

Collaboration for organising your jurisdiction’s pro bono week

TOOLKIT 3: ARRANGE A LEGAL FUNDRAISING WALK

This is a pilot document. Download the latest version at ProBonoWeekCollaboration.org

This document is intended as a guide for anyone wishing to organise a sponsored walk where lawyers and others raise money for access to justice charities. These can be called a “legal walk” or “walk for justice”. This guide will help you understand:

- What the legal walk events are and what they aim to do.
- Suggested steps to hold a successful walk (focussing on events of up to 500 participants).
- How to fundraise successfully.

What are legal fundraising walks?

Called in some jurisdictions a “Legal Walk” or “Walk for Justice”, these events involve the legal profession carrying out a sponsored walk to raise funds for pro bono clearing houses and other key non-profits. In addition to raising money, they can also have the benefit of bringing the legal profession and relevant non-profits together in a positive, visible way.

Such walks have been arranged in different parts of the world, including:

- [Australia’s ‘Walk for Justice’](#), held in most Australian cities on ‘National Pro Bono Day’, the Tuesday of Australian national Law Week. Since 2008 they have raised hundreds of thousands of dollars for pro bono referral organisations or community legal centres.
- [Hong Kong Legal Walk](#), whose mission is to unite the Hong Kong legal profession in the common causes of charity and service to our local communities. Their inaugural campaign raised over HK1,000,000 for charity.
- **Oslo’s Legal Walk.**
- [The London Legal Walk](#), organised by London Legal Support Trust since 2005. Its 2023 walk involved 16,000 walkers from over 1,000 organisations, raising £940,000. Smaller walks have been organised across the UK by the [Access to Justice Foundation](#) with 200 – 500 walkers.¹
- **Singapore’s Just Walk.**
- **Washington DC** are planning their first walk for September 2024.

To see photos and videos from these walks visit:

- The London Legal Walk: londonlegalsupporttrust.org.uk/our-events/london-legal-walk-2023/london-legal-walk-2023-photos-walk-video/

¹ In the UK, the copyright for Legal Walk events is owned by the London Legal Support Trust and the Justice Foundation.

- Access to Queensland Legal Walk qldlegalwalk.org.au
- South Australia's Walk for Justice: facebook.com/JusticeNetSA/photos_albums
- Western Australia's Law Access Walk for Justice 2022: youtube.com/watch?v=StTONilpeq8
- Singapore's Just Walk: flickr.com/photos/tanguylim/sets/72157649809501870/

Key planning steps

We set out below 30 suggested steps for how a walk could be arranged, but every country will be different. In addition, legal issues vary across jurisdictions (including legal restrictions on public events), and prudent event practices also vary (such as the need for insurance). Accordingly, seek appropriate advice locally and do not rely solely on this document.

1. A sponsored walk event can be a big undertaking for an individual. Forming an **organising committee** will help to share the workload, for example use your Pro Bono Week committee.
2. As with arranging a Pro Bono Week, reach out to key people/organisations to get their **buy-in** and input into the idea of arranging a walk for your jurisdiction.
3. Establish your **project timeline**. From planning to delivery, we recommend no less than 6 months to organise your first walk event.
4. Confirming your financial **beneficiaries** early on will be advantageous. Also consider how you will decide on these beneficiaries.
5. Use **high profile / influential people** to champion your event both in advance, and on the day (for example to give a speech at the event). These could be called your 'lead walkers', champions or ambassadors.
6. Find a **venue** to host the start / end of your event, and consider the logistics of the walk between these two locations. For example, will road closures need to be arranged, or local councils/police advised?(see 19, 20 below)
7. Consider what **in-kind assistance or financial sponsorship** may be necessary to support coordination, especially if considering a drinks reception or other catering.
8. Decide your **registration model** before launching. Will you charge an entry fee or rely on walkers to raise sponsorship, or a mixture of both? Noting that registration fee can often be a barrier to peer-to-peer fundraising.
9. Decide your **registration process**. In the UK, participants register within organisational teams (one organisation sharing a fundraising page), but you might wish for people to register individually.
10. Choose your **digital fundraising platform** for how you will collect donations, and make yourself aware of the tax implications of donations in your jurisdiction and how this may differ from registrations versus donations.
11. Decide how you will **manage your data**. Smaller events can be co-ordinated through secure spreadsheets on a central SharePoint, though if you already use a CRM system internally it might be worth utilising this. Your digital fundraising platform might have in-built data functionality.
12. Consider creating a **specific email address** for the event where participants can send queries, and from which you can send newsletters and updates.
13. **Select a date** that avoids other major events, e.g. major legal events, school or religious holidays. Your walk could be within your Pro Bono Week or another time of year.

