

HOW TO: SPONSORED CHALLENGE

Get sponsored by friends and family to take part in something challenging, silly or scary!

THE BASICS:

- Pick your challenge based on your interests, how much time you have and your budget. If needed, make sure you factor in training!
- Make use of social media and fitness apps integrated on your fundraising page – especially for virtual events.
- Publicise the event well - consider contacting local media and emailing/ writing to family who aren't on social media.
- Make your challenge stand out! Why just do a sponsored run when you could do tied to a friend and dressed as a carrot?!



WHO: Challenge your friends, family or colleagues to take part with you and set a group fundraising target. Your friends can **reach their own networks** which takes the sole burden off your shoulders!

WHERE: Think about what the best event is for your friends and your family to encourage others to sign up. Consider transport options and accessibility in order to keep costs down.

WHEN: The more challenges you take on, the more money you will raise! Gather multiple groups of friends who are interested in different challenges and book in several if you can. You don't have to settle for one challenge that not everyone wants to do – be flexible and creative!

SPONSORED EVENT IDEAS:

SPORTING ACTIVITIES

- Running: Park Run, 5K, 10K, Colour Run, (1/2) marathon, night run, fancy dress run
- Cycling: IRL bike ride or gym bike machine
- 24 hour: e.g. swim-a-thon, dance-a-thon
- Obstacle races: Tough Mudder, Spartan Sprint, Wolf Run, Mud Run
- Trekking: 3 Peaks, Yorkshire 3 Peaks, Hadrian's Wall, Snowdon by Night
- Extreme sports: Sky dive, abseil, bungee

FUN EVENTS

- Head shave, dye or perm
- Sponsored wax or spray tan

VIRTUAL EVENTS

- Step challenge: pedometer or staircase – replicate distance or elevation of IRL event
- Remote team challenges: use online tools to recreate in-person event e.g. Strava
- Personal fitness challenges
- Sponsored gaming marathon (streaming)

GIVE SOMETHING UP

- Alcohol, chocolate, favourite food
- Sponsored silence
- £1 Food Challenge/ "Breadline" Challenge (e.g. spending no more than £5 on food & drink for 5 days)

Get in touch for materials, support or ideas on publicfundraising@actionagainsthunger.org.uk!

THANK YOU AND GOOD LUCK!