

Top tips running events

Choose your run

What kind of distance do you want to run? Do you want to do a 5km fun run, or something more challenging like a half marathon, marathon or ultra-marathon? Where do you want to do your run? There are plenty of runs across New Zealand and if you feel like making a trip of it, there are also numerous international running events you can sign up for. Are you planning to do the run alone, with friends or as part of a team? How can you raise sponsorship and awareness for the Cancer Society by taking part in this event? Choose a run that allows you enough time to plan, train, promote and secure sponsorship.

Start training

Depending on your fitness level, it's advisable to give yourself at least six months to get into shape. You may want to join your local gym or running club, speak to an experienced runner about the level of training required for the type of run you are doing and develop a training plan that is right for you. Try to train three times a week, building up mileage steadily. Remember to stretch before and afterwards! Include hills in your training to help build your strength and endurance. Add some variation in your training by incorporating cross training like cycling or swimming.

Invest in suitable clothing - you are likely to come across all types of weather during your training. Invest in suitable gloves, leggings, shirts and accessories. Consider light-weight, breathable fabrics, with reflectors so you can be seen in the dark.

Keep up your energy levels - eat a well balanced diet and get ample rest while training. Drink water or sports drinks regularly to help with rehydration. Energy snacks and gels also make a difference to performance and fatigue levels.

Spread the word

Generating enthusiasm is key. Make sure people know why you are doing the run and fundraising for the Cancer Society. Consider using word of mouth, email, local media, social media such as Facebook, or your Intranet at work. If you are fundraising online, be sure to include the web address of your Everyday Hero donation page on all of your promotional materials.

Raise sponsorship

Getting sponsorship is easier than you may think. Don't feel shy about asking people to sponsor you. You're doing something that is extremely worthwhile, and the Cancer Society relies on support from people like you!

Fundraise at work

Look to your work colleagues, business contacts and clients to sponsor you. Use email, staff pigeonholes, internal mail or the staff newsletter to ask for sponsorship. Ask your employer for support; some companies may give a contribution for your fundraising initiative. Many companies offer a matched giving scheme where they match sponsorship raised by their employees for registered charities. This is tax efficient for them and a great way of doubling your donation.



Contact our fundraising team

We can support you and give you advice every step of the way. We can also provide Cancer Society branded promotional materials including collection buckets, balloons, bunting and information leaflets.

Catriona Findlay - Fundraising Manager

P: 07 903 5816

E: catrionafindlay@cancersociety.org.nz

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Online fundraising

Online fundraising is a quick, effective and safe way to raise funds. Studies show that people tend to give more when they donate online! The Cancer Society works closely with Everyday Hero, an online fundraising platform which enables you to easily set up a personalised page for your fundraising.

To set up your online fundraising page, visit:
www.everydayhero.co.nz/event/doyourthing-wbp

Once you have set up your Everyday Hero page, share it with your contacts via email and social media to encourage the donations to start rolling in!

Thank you for supporting the Waikato/Bay of Plenty Cancer Society!

On the day

Relax and enjoy your run! All your hard work training, preparing and fundraising is about to pay off. Invite family and friends to see you off, or to be there to cheer you on and greet you at the finish line. Be sure to bring your camera for some photos.

After the run

Contact our fundraising team to let us know how the event went. We would love to see your photos! Also, pay in your funds as soon as possible. The quicker we receive your funds, the sooner Cancer Society clients will benefit.

Thank everyone

Remember to say thank you to everybody who took part or contributed in any way to your fundraising. If you plan on making this an annual event, this is a good opportunity to encourage future involvement.