14. Send out a “**save the date**” to key people and organisations you wish to invite to participate. This can include a message from your ‘lead walker(s)’.
15. Create a **website or webpage** with details of the event and how people can register.
16. Design a **logo or graphics** for use on materials (which could be the same as your Pro Bono Week logo).
17. Prepare a **comms strategy** for both promotion of the event, and for the frequency at which you will contact your walkers with content that inspires fundraising, e.g. emotive case studies from the beneficiary agencies, or prizes for the highest fundraiser etc.
18. Create a **social media toolkit** that organisations and individual participants can share.
19. **Plan a route.** Many walk events have a circular 5-10k route.
20. Take legal advice and ensure that you have necessary local or central **government permission** for the event, and any permission needed to access walkways or land that the walk passes through.
21. Inform **police and emergency** services about your event (size and profile dependent).
22. Book **first aid** provision or ensure that staff with first aid training are in attendance.
23. Prepare your **health & safety** documentation, ensuring that your activities are risk assessed and that you have **adequate insurance**, in each case according with local law and practice.
24. Create **joining instructions** with key details of your event including start time/location, facilities, links to the route etc.
25. Book a **photographer & videographer**. If you can, get sponsorship for a photographer / videographer, otherwise nominate a member of the committee to be the event photographer on the day.
26. Law students and advice agency support staff make fantastic event **volunteers**. From help with registration to signposting en route / cheering, volunteers are an essential part of the event day experience.
27. Consider a **virtual / remote walk event** for those unable to join your walk.
28. Prepare your **event day kit** – for example maps, banners, bunting and clipboards!
29. Prepare a **post-event survey**.
30. After the walk, **debrief/wash-up** to learn what worked well and what could be done differently next time.

Organising committee

A committee can bring together key stakeholders, share skills and increase the resources for the event co-ordination.

There are a number of tasks to be allocated between members of the walk organising committee. The committee might be members of the wider pro bono week/day committee or might form a separate sub-committee for the purpose of organising the walk event.

Establishing a planning timeline

We recommend at least a 6-month timeline when planning a walk event. Once you have formed a committee, and decided roles and responsibilities, you will start the planning phase.

First phase: Discussions with key stakeholders, including lead walkers, venues, sponsors and beneficiaries.

Second phase: Confirming your registration process, fundraising platform and comms strategy.

Third phase: Setting up your website and creating event collateral (invitations, posters, social media graphics).

Fourth phase: Launching the event and sending invitations (email, letter, calling networks). It is beneficial to already have teams from your key stakeholders registered before launching (and named on your website / invitation to help encourage others to register).

Consider how far ahead to announce the event to walkers, for example 2 to 3 months before the date of the event (not too far ahead that you lose momentum). It can be useful to make the event on the same day each year.

Event beneficiaries

Confirming the recipients of your walk fundraising should be one of the first steps.

In the UK, the different Legal Walks support a variety of free legal advice charities.

In Australia, the Walks for Justice typically support pro bono referral organisations (LawRight in Queensland, Law Access in Western Australia and JusticeNet SA in South Australia) or community legal organisations (National Justice Project and the Refugee Advice and Casework Service in New South Wales). Supporting pro bono referral organisations or clearinghouses can encourage greater participation as they are supported by many in the pro bono sector.

