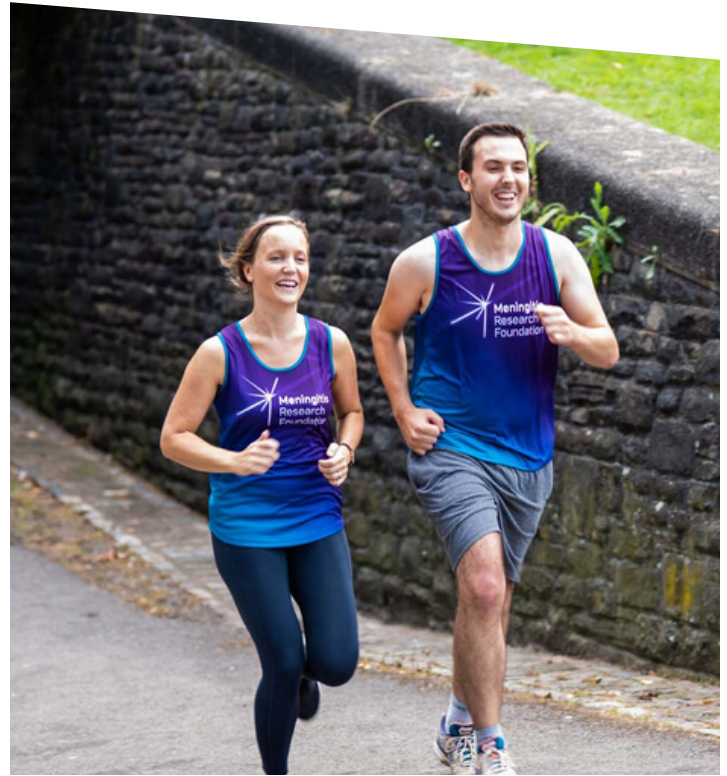
Step-a-thon How to Guide



Challenge yourself by walking or running a certain number of steps to raise funds for MRF.

Getting Ready

- Set yourself the challenge. We have listed some ideas based on other successful fundraisers, like you, below:
 - Complete 100,000 steps as quickly as possible
 - Challenge yourself to 10,000 steps a day for a month
 - One Million Step Challenge, how quickly can you do it?
- Decide how you want to complete the step-a-thon: will you walk, run, skip, hop, dance? Or all of the above!
- Download an app to track your steps/distance. We recommend Strava so you can share updates whilst you take on the challenge.
- Set up your sweepstake to generate additional donations. You could encourage people to bet how quickly you walk/run a distance or complete a number of steps. Who ever wins gets a small prize.
- Share your challenge on social media and encourage people to donate and support you.



What You'll Need

- Some good trainers!
- A planned route for your challenge
- An app to track your steps/distance/time
- Sweepstake template (see our fundraising essentials)
- A small prize for the sweepstake champion
- Energy bars, enthusiasm and joy!

"If you make it fun for yourself then it is fairly easy to hit that final target!"

- Sarah Blanchard, Kilimanjaro Trek

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Top tips

- Encourage your friends to join you on your challenge. They could even help fundraise with you by taking part.
- Sharing your challenge on your social media and just giving page is really important. If you're running a sweepstake, update a leader board to build the competition with those taking part.
- For the sweepstake prize, explore whether a local pub will donate a pint or your supermarket will donate a hamper.
- Dressing up is a sure fire way to draw attention to yourself on the day. If you can include a link to your just giving page on your costume, it would make excellent advertising if you're running through towns/villages! If you are doing the 10,000 steps a day challenge, maybe you could dress up as something different every day?
- Team up with your step-a-thon and ask a friend to get involved too - check it out the Challenge a Chum Guide in our library.

The important bits

- Make sure you look after yourself when taking on a physical challenge - try to stretch before and after your activity.
- Thank those who have supported you and encourage them to share your just giving page on their social media too.

**For more information contact
fundraising@meningitis.org**

www.meningitis.org

George and Callum raised £2,273.19 by getting all their flatmates to run a half marathon!

- Callum Green & George Escott

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