



## Organising your own event

Take steps towards a future free from cervical cancer. Take steps for the women you love.



## Steps for Jo's 2016

Thank you for your interest in becoming an Event Coordinator and in organising your own Steps for Jo's 5k or 10k walk or run.

This guide is designed to help you through each step of your planning and includes some great ideas and tips to make your event a success. If you need any further information or support, please contact the fundraising team: [fundraising@jostrust.co.uk](mailto:fundraising@jostrust.co.uk)

### What is Steps for Jo's?

Steps for Jo's is Jo's Cervical Cancer Trust's annual flagship 5 or 10k event, run every year in June. It is a great way to get people together to increase the national profile of cervical cancer and raise vital funds, but just as importantly to celebrate life and to remember all those who have lost their battle with cervical cancer.

The main events in London, Manchester and Ayrshire kick off Cervical Screening Awareness Week (13-19 June in 2016). We ask that Event Coordinators try to run their events or within the same month.

### What is an Event Coordinator?

As an Event Coordinator, you will play a hugely important role in raising awareness and funds for the charity in your local community. You will be responsible for organising a location to have the walk/run, route planning, Health and Safety and Public Liability Insurance, promoting your event and managing the event on the day. You will also be responsible for gathering participants and getting them registered to your event. Ensure your participants have paid their registration fee to you before the event or they can pay on the day if you prefer.



**From all of us here at Jo's Cervical Cancer Trust, thank you for your support!**

## Planning your event

Planning early is a recipe for success. Follow our quick and easy checklist or use the [enclosed planner](#) in the fundraising pack.

Item	Ideas	Timescale	Approached	Confirmed
Venue	i.e. Hyde Park, Regent's Park	Approach in March	✓	✓
Route	i.e. 5k walk or 10k run – or something in between? Have you mapped it out?			
Recruitment	i.e. how will you recruit walkers? Where will you put up posters?			
Promotion	i.e. can you use our press release template to contact your local press?			
Freebies	i.e. it might be worth approaching local companies for support (only if you want to!)			
Medals and other charity materials	i.e you can order medals from the charity and other materials.			
Registration Lists	i.e we can send you paper registration forms or create a online registration form on our website for you.			



We will send you any materials you may need, medals for your participants and registration lists the week before the event.

# Planning

## Choosing your location

When you begin planning your walk, first consider the size of the event you would like to hold and where you would like it to take place. Do you think 10 people might attend or could there be 50?

When you are thinking of a venue you may want to consider:

- Availability – Is the venue you would like open that date and are there any other events taking place on that date?
- Suitability – Is the venue suitable for your participants? Is it accessible for all including those in wheelchairs or those with pushchairs? Is the venue easy to get to and can people park at the site or use local transport to get there?
- Facilities – Does the venue have toilets and will they be available for use for you event participants?
- Dogs – Are dogs allowed at the venue? If not make sure to let your participants know.

## Permission

If you are planning to hold a Steps for Jo's event in a public area, you will need to get permission from the local council. If your venue is on private land, you will need permission from the owners of the land or the company in charge. Ask them whether they would donate the space for free. Contact us if you require a Letter of Authorisation to prove you are fundraising for the charity.

You may also need to check if you can put signage up at the location or if you need a collection or event licence to fundraise.



# Planning

## Map your route

You can choose whatever length of route you like, although most of our walk/runs are either 5k or 10k. Ask your venue if they have an existing event route you can use. Try to keep the route simple and avoid hazards and use the enclosed Risk Assessment to ensure your route is as safe as possible.

Walk your whole event route and think about whether you will need volunteer stewards to direct participants (only needed for events for over 30 people) and where signage could be placed. You may also want to consider if weather conditions may alter the route.

## Volunteers

Volunteers can be a great help at your event. You may want to ask your family, friends and even your colleagues to get involved with your event and become a Steps Steward and join Team Jo's.

Volunteers can help with setting up your event, welcoming participants on the day, stewarding participants around the route, cheering participants at the finish line and other tasks to help make your event a success.



# Health and Safety

## Risk Assessment and First Aid

We want everyone to have a great time at the event and we do not want any harm to come to anyone organising or taking part in a Steps for Jo's event. It's important to consider the health and safety of your event by completing a Risk Assessment. This is a way to identify anything that could potentially cause harm to your participants and check that precautions have been taken to prevent the risk from happening. We can provide you with an example Risk Assessment and support you to fill it in. Risks could include overcrowding, slips trips and falls, severe weather conditions and wires being left out as well as other hazards.

Think about what would happen in the event of an accident and if First Aid is required. Do keep in mind whether your venue is accessible should an emergency vehicle be needed and where the nearest hospital is. It's always a good idea to have someone trained in First Aid attending the event. Alternatively you could bring a First Aid box with you or ask if the venue have their own First Aid kit and trained staff member.

## Food and drink

If you want to have food and drink for sale at your event there are regulations that you will have to comply to. If you would like more information on this you will need to get in touch with the Environmental Health Services at your local council.

