

HOW TO RUN

A WALK-A-THON FUNDRAISER

FUND

Participants do something that expands their skills and knowledge while raising money to support their school, extra-curricular program, or club.

Here, we'll show you the A-Z of walk-a-thons, including planning, tracking donations, and ideas on how to organize and promote it.

Walk-a-Thon

101

What is a Walk-a-Thon?

A walk-a-thon is a popular a-thon type of fundraiser since they're easy and effective. It's easy for students and parents to participate since they don't need any special skills or equipment.

It's also easy for PTAs to organize since it doesn't require a ton of planning. And it gets participants outside and moving, which is always a win.

Walk-a-Thon Goals & Rules

Length

The main thing you have to plan for a walk-a-thon is the length of your route. Choose a distance between 1 and 5 miles.



Walking Route

To make your walk-a-thon accessible to everyone, including those with mobility issues, try and make sure your route is fully-paved.

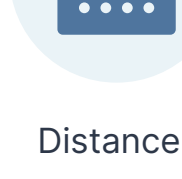
Walking Goal

The walking goal for participants should be to complete the course route or a set number of laps (usually around 5-10).

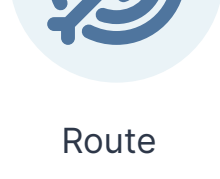


Recommended Starting Rules

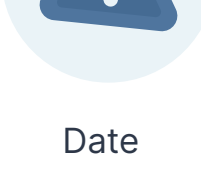
Decide the following before you start telling students about the walk-a-thon:



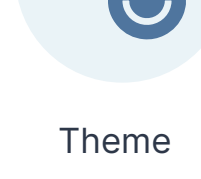
Distance



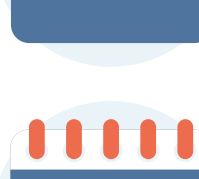
Route



Date



Theme



Hold the walk-a-thon on a weekend, either Saturday or Sunday.



Plan a route around your school or a local park. Check with your town or city to see if you need a permit for this type of event.



Because walk-a-thons work best on the weekend, tell people about the fundraiser at least 1 month in advance, so they can add it to their schedule.



Email participants a map of the route beforehand. It's not a bad idea to have a few paper copies at the event too.



Choose a distance between 1 and 5 miles.



Give participants at least 2-3 hours to finish the walk. You'll want to plan around lunchtime, so the event should start around 9:00 am or 1:00 pm.

What Do You Need to Run a Walk-a-Thon?

Power it With FutureFund

FutureFund's built-in pledge campaigns allow you to easily collect money and keep donations/pledges organized. Since parents cover payment processing fees, 100% of the funds raised go to your school!



FutureFund is easy to use

FutureFund makes running a walk-a-thon easy for everyone. Easier for PTAs to run, for students and parents to participate, and for donors to donate.



Accept online donations

Instead of dealing with paper pledge forms and cash and cheques, FutureFund takes the process online. Donors can donate instantly online with their credit or debit cards.



A single tool to power your entire Walk-a-thon

FutureFund makes it easy to track how the fundraiser is going. Easily view how much money has been raised and more with detailed reporting.

Walk-a-Thon Templates & Resources

Sample walk-a-thon rules

These rules are a great starting point for organizing your walk-a-thon.

To participate in the walk-a-thon, you sign up through FutureFund by [date]. The walk-a-thon is on [date], so make sure you block it off in your calendar! And don't forget to tell your family that you're fundraising, so they can donate (ask your parents for help, so they can ask their friends and coworkers too!).

All donations will be collected through FutureFund through this link: [link].

Sample walk-a-thon event description

Unsure of where to start? Use this sample student and parent messaging to get the ball rolling!

Let's get moving! On [date], [school name] will be hosting a walk-a-thon to help fundraise for [cause]. You can help by joining our walk!

Parents, each student will be collecting pledges online through FutureFund: [link]. Please spread the word to your family, friends, and coworkers to help make this fundraiser a success!

Set Up Online Pledges With FutureFund

Let parents and supporters donate online with FutureFund's online pledges. Try it out for free!

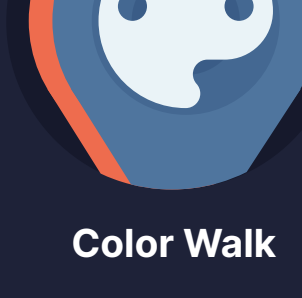
Make your donation easily and instantly! Click this [link] to make your donation through secure credit or debit card payment.

If you prefer to donate by cash or check, just donate directly to the student you're supporting. Thank you for your support!

Walk-a-Thon Theme Ideas



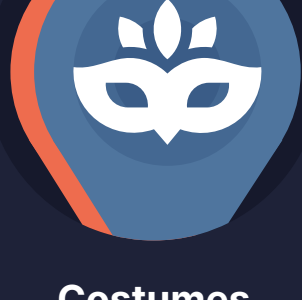
Holiday



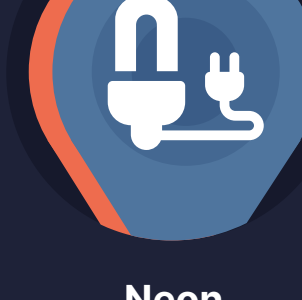
Color Walk



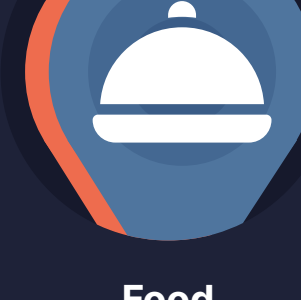
Bubble Walk



Costumes



Neon



Food

