

20 Walk-A-Thon Fundraiser Ideas

Here are some tips to make your Walk-A-Thon Fundraiser a success event:

1. Pick a day of the week when the largest number of walkers can participate.
2. Choose a fun place to hold your walk-a-thon event.
3. Consider parks or other places of attraction that draws a large number of people.
4. Set a specific goal for the walkers to accomplish such as 10 laps or 1 - 5 miles.
5. Make sure everyone knows what you are raising money for.
6. Advertise the Walk-a-thon by placing posters around your school, office or buildings.
7. Plan the event well in advance, have plenty of time for the participants to sign up.
8. Make it easy for the participants to sign up.
9. Be aggressive in recruiting walkers to help raise money.
10. Try to provide refreshments at the event. Possibly ask walkers to bring a case of bottled water to share. Local merchants may want to help supply refreshments as a show of support for your fundraiser, they may also like the opportunity to advertise at your fundraising event.
11. Ask all the walkers to wear a certain color or type of common apparel, hat or cap to create a team atmosphere. This will also help identify the walkers. If your event is at a self contained location, such as a high school track, this is less important.
12. We suggest Saturday as the best day of the week to hold a walk-a-thon.
13. Contact other similar groups to see if they will participate in your event.
14. Ask local merchants to offer prizes for drawings and awards.
15. Make sure walkers contact as many sponsors as possible.
16. Make it easy for people to pay their donations or pledges.
17. Use an online service like that offered at PayPal.
18. If possible allow people to pay with credit cards.
19. Request as many lump sum donations as possible.
20. Make sure to ask all sponsors if they know other potential sponsors and contact them.