



Sponsorship Guidance

We have provided you with a Sponsor Form on which to record your Sponsors. Additional copies, should they be required, can be downloaded from our website.

You may, however, prefer to use a Sponsor Form supplied by the Charity/Worthwhile Cause for whom you are walking or even design your own. All we want to know is, when you register at the beginning of the Walk, how much sponsorship have you raised in order for us to calculate an overall total raised on the day.

For whom can I raise money?

This is entirely up to you! Obviously registered charities are the most common, but there are many other worthwhile causes that need funds – sports clubs: swimming, rugby and hockey, for example.

Online Sponsorship

If you want to set up a website to obtain online sponsorship there is an increasing number of suitable website providers. Sponsor money is paid online and the website provider pays this on directly to the charity. However, they all levy charges, based on registration fees or a percentage of the money raised. This may be deducted from the online donations, or charged to the charity by other means. Rather than opt for the most well-known providers, it is advisable to shop around for the one that suits you best. A possible starting point is the website: moneysavingexpert.com/family/charity-fundraising-sites.

Again, to allow us to record accurate totals of sponsorship money expected, all we ask is, if you use a website, that you bring with you a total of the sponsorship you have raised to advise our tellers upon registration at the start of the Walk.

Completing the Sponsor Form

Sponsor Forms do not need to be handed in at the start of the Walk either in Bridgnorth High Street or by the Junior Walkers at Ditton Priors. Beforehand, please calculate the total of your sponsor money and advise the Tellers at Registration. This also applies if you are using an online sponsorship website - we just need to know how much sponsorship you have raised.

Paying in Sponsor Money

You are responsible for collecting in your sponsorship money and donating it to your chosen charity/worthwhile cause. Virtually all charities now have a website or Facebook page which includes instructions on how to pay in donations. If you are a member of a team, check with your Team Leader. They may prefer to collect all team contributions together, before paying them to the charity.