

Fundraising Toolkit: How to Organise a Successful Sponsored Event

What is a Sponsored Event?

A sponsored event is a fun and engaging way to raise money for your school. Students participate in an activity (like walking, reading, or dancing), and they collect pledges or donations from family, friends, and community members based on their participation. For example, sponsors might pledge a certain amount per mile walked or per book read.

Step-by-Step Guide to Organising a Sponsored Event

1. Choose Your Event Type

Decide on the type of sponsored event that will best suit your school community. Some popular options include:

- **Walk-a-thon:** children walk a set distance, with sponsors pledging money for each mile or lap completed.
- **Read-a-thon:** children read as many books or pages as they can within a certain time frame, with sponsors pledging per book or page.
- **Dance-a-thon:** children dance for a set period, and sponsors pledge based on the number of minutes or hours danced.



2. Set a Date and Venue

Pick a suitable date and venue for your event. Ensure the date works for most children, parents, and staff. If the event is outdoors, have a backup plan in case of bad weather.

3. Establish Goals and Objectives

Determine your fundraising target and what the money will be used for. Set clear goals so children and sponsors understand the purpose of the event. For example, "We're aiming to raise £2,000 to buy new playground equipment."

4. Create Sponsorship Forms

Design simple and easy-to-use sponsorship forms where participants can record their sponsors' pledges. Include spaces for the sponsor's name, contact details, amount

pledged, and amount collected. You can also create an online version for digital pledges.

5. Promote the Event

Get the word out early! Use school newsletters, social media, posters, and assemblies to promote the event. Encourage students to talk to their family and friends about sponsoring them. The more people who know about the event, the more money you can raise.

6. Organise the Logistics

Ensure you have everything needed for the day of the event:

- **Volunteers:** Recruit parents and teachers to help with setup, supervision, and cleanup.
- **Safety Measures:** Make sure the event is safe. If it's a walk-a-thon, map out the route, provide water stations, and ensure there's first aid available.
- **Tracking Progress:** For walk-a-thons, you might need to provide lap counters or stickers to track each lap completed. For read-a-thons, set up a system for students to record the books or pages they've read.

7. Hold the Event

On the day of the event, ensure everything runs smoothly:

- **Registration:** Have a registration table where students can check in and receive their tracking materials.
- **Participation:** Encourage students and keep the energy high. Play music, cheer them on, and create a fun, supportive atmosphere.
- **Completion:** Once students finish, record their progress (e.g., laps walked, books read) to help them calculate the final amount of money they've raised.

8. Collect Pledges

After the event, give students a deadline to collect their pledges. Send reminders through newsletters or emails. For large amounts, consider providing a receipt or thank-you note to sponsors.

9. Celebrate the Success

Celebrate your success by announcing the total amount raised in an assembly or through a school newsletter. Recognise top fundraisers and thank everyone involved—students, teachers, parents, and sponsors. This not only boosts morale but also encourages participation in future events.

10. Evaluate and Reflect

After the event, take time to reflect on what worked well and what could be improved. Gather feedback from children, teachers, and volunteers. Use these insights to make the next event even better.

Tips for Success

- **Keep It Simple:** Choose an event that's easy to manage and suits your school's resources.
- **Engage the Community:** Involve parents, local businesses, and community members as sponsors or volunteers.
- **Make It Fun:** The more enjoyable the event, the more motivated students will be to participate and collect pledges.

Final Thoughts

A sponsored event is a fantastic way to raise funds while promoting healthy, educational, or creative activities. With careful planning and enthusiastic participation, your school can achieve its fundraising goals and strengthen the community spirit.

Don't forget... let us know about your event and how successful it was for your school community. If our ideas are making a difference, we will keep creating new ones to support other children, parents, teachers, and schools.



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