Again it is important to consider the jurisdictional implications on tax and fundraising guidelines as to which organisation will be the beneficiary.

Lead Walkers / ambassadors / champions

It will be useful to invite a senior or other influential person(s) to champion your event.

For example, in the UK the Lord Chief Justice, Attorney General, Solicitor General, President of the Supreme Court and President of the Law Society all attend and support the London Legal Walk. In Australia, members of parliament, judges and other access to justice champions are often asked to lead the Walks for Justice, and fundraise. In South Australia, the Attorney-General makes a speech to open the walk and then the Governor cuts a ribbon to commence the walk. In previous years the Chief Justice has even cooked breakfast for participants.

Consider if there are any security or other issues with them actually walking.

‘Lead Walker messages’ detailing why they choose to attend, what the event means to them, and why the cause is important are sent out in communications to participants in the lead up to the event.

On the day, a lead walker is invited to give a short speech and take photographs with the participating teams.

Finding a venue

In the UK and Australia, the walks will generally start at a court building or popular landmark.

Most Legal Walks in the UK will finish with a drinks reception to celebrate walkers' achievements and provide a networking opportunity to facilitate new or stronger relationships. In Australia, the Walks for Justice typically occur in the morning, before work, and post-walk breakfast and morning tea events are held by various firms.

If you are planning a post-walk reception you will wish to secure a venue which can provide this for you such as a local bar, or you could ask your local law society or a law firm if they might be able to host the reception for you. The cost of the reception is often the most significant expenditure when organising a walk event so this is the activity for which you might wish to seek 'headline' sponsorship.

If hosting the reception in a bar, rather than at a law firm, you might wish to consider giving walkers 1-2 drinks tokens per person and limiting the drinks selection to beer, wine and soft drinks to help with budgeting.

If choosing an outdoor venue for the start or finish of your walk, consider the potential for inclement weather and whether for example to arrange for marquees, and whether the venue needs to have power and water.

In-kind assistance or financial sponsorship

Consider whether your walk event might benefit from in-kind support from the bar association, law society, or another organisation.

In addition to the post walk reception, you might also consider if funding would help cover the administrative costs.

You might also wish to create smaller sponsorship packages e.g.; a sponsor could buy an advertisement spot on your map or cover the costs of the photographer in return for thanks on the gallery uploaded to the website after the event.

Benefits to a sponsor can include:

- Logo on the fundraising page / on the event webpage.
- Recognition in press releases as an event sponsor.
- Logo on the footer of event marketing emails / thanked as a sponsor in emails to participants.
- Recognition in the speech made at the reception venue.

Sponsorship from larger law firms and other commercial entities may be available for your pro bono week. Consider this carefully in case it may discourage other law firms from taking part.

Registration model and process

Before launching you will need to decide if you would like to charge an entry fee per organisation / per person, or, like the UK, rely solely on sponsorship raised for the event.

UK Legal Walks and the Western Australia walk do not charge an entry fee.

In the UK, they encourage participants to ‘kickstart’ their fundraising with a £10 per person donation. Many firms will then pay an additional sum to support their walkers or arrange ‘match funding’ to double their team’s fundraising efforts.

Some other walks charge an entry fee per person and/or encourage walkers to raise funds. The Western Australia walk has prizes for the top fundraising individual, top team and the top university law school.

Once the registration model has been decided, you will need to consider the **registration process**.

Questions for consideration:

- How much admin can you support with? Will the committee create fundraising pages on behalf of teams / individuals, or request for them to create their own?
- If charging an entry fee, how will you manage this? e.g. card payment through website / invoice.
- What details do you need to capture from your participants at the point of registration above their name, email and place of work?
- Do you wish to register people as individuals with individual fundraising pages, or use the UK method of team registration?

