

How to Organise a Romper Stomp

A sponsored walk is a great day out for all the family - get some fresh air and exercise whilst raising much needed funds for Tommy's, the baby charity.

If you can't join Tommy's on Sunday 4th September 2005 in Richmond Park at the Romper Stomp then why not organise one near you?

This step by step guide takes you through all the things you need to consider when organising your walk.

Remember we are here to help! Once you have set a date and confirmed a venue for your walk complete the enclosed fundraising registration form for all your material requirements. Call Diana on 020 7398 3431 if you need to talk through any aspect of your walk.

About National Pregnancy Week 4th – 11th September 2005

2005 is the 10th year of National Pregnancy Week dedicated to raising awareness of pregnancy health. Sponsored by Johnson & Johnson, and supported by Boots who will be running pregnancy health awareness days in 25 of their stores nationwide, it aims to raise funds for, and awareness of, Tommy's, the baby charity and how to have a healthy pregnancy.

Organising your walk... step by step

1. Decide who your walk is aimed at

Is it for families with young children and pushchairs, a sponsored toddle or a run? Make sure it doesn't clash with another similar event on the same day in your area.

2. Where will your walk be held?

Once you've thought about who will come then choose a venue. Think about what kind of facilities you need for your walkers. Will you need car parking, toilets, suitable paths for pushchairs? How about a nice spot for a picnic?

The more unusual your venue the easier it is to attract participants, are there animals or flowers to look out for on route? Perhaps you can do part of a long distance path with a pub stop half way for lunch.

3. Ask permission

Once you have decided on your venue don't forget to ask the landowner for permission to hold your walk!

Do you have to pay a fee? Most local councils will let charities use the parks for a nominal amount.

4. Plan the route

How long will your walk be? Again think about who you're asking to walk. Try to make your route as interesting as possible.

5. Recruit walkers

- Tell your local paper and radio station – telephone the news desk and let them know the date and time and how people can take part. Tell them why you are organising the event and invite them to come down on the day and take a photograph or do an interview.
- Can you ask a local celebrity or your local MP to come too?
- Put up posters – Tommy's can provide blank A3 ones for you to overprint your details
- Tell family and friends and ask them all to bring one family each on the walk!

6. Registering walkers

When someone wants to do the walk you need to give them a Tommy's, the baby charity sponsor form, a Tommy's leaflet plus information on the walk – where they should go and for what time etc. Suggest they try and raise a minimum amount of sponsorship e.g. £35 – it's always nice to have a target to aim for. Fill out your fundraising registration form to order sponsor forms and leaflets.

Let them know to send cheques to you made payable to Tommy's, the baby charity within 4 weeks of their walk.

7. On the day

Ask your walkers to report to you at a 'registration desk' on the day – this is so you know who turned up to do your event and you can give them a map of the route.

Give out balloons and stickers to your walkers, order them from Tommy's using the fundraising registration form.

8. After the event

Collect together everyone's sponsorship money and thank them. Then send the collection of cheques to Diana at Tommy's at the address below. Upon receipt we'll send you a certificate to proudly show the total amount your walk raised.

9. Finally...

Congratulate yourself and your team of helpers! You've done a fantastic job raising funds to help save babies' lives.