



WALK THE TESTWAY

Fundraising Pack

How to plan, promote, and
fundraise with us

FREE
Guide



Firstly, Thank you!

For taking an interest in the Walk the Test Way!

The walk was founded in 2003 and since then we have raised over 1M for charities some big and some small. This is why this event is so great because you get to choose who you fundraise for!

This guide is designed to give you inspiration and information on your fundraising journey.

Whether you are a business or a charity or a fundraiser, we hope this guide gives you all the information you need to make the day a real success!!

Good Luck!

From all of us at Walk the Test Way and the Rotary Club of Romsey Test



Fantastic!

You have chosen Walk the Test Way!
Now who would you like to raise money for?

This is sometimes the most tricky part. There are so many charities out there to choose from and so many in need right now.

If you really cannot decide then why not raise funds for Rotary Club of Romsey Test. We support lots of great charities some big some small in our local community. We also put on events throughout the year to raise funds too. Serve before self is a Moto we live by, we also volunteer for charities giving our time to help others.

Have a look at our website to find out more about what we do
www.rotaryclubofromseytest.org.uk

If you are a business and would rather raise money for your given charity via your Corporate Just Giving Page then this is fine too, please just let us know so we can organise the paperwork!!



How far would you like to walk?

Would you like to give yourself a challenge or do you just fancy a beautiful walk along the Test Way? Either way, you will have a fabulous day. All walkers must check in on the day at the Crosfield Hall in Romsey. We then have coaches to take you to your chosen start point. So check your distance and be ready at the Crosfield Hall to catch your bus.

START POINT	BUS TIME	MILES
St Mary Bourne	7.00 a.m.	25.5m (41km)
Wherwell	9.00 a.m.	16 m (26km)
Stockbridge	10.30 a.m.	11m (18km)
Horsebridge	11.30 a.m.	8m (13km)
Mottisfont	12.15 pm	5m (8km)

*under 18s must be registered by parent/guardian

*under 16s on the walk must be accompanied by an adult

*we allow dogs on the walk although these must be kept on a lead

Contact Us

www.walkthetestway.org.uk



Sponsorship!

Before you get yourself registered, we recommend that you set up your own "just giving" page for this purpose. Once set up it is very effective and convenient way of collecting your sponsorship money. You will need your Just Giving Link when you register for the walk.

Click the link [here](#) to set this up.

For this purpose, your chosen charity is Rotary Club of Romsey Test. We then collect all the money for the walk and then distribute it to the charity on your behalf.

When you register you are asked on the form who you would like your money to go to.

This way we can keep a track of exactly how much the event raises each year.



How much?

We do run an EARLY BIRD offer every year, which usually finishes around early July.

We are a charity too and this event costs us quite a lot of money to put on, hence why you are asked for registration fees.

Fees are :-

Adult £15

Under 18's £8

Dogs go free !

(although must be kept on a lead at all times!)

Registration



We use a company called "Active Networks System" for our registration process.

You will need:-

- Your Just Giving Link
- Details of each walker plus their chosen distance and charity names (and ideally the charity number if you have it to hand)
- Your Team name (if you are registering for more than one)
- Credit / Debit Card Details
- Email Address
- Your own password (so you can log back in as and when you like)

If you need some further help, click [here to download step by step guide](#)

If you are a charity or business and you would like to pay the registration fees for a group of walkers, please contact us and we will provide you with a "voucher code" to add at checkout, we will then invoice you directly for everyone in your team.

Its' time to promote!

It is so important to now spread the news of what you are about to achieve! Get support and encourage donations online and offline

Share your on social media

If you have not already got one, set up your own social media account, share your progress, take lots of photos!!

Remember to add the link to your Just Giving Page and Don't forget to tag us in!

@rotaryinromsey @walkthetestway



Share with your local community and with your colleagues and friends

Use one of our posters (which can be downloaded from our website) and put it up on community noticeboards, in village halls, supermarkets and clubs. Check what local flyers or magazines come through your door and ask if you can advertise?

Share your Just Giving Page

You can share your own or if you have chose to use our Rotary Club of Romsey Test you can share that too.

Alternatively let the charity know that you are fundraising for them, they might send you some goodies!! and help you promote it

Collect the cash!

Donations through your just giving page!

Don't worry you do not need to do anything, this will be collected by your chosen charity after your walk.

If you have chosen Rotary Club of Romsey Test as your charity then this will be collected by us through Just Giving. If you chose another charity then we will collect the funds and pay the funds directly to your chosen charity.

Collecting and Paying in cash sponsorship

If you have collected cash you can pay it in to your bank and then pay us via BACS (online bank transfer) please contact us for details.

Alternatively you could send us a cheque! In some cases we can arrange to collect the funds from you and we will organise it all for you!

GIFT AID - remember to Gift Aid your donations to boost the value

Remember to encourage your sponsors to Gift Aid their donations (if they are eligible) as this will enable us to claim an extra 25p for every £1 they donate as part of the Government's Gift Aid Scheme at no extra cost to them.





Thank you for choosing Walk the Test Way

to raise money for your chosen charity

For more information visit
www.walkthetestway.org.uk

Be social with us



@rotaryinromsey @walkthetestway

www.walkthetestway.org.uk