UK method for team registration

For UK Legal Walk events, one person per organisation is nominated as a ‘team organiser’. The team organiser will register the team, and the team’s fundraising page will be set up using the team organiser’s email address. Individuals from the organisation are invited to join their team via a separate registration form. Once received, the individual’s name is added to the team’s fundraising page so that they can collectively fundraise.

Closing registration

The date by which you close registrations is another consideration. One week before the date of the event should give you enough time to communicate final numbers and catering requirements to your end venue and allow for the printing of enough maps / drink tokens. You can shorten this if you have capacity within the committee to continue processing registrations.

Fundraising platform

Considerations when choosing your fundraising platform:

- Is the platform reputable / well known?
- Are the platform fees / card processing fees competitive against other providers?
- Can you incorporate your branding?
- Can you create a template for fundraising pages so the messaging is standardised across the event?
- Is there integration with your CRM system?

UK Legal Walk events use the Enthuse fundraising platform. See londonlegalsupporttrust.enthuse.com/profile

Western Australia uses MyCause as platform, which provides dedicated event page, which can be customised in their design package. The pages handles registrations, collection of donations and communications. See lawaccessw4j.com.au

Managing your data

For smaller events you can manage your data through spreadsheets shared with the relevant committee members. If you already use a CRM system, you might wish to consult your administrator to see how easy it would be to incorporate walk event details.

If considering starting using a new CRM, Salesforce awards non-profits 10 free Salesforce Enterprise edition user licenses.

Many digital fundraising platforms have in built data management functionality...

Selecting a date / time

UK Legal Walk events take place 'after work' (approx. 5pm) during the summertime so walkers complete the event within daylight hours.

Other considerations are weather, other major events, religious and school holidays.

In Australia, the Walks for Justice typically take place in the morning.

If organising a within pro bono week, you might wish to do this at the start of the week as a launch event, or at the end of the week in celebration.

A webpage/site for your walk

A walk event would benefit from either having (a) a webpage or microsite on an existing website (e.g. of the pro bono week), or (b) a standalone website for the event.

Your webpage or website might include:

- Details of the event, including: date, time, meeting point and route.
- Registration details and method of fundraising.
- Event beneficiary details with case studies.
- Sponsors of the event.
- Teams signed up to take part in the event.
- A fundraising leaderboard.
- Lead walkers (if appropriate).
- Fundraising tips and social media toolkit resources for team organisers to help spread the word and maximise funds raised.
- Other event collateral – downloadable posters / flyers.

Logo or graphics

You may wish to create a walk logo. This enables event organisers to promote the event using the logo and incorporate it into event collateral. Sponsors may wish to incorporate the walk logo into their comms, and participants can include the logo within email signature banners or on social media.

You may also wish to use the logo for promotional items such as t-shirts.

LLST have previously helped with logos for international walk events. [Contact LLST for more details.](#)

Social media toolkit

A social media toolkit contains information and resources to advertise and amplify a social media campaign/event.

In your social media toolkit, you may wish to include:

- Template graphics advertising the event.
- Template graphics encouraging sponsorships of teams (leave a space so organisations can add their own logo).
- Template captions organisations and individuals can use to help promote the event and share why they are taking part.
- Your event logo and details of your social media handles.
- Preferred hashtags. UK events use #LegalWalk across all walk events, with the region name before it, e.g. London #LegalWalk. Western Australia uses for example #w4j23 (where the last digits are the year)

Planning a route

Many UK walks are 10km circular routes (which start in the late afternoon or evening). The Western Australia walk is approximately 5km (which is in the morning).

A circular route or “there and back route” has the benefit of having the same start and finish point. This reduces the pressure on your event organising team as they do not need to move to a separate venue for registration / the post reception.

It is important to check your route at the time of creation, and again a week before the event to see if there are any roadworks / obstructions.

Consider using volunteers to act as marshals to help direct walkers.

You might also wish to create a shorter route (2-5km) for those that wish to participate but require a shorter route as an adjustment.

Accessibility

Routes should be accessible to ensure your event is inclusive. When testing the route, look out for areas of deep gravel / cobble stones, narrow paths and stairs (where there is no step free access available).

