

# Top tips for your Own Walk



## Location, location, location

Whether you walk around your local park, go for a countryside stroll or walk along the coast, there are a few things to keep in mind:

- It's important to consider how accessible your route is. Will any of your team have pushchairs, wheelchairs or dogs? If so, ensure your route takes this into account.
- Decide where you will start and finish your walk. Do these points have a car park, good transport links and toilets nearby?
- If you're planning on walking over private land, make sure you seek permission from the land owner.
- If you can, try to avoid public road crossings. If these are unavoidable and your team is quite large, consider placing a marshall at these crossings. Don't forget to check for road closures which may affect the route!



## Health and safety

When holding your Own Walk, there are a few health and safety points to bear in mind:

- You may want to consider having a designated First Aider in the team. If you're organising a large walk, St. John's Ambulance may be able to provide first aid cover – **visit their website** for more information.
- Doing a risk assessment is a really important step in planning your Own Walk. Visit **The Twilight Walk webpage** to download our risk assessment template.
- The Brain Tumour Charity is unfortunately unable to provide insurance for events so you will need to organise your own insurance for your Own Walk.
- If you have a large crowd, consider having stewards or signs. If you put signs up on the day though, remember to take them down after the walk!



## Building your team

Now you have your Own Walk decided, it's time to build your team! Ask friends, family, neighbours and colleagues to sign up.

- Your Own Walk pack includes handy materials to help you build your team. Put the sign-up poster in your office or in local shops and cafes, stick the post-it notes with a personal message on your colleague's desks and pop the postcards through a neighbour's door.
- Download social media graphics from **The Twilight Walk webpage** to help you shout about your Own Walk on Facebook and Twitter. Include information on your email signature and set up a Facebook event to invite your friends to.
- Once you've confirmed your team, let your local Community Fundraiser know and they can arrange for your team's t-shirts, bibs and medals to be sent out.

**UNITE. SHARE. CELEBRATE.**

**#WalkWithUs**

**[thebraintumourcharity.org/thetwilightwalk](http://thebraintumourcharity.org/thetwilightwalk)**

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## Fundraising

We're asking everyone doing The Twilight Walk to raise £100 and we'd love for everyone in your team to do the same. Just follow our tips:

- Set up a JustGiving team page to ask for sponsorship. Include the link to your page in your email signature and on social media.
- Your walker pack includes a fundraising pathway to help you reach that £100 target and a money box to collect spare pennies. You can download more pathways from *The Twilight Walk webpage* and order additional money boxes from your local Community Fundraiser.
- Hold a raffle or bake sale to raise more funds and ask local companies to donate prizes.
- Ask your employer if they have any matched-funding schemes and watch that total climb!
- Once you've rested your legs, tot up your fundraising total! There are lots of ways you can pay in your money, visit *The Twilight Walk webpage* for more information.



## Publicity

Publicity for your Own Walk will not only help you to spread the word about your event and build up your team, you may even get some donations through the process!

- Contact your local newspaper, radio and TV station to tell them what you're doing and why. If you're doing any training walks take a photo of your team and send that too. You can download our Media Guide and easy to use Press Release Template from *The Twilight Walk webpage* to help you.
- Most local newspapers, radio and TV stations will have a Facebook page – post about your event on there and ask them to share it. Plus, why not tweet them!
- If your work place has an internal newsletter or intranet, ask them to include information about your Own Walk. Don't forget to include how people can join your team.
- Download graphics from *The Twilight Walk webpage* to help you shout about your Own Walk on social media and build your team.



## On the day

The day of your Own Walk has arrived. Here are some top tips for the day – the main thing to remember is to have fun!

- It's always useful to nominate a front and back walker to keep the pace and make sure no one gets lost. You may also want to print out maps to give to your team beforehand.
- Ask local shops to donate refreshments or ask your team to come with water and snacks.
- Wear comfy shoes and layer up under The Twilight Walk t-shirts. Make sure your team has waterproofs.
- Take lots of photos and share on social media throughout the day using the hashtag #WalkWithUs. You could also use Facebook Live so those that couldn't make it can join the walk virtually!
- At the end of your walk hand out our #WalkWithUs medals to your deserving team!

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