



Tips for Organising a Lymewalk during Lyme Awareness month

THANK YOU for your interest in organising a Lymewalk for Caudwell LymeCo!

The aim is for these events to raise the profile of Lyme disease among your family, friends and community, and to raise money towards research into reliable diagnosis and treatment on the NHS for every UK patient.

Your Lymewalk can be of any size or type. It could be just a countryside walk with a small group of friends and family. Or you may choose to organise a larger Lymewalk, inviting other members of the community to take part. Or maybe you want to take on a solo trek! Anything goes.

If you decide to try to organise a larger community Lymewalk, we have created this pack to give you a hand (though you may find some handy tips in here whatever you are planning to do). We suggest you start your planning no less than two months before the event.

There are some **key points** to tick off before you begin!

Essential Checklist – START HERE

- Contact Caudwell LymeCo**, let us know you're organising the walk and get your Certification of Authorisation to Fundraise from us. You may need this to show to participants or to anyone you need to gain permission from for the walk.
- Set a date and time for the walk during May 2019**, since it is Lyme Disease Awareness Month. Avoid dates that may conflict with other scheduled community or running events. You may also want to consider half term dates – will people you know be busy/on holiday, or will they be more available to take part?
- Decide how money will be raised**. Will each participant make a donation to take part in the walk? Or will you encourage them to get sponsorship from their family and friends instead? You'll need to know this before you start recruiting people to take part.
- Set up a MyDonate page if you're planning to collect donations/walk entry or sponsorship online**. You can do this at mydonate.bt.com/charities/caudwelllymecocharity, and encourage other walkers to

do so if they're collecting their own sponsorship (this is optional - they can simply collect cash from their sponsors if they prefer).

Once you've ticked off the above, you're ready for your next planning steps.

Next Steps

1. If you think you might like help in planning, seek out someone that you can coordinate with and split the effort. Try to choose someone that you can communicate openly and frequently with. A good partner can help to carry some of the planning workload.
2. Check out possible routes and distances for the walk – 5k tends to be a popular distance which most can manage.

Off-road routes may be of a more pleasant/scenic walk. But walking through populated areas could arguably raise more awareness of the cause you are walking for. It's up to you! Depending on who takes part you may want to avoid terrain that's too challenging so that people of all abilities can take join in.

If you're part of an experienced walking group, you may decide to do something more difficult!

3. Set a goal and start small. How many participants do you think may be realistic? And what kind of target might you aim to fundraise? Raising money is great, but raising awareness is important too, and the more people who want to take part, the better. If it just ends up being your nearest and dearest, that's fine!
4. Do you want participants to pre-register with you, or can they just turn up on the day? Having both options makes it more flexible for participants, but choosing the pre-register option can give you more of an idea of how many people are likely to attend.

Obtain Permissions

1. Depending on the route of your walk (e.g. through town centres) and how many participants you are expecting, it may be worth getting in touch with your local town or city council to see if you need to obtain any permissions for your event.

Spread the word

Let people know about it!

1. Create a Facebook event on social media and ask people to spread the word.
2. Let local newspapers know that the event is happening, as they'll often put in a mention for charity events. **Make sure you do this at least two weeks before, so they have time to feature it before the walk takes place.** Put up simply-made posters on any local noticeboards or in local community centres.
3. If the route you plan to walk is well trafficked, you could put up some posters here too (if allowed by your local council).

4. Wherever you choose to advertise, provide some brief information on why you are organizing the event, what exactly Lyme disease is, how it affects people, and why is it important to raise awareness. Let people know that the money is going to Caudwell LymeCo and why you chose us (e.g. a UK registered charity funding research into a cure for Lyme disease).

Information for participants

1. **Encourage participants to wear some form of the colour green during the walk**, so you can all go 'Lime for Lyme'! This could be a t-shirt, shorts, a hat, socks – whatever they have!

Or they can order one of our **Caudwell LymeCo branded green t-shirts** for £12 including postage: phone us on 01630 620523 or email lymecocharity@caudwell.com.

If you're taking on a larger community Lymewalk, as organiser you'll be entitled to one of these t-shirts as a free gift. Let us know if you'd like one, and in what size.

2. Remind participants to bring drinks or food and suitable clothing/footwear, sun protection etc if needed. Be prepared for British weather!
3. Give them a walk registration form (download from our Lymewalk webpage). This will include a waiver statement that says you aren't held liable if an injury occurs. Have copies available with you at the walk in case people turn up on the day.
4. If you decide that participants are to collect sponsorship for completing the walk, give them a sponsorship form (templates on the webpage), or ask them to set up a page on mydonate.bt.com/charities/caudwelllymecocharity.
5. Remind people to bring the entry fee (in cash) if they want to pay on the day to participate.

Event Day

1. Think about whether the walk will need to be marked out beforehand, or whether the route will be self explanatory. If there are a lot of participants who walk at different paces, it may be worth marking the route, or providing a very small and simple map for everyone (Google Maps is handy!).
2. **[Download and print our Gift Aid form](#) (or request one from us via email)**. You'll need this if you're collecting donations on the day.
3. Make sure the walk/event leader is familiar with the route.
4. Arrive early at the walk starting point. Make sure you know where the nearest loos /local shops are - anything that people might need before they set off, or at the end of the walk!

5. Have someone or something that can keep the walk entry fee or sponsorship money safe for you.
6. Consider perhaps purchasing some small gifts for the first person to cross the finishing line, the most entertaining or cheerful person on the walk, the youngest and oldest participant etc. It doesn't need to be anything big – a chocolate bar or one of those cheap but fun medals from knick knack stores will do. Just something to put a smile on their face.
7. Take some photos! And share them on social media (with permission of the participants!). You can share in real time on Facebook, Instagram or Twitter, or upload them post event. Tag Caudwell LymeCo and we'll be sure to share.
8. Afterwards, make sure to clean up all signs and supplies for the walk.
9. Thank all the participants!

Post-Walk

1. Give yourselves a pat on the back!
2. Let us know how it went! Drop us an email or give us a call. Include any photos, amounts raised and any particular shout outs you'd like.
3. Arrange to send over the money raised – you can send cash, a cheque, or a bank transfer. If you set up a MyDonate page to collect donations/sponsorship, the money will come to us directly.
4. Think about what worked and what didn't. What was easy to do and what was hard. If you get any feedback from participants, make a note.

That extra bit (if you fancy it)

If you have the time, inclination and contacts, you might like to approach some local businesses to see if they would be happy to donate their goods or services to the walk, e.g. a local T-shirt maker could print you some bright green t-shirts for the participants to wear, (include their logo and the Caudwell LymeCo logo ideally) or a local shop might provide some water and snacks for walkers.

If you do get any sponsors of this kind, be sure to let us know and we can give them a shout out on social media. Remember to thank them and let them know how the event went afterwards.

If you need us!

Good luck with your planning! If you need any help give us a call on 01630 620523 or email lymecocharity@caudwell.com.