In Queensland, walk organisers offer participants a [choice of 6 routes](#) across the state and participants are welcome to walk whichever route they choose.

Permissions

It is important to inform local councils & authorities about your event. This is particularly the case if you are using public spaces such a park as your start / end venue.

No walk events have formal road closures in the way that larger events such as the London Marathon would. Your walkers should be able to access public pavements and walkways – a local authority might require an event application form and a small processing fee.

Walk Health & Safety

Like many of the points in this document, local legal/regulatory advice should be taken to help you organise in compliance with legal requirements.

As walk activities are not 'strenuous' in the way a marathon or other challenge event might be, it is unlikely that your walkers will require anything above minor first aid. It is important to have first aider(s) on site, and to include the number for this first aider on your maps.

Your event will likely also need to have a supporting risk assessment. This will include potential hazards such as trips and falls, as well as any weather-related hazards (heatstroke). Please [contact LLST](#) if you would like a risk assessment template.

You should have a first aid kit on site, and access to drinking water, including the ability to fill reusable water bottles. Bottled water is another great item for sponsors to add their branding to that will reduce your event expenditure, but consider the environmental impact, and if sponsors might instead provide or fund refillable water bottles branded with their logo.

If appropriate you may also wish to include [Covid-19 guidance](#) on your website and in a newsletter, and provide hand sanitiser at key touchpoints (registration desks, cloakrooms etc).

Your event will need to have adequate insurance as appropriate to the jurisdiction. In the UK, it is suggested to have a minimum of £5m public liability insurance. Your insurer will likely wish to see a copy of your risk assessment.

Depending on the size and profile of your event, you may wish to inform police and emergency services of your activity so they can add it to their internal calendars. You might also wish to include a counter-terrorism section in your risk assessment.

You might also wish to consider book private security staff.

Other fundraising activities – raffles and bake sales

You may wish to include a raffle or bake sale as part of your fundraising activity.

Raffles

You could ask a firm to sponsor this activity and source prizes as part of a sponsorship agreement, or you can approach local businesses for prizes in return for promoting them in your event newsletters and on your website.

Be sure to take advice locally on legal restrictions for example whether you need a licence to host a raffle.

Bake sale

In office bake sales are ever popular fundraisers. You could encourage participating organisations to host a bake sale in the lead up to your walk event and award prizes for ‘best legal themed’, ‘tastiest looking’ and ‘overall best’ cake to encourage some friendly competition and a buzz on social media. See for example the [Great Legal Bake](#).

Virtual walk

You may wish to host a virtual walk event, where teams choose their own 10k route and measure this via an app such as Strava.

This is the model used by the [Hong Kong Legal Walk](#).

See also the [Global Pro Bono Move](#) initiative coordinated by BABSEACLE.

If hosting an in-person event, you may wish to also incorporate a virtual element where those unable to get to the main event can still be part of the experience by sharing their photos on the event day with your chosen hashtag. If opting to incorporate a virtual element, it will be beneficial to include ‘will you be walking the official route’ or ‘taking part virtually’ on a registration form so you can keep track of physical event attendees.

Prepare a post event survey

After your event you might wish to send a survey to your participants. Potential questions might include:

- What they enjoyed about the event / areas for improvement.
- Their motivation for taking part.
- Feedback on the route(s).
- If the frequency and nature of communications were clear in the lead up to the event.
- If they understood why they were fundraising and felt connected to the cause.
- Likelihood to participate in the future.
- Questions linking to wider pro bono week objectives / outcomes.

It is helpful to include a ‘other comments’ section at the bottom of the survey so participants can share other information with you.

Ask for more help / feedback / share your plans!

If you need further guidance, or to talk through your plans, please contact [London Legal Support Trust](#)

We would also love to know about any legal fundraising walks that take place around the world, including to hear your ideas and suggestions to improve this document! Please email info@ProBonoWeekCollaboration.org