

Sponsored event toolkit

How to plan, promote and run successful sponsored events



Planning guide • Online templates • Fundraising tips



Why sponsored events are so effective

Sponsored events are one of the most popular and successful ways to raise money for a cause. They combine personal challenge, community participation and storytelling, making it easy for supporters to get involved and donate.

21% of people in the UK sponsored someone for charity in 2024
(Charities Aid Foundation UK Giving Report 2025)

When participants ask their networks for sponsorship, your fundraising reach extends far beyond your organisation.

Most charitable giving in the UK is inspired by personal connections, such as a friend or family member taking part in an event.

This toolkit provides a step by step guide to organising a sponsored event, making it as straightforward as possible, helping you to maximise your fundraising!

About Fundraisy

Fundraisy helps PTAs and small charities raise more money with less effort by giving them a simple website that brings together goals, updates, events, and fundraising links in one place.

Getting the basics right

Sponsored events can be straightforward to organise with the right planning. Use this checklist to get started.

- **1. Choose your event and set your fundraising target** - pick an activity that is accessible for everyone taking part:
- It should still feel like enough of a challenge to encourage sponsorship (you'll find 20 ideas at the end of this toolkit).
- Bear in mind some events are free to run, while others may require upfront costs.
- Set a clear fundraising target to inspire sponsors.

- **2. Set a date** - allow for 3-4 weeks to collect sponsorship ahead of the event:
- Consider what else is happening in your organisation or community and whether you have the capacity to run the event.
- You might want to theme your event to the time of the year, for example a sponsored Halloween run, or summer read-a-thon.

- **3. Agree the location** - choose somewhere safe and accessible:
- Schools, parks and community spaces work well.
- Check any permissions needed and availability of toilets and refreshments.
- If the event is outdoors, consider options if the weather isn't great.

- **4. Recruit volunteers** - ensure there are sufficient people to help with:
- Promotion ahead of the event.
- Preparing the risk assessment.
- Support on the day with tasks including registration, safety, photography and route guidance.

Collecting sponsorship

Participants can collect sponsorship in two main ways: online donations or paper sponsorship forms. Many successful events use a hybrid approach by encouraging online donations while still allowing cash sponsorship.

Online sponsorship

Participants share a fundraising page with friends and family. Supporters donate by clicking a link or scanning a QR code.

Benefits

- Quick and easy for supporters
- Donations and Gift Aid are recorded automatically
- Easy to share via social media or messaging

Considerations

- Some supporters may prefer to donate cash
- Some participants (especially children) may enjoy collecting sponsorship in person

Cash sponsorship

Sponsors record their donation on a sponsorship form and participants return the form and collected cash to the organiser.

Benefits

- Works well for local supporters
- Familiar format for school and community events
- Simple for quick in-person donations

Considerations

- Cash needs to be collected and counted
- Claiming Gift Aid can involve additional administration
- More difficult for supporters to sponsor who aren't local



Promoting your event

There are many ways to get your message out. Think about timing the message so you don't overwhelm (or annoy) your potential sponsors.

1. Use your organisation's channels

Promote the event through your existing networks through:

- School newsletters
- Community WhatsApp groups
- Community Facebook groups
- Notice boards
- Club or organisation websites

2. Encourage participants to share

Participants can share their fundraising page with friends and family. Personal messages explaining why the event matters often lead to more donations.

3. Remind supporters before the event

A reminder a few days before the event can bring in additional donations. It's particularly useful to highlight any online options at this stage: *"Our sponsored walk takes place this Saturday. We're not quite at our target. There's still time to support us and don't forget, you can sponsor us online!"*

Following the event

After the event is finished (and a well deserved rest!) there are still a few important steps to maximise your fundraising and thank supporters.

1. Collect remaining sponsorship

Some sponsors may donate after the event once participants have completed their challenge. Encourage participants to:

- Remind sponsors
- Share their fundraising page again
- Thank donors publicly

2. Thank everyone who took part

A simple thank you message to participants, volunteers and sponsors can go a long way and helps build support for future events.

3. Share the results and celebrate the event

Let your community know how much was raised and celebrate the success of the event.

- Share photos, stories and highlights to help supporters feel part of the achievement and see the impact of their donations.

You could share:

- **the total amount raised**
- **photos of participants completing the challenge**
- **group photos and highlights from the day**

Case Study: Bunny Run

A small village school ran its annual Bunny Run in March 2026, raising £1,350 and growing its supporter community.

Event outcome

£1,350 raised - 29% more than previous year
18 new contacts opted in to receive PTA updates

Why it worked

- **Simple, inclusive format**
- **Online + offline donations**
- **Strong promotion**
- **Communication of results**

1. Set up Fundraisy event page

Made sponsorship easier and reduced admin

A Fundraisy event page took minutes to set up, making it easy to share a single link with friends and family, helping increase donations beyond the immediate school community.

2. Create a buzz!

Combined offline and online promotion to maximise reach

- Launched in a school assembly three weeks before the event.
- Parents shared the event Fundraisy page with friends and family.
- Bandanas given out to decorate and wear at the event.
- Letters sent home with sponsorship options including online and cash (see templates at the end of this guide).
- Posters around school promoted the event
- Weekly updates via WhatsApp and Facebook encouraged sharing.

3. On the day

Created a fun, community-focused event

- Children completed laps followed by a cake sale.
- Final totals were shared online, helping celebrate success.
- Online donations made Gift Aid easy to claim, maximising the total raised.

20 Sponsored Event Ideas

Here are 20 great sponsored event ideas to inspire you!

Best for schools & PTAs

School Fun Run

Students run laps - consider a Colour Fun for extra excitement.

Obstacle Course Challenge

Set up a fun obstacle course with cones, tunnels or small challenges.

Skip-a-thon

Children skip continuously or complete a target number of skips.

Sports Day Challenge

Turn a traditional sports day into a sponsored event with family teams.

Reading Challenge

Students raise sponsorship for reading a number of books or pages.

Best for community groups

Sponsored Walk

A relaxed community walk suitable for families.

5K Community Run

A short running event through a park or local route.

Community Fitness Day

Local instructors run sessions such as yoga, circuits or bootcamp.

Sponsored Dog Walk

Dog owners walk together while raising sponsorship.

20 Sponsored Event Ideas continued!

Best for sports clubs

Bike Ride

Participants cycle a set route or distance.

Swim Challenge

Swim a set number of lengths or distance.

Hiking Challenge

Climb a local hill or complete a trail.

Personal Best Challenge

Participants raise sponsorship to beat a personal record.

Distance Challenge

Collectively travel a large distance (e.g. across the UK).

Dance-a-thon

Students dance for a set time in the hall or playground.

Best for workplaces & teams

Step Challenge

Teams compete to reach the highest step count.

Digital Detox Challenge

Participants give up social media or screens for a set period.

24-Hour Relay Challenge

Teams take turns completing activities over 24 hours.

Office Fitness Challenge

Daily activity goals such as running, cycling or walking.

Stair Climb Challenge

Participants climb a set number of floors or steps.

Templates

These templates are free to use and can be customised for your organisation in Canva.

Create your personalised documents in minutes

- Open the template link
- Click File → Make a copy
- Edit it with your organisation and event details



Sponsorship form which combines online sponsorship with cash payments, enabling participants to track their sponsorship.

[Sponsorship form template](#)



Sponsorship poster with a call to action to donate online and a clear fundraising goal.

[Sponsored event poster template](#)