



WALK YOUR WAY

Organiser's guide



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HELLO FROM THE TEAM

We're really excited that you've signed up to organise your own walk to help us be there to support everyone affected by breast cancer.

This guide brings together all that you'll need to organise your walk. It's full of top tips and there's also a whole range of handy downloadable resources available via the [Walk Your Way webpage](#).



Nothing prepares you for the news that you have breast cancer. When I was diagnosed in 2014 I felt lost and scared. I needed somewhere to turn for guidance and support and the Breast Cancer Care online Forum gave me somewhere to go. It was in the early hours of the morning when I could not sleep that I would use the Forum for support – it was amazing to find so many other people like me with the same worries and concerns. Alongside the incredible support from my friends, Breast Cancer Care helped me through a very difficult time in my life. Thank you so much for taking on a walk and raising money for such a worthy cause that helps so many people like me.

Sue, diagnosed in 2014

How your money helps

£40

could allow people with breast cancer to receive immediate free support from a specialist nurse on our Live Chat.

£100

could give women who are struggling to find their 'new normal' somewhere to turn after their treatment, by funding a facilitator on a Moving Forward course.

£125

could help people with breast cancer to feel more in control by funding a specialist nurse on our Helpline for a day.

£175

could give 40 younger women with breast cancer the expert support of a specialist younger women's nurse for one day at a bespoke event.

WHERE, WHEN AND WHO?

The beauty of Walk Your Way is that the details are completely up to you! Walk where you want, when you want, and as far as you want. You can keep your walk private for just your friends and family or open it up to public registrations.



Where

Anywhere you like! When deciding on your start and finish venue, think about who's walking with you and how much space you'll need. If you're walking in a small group with your friends and family you might decide to meet at someone's house, or arrange to meet in a car park at the start of your walk. For larger events you will need to consider practicalities such as parking and toilets, you might want to look at hiring a community hall or setting up a small event site on an appropriate green space.

For larger events you need to ensure that you have the relevant permissions and insurance in place – see our [For larger events page](#).

Regardless of the size of your walk, you will need to consider your walking route. We've teamed up with ViewRanger digital mapping to make [planning your route](#) as easy as possible.



When

You can organise your walk at any time throughout the year. While nothing is ever guaranteed with the good old British weather, the summer months will certainly provide more daylight hours and the weather might be kinder.

If you're planning a bigger event with lots of people remember to give yourself plenty of time to organise everything – we recommend giving yourself at least 3–6 months to get everything sorted, and to ensure everyone attending saves the date in their diary!

Some suggested dates

Mother's Day - celebrate the women in your life.

In June - Embrace the long days and walk in summer.

Breast Cancer Awareness Month - help us spread the word and walk in October.



Who

Go solo – plan your route, create your perfect playlist and get walking. Don't forget to tell lots of people what you're planning to do so that they can all sponsor you, or even meet you at the finish line!

Closed event – invite friends, family or colleagues and walk as a group. You could all raise sponsorship or alternatively ask everyone to donate a fee (for example £10) to take part.

Open event – go big and organise a walk that's open to the public. This can be a hugely rewarding and fun thing to do and we can give you lots of advice about what you need to consider when planning your own event.

Quick tip - Supporters

Some of your family or friends may not be into walking, but may like to come along, support and donate. They could meet you at the start/finish or at certain points along the route to cheer you along!

ORGANISER'S PACK

We want to make sure you have all the tools you need to make organising your event both easy and a huge success. We've a wealth of experience and tonnes of information available to support you every step of the way.

Welcome pack

After you register you will receive a welcome email with links to our online organiser's pack. You'll also receive a pack through the post which will contain your Breast Cancer Care T-shirt and some sample merchandise that you can use at your event.

You can order extra of some of these items for free and purchase additional T-shirts via our [merchandise order form](#), or visit our online shop.

Please allow a minimum of three weeks lead time before your event for merchandise orders to ensure we get the merchandise to you in good time ahead of the day itself.

Next steps

You will also receive a series of helpful e-newsletters providing lots of information and links to handy downloads to support you through every stage of event planning. Our team will be on hand to keep in touch with you and support you every step of the way. From planning to fundraising, training to logistics, we've got it covered and will help you to make your event a success. Any questions please [contact us](#).



FOR LARGER EVENTS

Once you've decided on the size of your event and where you'll be walking you may need to consider some of the following to keep things safe and legal.

Permissions

Ensure that you make appropriate notifications to local authorities and have the relevant permissions in place for use of both your start/finish venue and all sections of your route. For example, you need to let the council know if you're planning to erect any structures at your start/finish venue in a public park, or if any sections of your route cross private land you should request permission from the land owner.

Risk assessment

If you are holding an open event we recommend that you visit your start/finish venue and walk through your route in advance to identify the risks. This might sound daunting but a risk assessment simply shows that you've considered what could be a risk on your walk and that you've thought about how to minimise these risks. We've put together an [example risk assessment](#), to help you get started. It covers all the bases but can be tweaked to suit any event. For more advice and information about risk assessments, visit the [Health and Safety Executive website](#).

Public liability insurance

Breast Cancer Care's public liability insurance won't cover your event and, if your event has the potential to have an impact on the general public, it's important that you've arranged appropriate cover. Public liability insurance may be required by the owners of your start and finish venues. Visit the [Event-Insurance](#) website for more information on public liability insurance and to arrange this if required.

