

FUNDRAISING

How to organise a virtual run

BEGINNER

→ A VIRTUAL EVENT WHERE PARTICIPANTS CAN RUN WHERE AND WHEN THEY WANT, WITH THEIR TRACKER/CONNECTED WATCH, OR BY DECLARING THEIR MILES/KILOMETERS.

OBJECTIVES:

- **Raise awareness:** on a topic of choice.
- **Raise funds.**
- **Engage your community:** Patient families & friends, healthcare professionals, policymakers, and pharmaceutical companies.
- **Encourage other stakeholders** (hospitals, companies, and sponsors) to participate as teams in the event.

ADVANTAGES:

- **Flexibility:** Choose your sport (running, walking, cycling, skiing...). Participants can join from anywhere.
- **Simplicity:** Easy to organise from a logistical perspective.

STEP BY STEP:

1

DEFINE THE OUTLINE OF YOUR EVENT

- **Define your audience:** Closed group or public; plan how to engage them.
- **Set goals:** Theme or challenge (e.g. beat last year's performance).
- **Establish date and timeframe** (e.g. WPIW).
- **Determine the fee for the number tag** (sent online and printed by participants) and branded items (T-shirts, caps, water bottles) to enhance experience and raise funds.

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STEP BY STEP:

2

MAKE IT HAPPEN AND SPREAD THE WORD!

- Create an **online registration form**.
- Make a dedicated **event page** on your website or social media.
- Create a hashtag and email for **participants to share their km/miles and photos**.
- Share the **registration form** widely.
- Use all **communication channels** and advertising to engage and recruit new participants.

3

FOLLOW THE PROGRESS OF YOUR COMMUNITY

- **Share member stories and congratulate them** on your media channels.
- Encourage participants to **post photos with a hashtag**.
- Organise **virtual ceremonies or awards** to celebrate achievements (e.g. limited edition medal, exceptional pack, ...)

4

AFTER THE RUN

- **Send participants a thank-you message/post**.
- **Share event statistics** like attendance, number of km/miles, and funds raised.
- **Request feedback** through a survey on their experiences and suggestions.