



## FREQUENTLY ASKED QUESTIONS

### 1. What is a Walk On?

A Walk On is a fun-filled walk to raise awareness and funds for the Bright Horizons Foundation for Children, to help us brighten the lives of vulnerable children by creating Bright Spaces.

Your Walk On could be a walk in a local green space, around a nursery or school playground; it could even be indoors; involving children and families, your workplace or broader community. It could be a walk in fancy dress, toddle, hike, run or obstacle course, if you would like to make it something a little different.

This FAQ is designed to provide you with the information you need to plan, organise, and host your Walk On event. Thank you for creating a special event in your community, and supporting the work of the Bright Horizons Foundation for Children.

### 2. Planning Your Walk On

Here are the key steps to organising your Walk On:

1. Decide on a date and type of event
2. Pick a safe route. Indoors or out? The choice is yours!
3. Decide how you'll raise money and plan fun activities (see our Fundraising section below)
4. Invite people along
5. Spread the word using our Walk On poster and promote your event on social media
6. Decide how you will thank and recognise participants. You could use our Walk On certificate
7. Share your Walk On photos on our [Facebook](#) page

### 3. Marketing Your Walk On

If you are a school or nursery, invite children's families to participate; if you are in a workplace encourage employees to involve their children, so it becomes a family event, or do a Walk On as a team with your colleagues. There are so many ways to do it!

Promote your event in communications that you send or share, such as newsletters and social media; display posters on site and around your local community. Share an email that participants can send to their family, friends and colleagues to encourage sponsorship via our Walk On Just Giving page, to make it easy for people to donate.

#### **4. Fundraising**

We have set up a Just Giving page for you to share information about Walk Ons and make donating easier for everyone. Please visit the following link, and share this when promoting your Walk On <https://www.justgiving.com/fundraising/WalkOn2017>

Ways to Raise!

1. Get sponsored - ask participants to get sponsored for their Walk On via the Just Giving page
2. Donate – ask participants to make a donation to take part in your Walk On via the Just Giving page
3. Add to your Walk On by holding cake sales, selling fruit and drink, conducting a raffle or holding an art auction to increase your fundraising. See a full list of fundraising ideas here
4. Ask local businesses, your partners, suppliers and customers to donate raffle prizes

Most of all have fun!

#### **5. After Your Event**

It is important to show your appreciation to Walk On participants before, during, and after the event. Provide participants with certificates using our template, and send thank you notes to anyone who supported you by donating their goods or time.

#### **6. Resources**

We have produced resources to support you in your **Walk On** event, which can be downloaded here: <https://www.brighthorizons.co.uk/walk-on-2017> Downloadable documents include fundraising ideas, poster, email template, certificate and Walk On logo.

If you would like a re-useable donation collection container for cash donations, please email [getinvolved@brighthorizons.com](mailto:getinvolved@brighthorizons.com)

**Thank you for taking the time and energy to host a Walk On. Your support of the Bright Horizons Foundation for Children will help us to brighten the lives of vulnerable children.**