

How-to-guide

Active Challenge



A step-by-step guide on how to successfully challenge yourself!

In this document you'll find:

- 4 easy steps to follow
- Handy tips and tricks
- Cool extras



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Challenge yourself and fundraise at the same time! This is your guide to organising a sponsored active challenge in four easy steps.



Step 1: Set your goal

First of all, if you are reading this, you have likely already chosen to support Life Flight Trust with your fundraising endeavours. Thank you!

Next, you need to decide what your personal challenge will be, consider:

- ✗ What is something you have always wanted to do?
- ✗ What are you capable of? Whilst it needs to stretch your capabilities, we don't want to have to send out the helicopter to rescue you part way through your challenge.
- ✗ What do you currently do? Do you cycle to work and are now ready to take your cycling to the next level? Is walking your thing? Or do you have another exceptional talent you can showcase?
- ✗ Is there a current event that you can work towards? If it's running, is there a running event you can sign up to?
- ✗ Are you creating your own active challenge? Whether walking one or more of New Zealand's great walks or going for a world record in consecutive hopscotch games, find the right fit for you!
- ✗ Want to bring others along on the journey with you? Many events have options to compete in teams.



When you have decided what your challenge will be,
then the fun begins!



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Step 2: Training/Fundraising

The training is the bit that often no one sees, where the hard work is done behind the scenes. Remember why you are doing it, and let that motivate you! Another option is to post on your social media each time you train, hit a milestone, or reach a new goal – this will help build support for your cause.

Training: depending on the scale of your challenge, you may want to seek some professional advice on how to approach your training and create a training plan.

Fundraise: set yourself a fundraising target and think about how will you achieve it. It can be daunting putting yourself out there; consider enlisting the help of a friend or family member to help you with your fundraising.

Half Marathon for Arthur:

Hayden and his team of family members ran the Hawkes Bay half-marathon in memory of their baby, Arthur, who was flown by Life Flight's Westpac Rescue Helicopter to Wellington Hospital.

Hayden set up a Givealittle page, responded to each donation and the team shared the page on their social media. After the race, Hayden sent a thank you message to everyone who donated with a picture of the team.

They managed to raise **\$11,309** for Life Flight - an outstanding result that they are super proud of!



Fundraising



Consider the following avenues:



Social media use your social media accounts to shout from the rooftop about what you are trying to achieve, who you are doing it for and why. You may be surprised by just how generous your networks are.



Givealittle page setting up a [Givealittle page](#) is easy to do and allows you to share your challenge with friends, colleagues and family.



Work colleagues send an email around your workplace, leave a donation box and poster in the lunchroom or take a more personal approach by taking it around the workplace.



Secondary fundraiser great to raise more money and awareness. Options include a bake sale or running your own quiz night (see our other fundraising event guides to help you with this).



Sponsor ask your employer if they would be able to sponsor your efforts and/or match donations.



Friends and family probably the first people you should hit up for donations! They likely know you the best and will know what this challenge means to you.

Remember to use social media! Let your supporters know about your progress, training milestones, fundraising milestones, and information for those who might want to come and watch and support you on the day if possible.

Greater Wellington Land Management Charity Run

Mel and the team at the Greater Wellington Land Management organised a charity run after their original race was cancelled due to COVID. Using their work contacts they were able to raise an impressive **\$950** for Life Flight!

“We decided to take this opportunity to raise funds for Life Flight and the Westpac Rescue Helicopter, since we live and work in the rural areas where sometimes this service is your only hope.”

Step 3: The home stretch



Almost there! Don't forget to invite friends and family to come along on the day as your support crew. Can anyone be your photographer capturing those key moments before, during and after?

Touch base with the Life Flight crew to see if there is anything you can borrow, such as a flag to put up on the day to show who you are fundraising for.

This is not the day to do anything out of the ordinary; try not tinker with your diet or wear that new pair of shoes (trust us on this one!).



Step 4: Follow-ups & thank you's

You did it!

Let everyone know that you completed your challenge and how much you raised. Thank everyone who donated and put the link out again for any last-minute donations (many people may have forgotten) or never got around to it. Post photos from the day so that those who couldn't be there can see how incredible your effort was.

Get in touch with the Life Flight team to share your results; we love to hear our supporters' great stories and achievements.