First aid

Whatever the size of the event accidents can happen. When deciding what first aid cover you might need at your event you need to consider:

- the number of people walking, their age and level of fitness
- the terrain, how accessible the route is to vehicles and the distance to the nearest hospital
- how good the mobile phone reception is in the area.

For low risk events with fewer than 20 walkers spread over a small area with easy vehicle access and less than 5 miles from a hospital, it may be enough to have an 'appointed person' who would be in charge of contacting the emergency services if there was an incident.

For larger events it is recommended to have qualified first aiders present both at the start/finish venue and available to respond if an issue arises along the route. They may be walking with you or travelling separately in a vehicle, ready to respond.

Before you set off on your walk, make sure you let everyone know what the emergency procedure will be if an incident does happen. You may want to give each of your walkers one of our ['I'm walking for' signs](#), which includes a space on the back for who to call in an emergency as well as their next of kin details – so that everyone's prepared.

FOR LARGER EVENTS

Accidents

Despite the most meticulous planning, accidents can happen, if you do have any issues arising from your event that could have an impact on Breast Cancer Care please do let us know so that we can resolve them together.

Further advice on organising fundraising events is also available via the [Institute of Fundraising](#) and [gov.org.uk](#)

Covering Costs

When organising a larger event it's likely that you'll incur some costs. If you plan to use some of the proceeds from your event to cover these costs, it's really important to make this clear to your participants so that they understand how much of the money they contribute to the event will come to Breast Cancer Care. For more advice about this and template wording, contact us walkyourway@breastcancercare.org.uk

Food and drink

Contact the Environmental Health Services department at your local council for specific advice on food safety legislation if you're considering preparing or serving food at your event. Advice and information is also available on [NHS Choices Food Safety website](#).

Open Events

When holding an open event please use the 'in aid of Breast Cancer Care' logo on any materials that you produce such as posters and registration forms. Please send any materials including this logo to us before you print or distribute them for approval.

IN AID OF

**breast
cancer
care**



VOLUNTEERING

For larger events you might need some help! Volunteers might be needed to help set-up, register participants at the start/finish, put up arrows on the route, or marshal road crossings. Think about how many people you might need and start asking people early, also consider the briefing that volunteers will require to do their job well.

You're sure to have lots of friends and family who would be happy to help and there's a volunteer role to suit everyone:



Your organised friend

The ideal person to help you plan the route, promote the walk and make a to-do checklist so that you don't forget anything in the run up to the big day.



Your practical friend

That person you always ring first when you need help with flat pack furniture – they're the perfect person to help you set up on the day. Putting up gazebos and signposting the route with arrows could be this person's dream jobs.



Your 'I'd love to walk but I don't have time to train' friend

If your friends and family want to be involved but don't want to walk then they could be the ideal people to welcome walkers to your event, register them and answer any questions they might have.



Your enthusiastic friend

Your walkers will need encouragement and direction out on the route and a big cheer as they cross the finish line. Just the job for your loud, enthusiastic friend!



FUNDRAISING

You may decide to ask each of your walkers to raise sponsorship or alternatively ask them to donate a fee (for example £10 each) to join your walk. Whatever way you choose we've got lots of [top tips](#) from how to kick-start your fundraising to paying your money in and loads of [downloadable materials](#) to get you started.



JustGiving

One of the best ways to fundraise is to set up a JustGiving page. It takes just three minutes to do, just head to our [Walk Your Way campaign page](#) and click 'Start fundraising' to set up your page.

Matched giving

This is when your employer matches your total fundraising with an equivalent donation. Many companies offer this so it's well worth checking if your employer has this in place and how to access it. Please [contact us](#) if you are eligible for matched giving as it's a great easy way to give your fundraising a boost.

Raffles

There are some rules you need to know when holding a raffle - download our [raffle guidelines](#) for all the details.

Collections

You'll need to approach your local council to arrange a collection license if you're planning to collect on public property. It is much easier to get permission to collect on private land.

PROMOTING YOUR EVENT

You may choose just to invite family and friends or you might open the event up to your local community. Whatever scale you choose, we want to help you spread the word.

Invites and promotional posters

See our [handy downloads](#) for invite and promotional poster templates for you to use.

Press releases

Getting coverage in your local press is a great way of letting people know about your walk, your story and increasing awareness for Breast Cancer Care. If you'd like a press release template to build from and send to local press please contact us and we'll be happy to help.

Social media

This is a great way to spread the word and to get people excited about your event.



You could set up your own Facebook event to build excitement with your participants and keep everyone up to date with all your walk details. Please also post pictures of your walk on our [Breast Cancer Care Events Facebook page](#) – we'd love to see them!



Tweet us **@BCCare** and **@BCCareEvents** using **#WalkYourWay**

YOUR CHECKLIST



Here's a roundup of everything you need to organise your walk, in five simple steps:

- Your walk.** Decide when and where your walk will be and register it with us.
- Get planning.** Use our handy event toolkits to plan your event step by step.
- Spread the word.** Tell people what you're doing and start fundraising.
- Walk to support people affected by breast cancer.** Take on a walk and enjoy the day.
- Your sponsorship.** Send in all of the money you've raised and you'll be making a huge difference.

We're here to help

If you have any questions, want to update your details, chat through your ideas, or order some merchandise, we'd love to hear from you!



Email walkyourway@breastcancercare.org.uk



Call 0207 960 3413