## Insurance

If the venue does not have Public Liability Insurance, they may ask you for a copy ours which we can provide you with for your event. If you require more information on this, please get in touch with the team at [fundraising@jostrust.org.uk](mailto:fundraising@jostrust.org.uk)



## Fundraising

The aim of Steps for Jo's is to raise funds to support the work of Jo's Cervical Cancer Trust whilst raising awareness and remembering those we've lost. We can send you a fundraising pack to inspire you which includes lots of helpful materials to get your fundraising started. This includes a fundraising poster and planner, fundraising guide and a pyramid collection box.

More materials such as sponsorship forms and Gift Aid forms can also be downloaded from our website:

[www.jostrust.org.uk/resources/materials/fundraising](http://www.jostrust.org.uk/resources/materials/fundraising)

### Before your event

Before your event we will be able to send you any materials that you have requested. We have a wide range of materials available such as balloons, bunting, cheer sticks, information, temporary tattoos and collection tins that can be sent to you for free. Pin badges or wristbands that you could sell on the day and t-shirts or vests can also be ordered for a donation on our website. If you would be interested in ordering merchandise for your event, check out our website or contact our fundraising team.

[www.jostrust.org.uk/merchandise](http://www.jostrust.org.uk/merchandise)

### Raffle

You may want to hold a raffle at your event. You could ask local companies to support you by providing a raffle prizes. If you would like a letter of authorisation to show companies you would like to approach, please contact the fundraising team.



# Fundraising

## Collection licence

If you are planning to fundraise at an event on private land, you will need to ask for permission from the venue or land owner. If you are holding an event in a public place, you will need to apply for a collection licence from the licencing department of your local council. If you have any questions on this please contact our fundraising team.

If collecting at your event is permitted, there are many fun ways that you can fundraise on the day! You could create fundraising activities such as 'guess how many sweets are in the jar', 'name the teddy' or even a make human fruit machine! Our fundraising team would be happy to help you with more ideas and suggestion.

## Donations from participants

You can ask event participants to fundraise and collect sponsorship for the event. Setting up a Just Giving page for your event is a great way to start. You can ask fundraisers to donate onto your JustGiving page or, alternatively, they can set up their own page. (Please ask them to reference your walk and your name if they have their own page)

You can also collect sponsorship and donations from your event participants and our fundraising pack has all the information you need on how to pay in your donation after your event. We encourage those taking part to raise as much as they can, starting with a suggested minimum of £50.



## Expenses

Please do remember that Jo's Cervical Cancer Trust is a small charity, and the budget for this event is very limited – try and get as much free support as possible! You should not incur any expenses in running the event. Please contact us if you think you will need to pay expenses before paying them.

## Making your event special!

Our amazing Event Coordinators have had some great ideas – see if you can have a think with your co-planners to come up with ideas that will work for your event and make it a great day for all the family. Here are a few good ideas:

- Fancy dress is always great fun – ask participants to wear a pink headwear, tutu or pants!
- You could even set up a photo booth to get snaps of your walkers in their fun outfits!
- Paws for Jo's! The Manchester event encourages everyone to bring their dogs and make up doggy goody bags with dog treats inside.
- Get your crowd excited and ready to go with a dance warm up session before the main event!



Think about if you would like to do anything after the event. A good idea is to invite participants to bring a picnic along to eat together after the walk and run has finished.

- You could also try and get some local entertainment such as dance groups to entertain your participants as they relax!
- Cater for the whole family. You could organise some children's party bags or a treasure hunt for children (and adults) to take part in around the route! Elderly or more immobile people need somewhere to sit comfortably near the finish line.



## Promoting your event

Promote your event to make sure that as many people as possible know what you are planning and how to get involved! You can do this by putting posters up in local supermarkets, community centres, notice boards, even in your workplace! We can provide you with posters for your event. Why not also get your workplace to create a team to take part in your event?

### Social media

Social media is another great way to promote your event. You could set up an event page on Facebook for your event, advertise your Justgiving page on your social media sites and share information about your event to keep people updated.

### Local press and media

Spread the word about your event by sending a press release to your local newspapers or radio stations. We have a press release template available for you on our website and for more information you can contact our fundraising team.

[www.jostrust.org.uk/resources/materials/fundraising](http://www.jostrust.org.uk/resources/materials/fundraising)

### Tell people what you are doing

Lou and Helen from the Manchester event approached a local business that created tote bags and asked them to produce the bags for free as a donation in-kind. They then approached local supermarkets to tell them about the event and the supermarkets gave them vouchers to buy goods to fill the bags. They also asked around on social media, and had one person who donated 200 apples!



## On the event day

- Arrive at the venue in good time to set up and register your walkers and runners as they arrive.
- Please do take photographs of the day, which we will share on our website and social media. Please note that as you register participants you will need to ask their permission to take photos and write their event number on the registration form.
- Please welcome everyone to the event before the walk or run starts, and remember those we have lost to cervical cancer. Some people will be taking part in memory of someone they have lost.
- We encourage Event Coordinators to read a list of names of those that participants are taking steps for. Other events in the past have included a round of remembrance applause or a minute's silence.
- Remember to hand out medals and thank all of your walkers and runners.
- You will also be responsible for supervising route marshals and clearing the site afterwards.
- Most importantly, **have fun!**





## Contact us

If you have any questions at all, the fundraising team are there to help you every step of the way.

Natasha Potter Fundraising Officer

Telephone Number: 020 7250 8311

Website: [www.jostrust.org.uk](http://www.jostrust.org.uk)

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