# LISTED CHARITY: LISTING & MARKETING GUIDE

# 2024 ULTRA CHALLENGE SERIES

This guide is intended to help you—a Listed Charity on the 2024 Ultra Challenge Series—promote and position the events effectively, and in a way that will engage and excite your supporters.

While on the face of it, an Ultra Challenge is a simple prospect—walk, jog, or run 100km, 75km, 50km or 25km—it can also be a daunting one! As a provider who takes pride in the quality of our events, we know that letting people know the detail can be just as important as catching their eye in the first place. From meals & baggage transfers, to parking & camping options -a lot goes in to making sure people understand their challenge, and commit to taking part.

By following this guide, whether this is your first year promoting the Ultras or your tenth, we hope that you will achieve some great results in 2024!

## Getting started Checklist

☑ **Read this Listing & Marketing Guide**

☑ **Review & download the Charity Area content**

☑ **Create listing pages on your website for each challenge - following the guides**

☑ **Use the Event Specific Web copy on your pages**

☑ **List all Ultras under "running" events also**

☑ **Plan your promotions, mailshots and ads**

# Promotion Do's and Don'ts

Getting the Ultra Challenge Series listed on your website correctly and effectively from the start can have a massive impact your charity income from our events. When properly positioned on your website, potential fundraisers will have access to the full details of the challenge, and a simple pathway to getting signed up. Experience shows that charities who do this - and do it well - will reap the rewards! Below is a short set of "do's and don'ts" you should review ahead of starting to list and promote the 2024 Ultra Challenge Series

## Do...

- **List** all relevant events prominently on the challenges section of your website, under both the "**Walking**" and "**Running**" sections (if you have them)
- If your charity has a specific supporter geography, focus on the events "close to home"
- Use our **Website Copy** rather than write your own, to effectively "sell" the challenges
- Ensure you have the **correct price info**, for each distance and funding option
- Link to the Ultra Challenge event pages using the URLs provided. Let people know to "Click here for more information and to sign up"
- **Engage** with people who have completed challenges with you in the past. Ask marathon runners to step it up & take on a 50km Ultra, or a 10km walker to push on for a 25km. **Warm leads** can often be your best source of fundraising
- Link to **your own website** from any paid ads

## Don't...

- Roll over **old event** listings on your website. Having out of date event info will put potential fundraisers off from doing ANYTHING with you. **Create new pages**, with the updated information provided
- Try to rewrite event descriptions, and leave out key event info, or **misrepresent the challenge**
- **Collect participant information yourself** or use old URL links. Fundraisers will always get the best experience by registering directly on the Ultra Challenge website
- Try to only offer one funding or distance option— you will **miss out on potential fundraisers** who think this is the only option. Ultras are "Your Challenge, Your Way"!
- Rely on fundraisers signing up via the Action Challenge website only. It is unlikely you will get "casual" registrations in this way. Charities who **commit to promoting the Ultra Challenges** will ALWAYS get the best results & income

# Using the Web Copy

You have been provided with a set of Website copy documents for each challenge. These contain both "**short**" and "**long**" descriptions of each challenge, plus dedicated text to use for your "**running**" pages. Please use these when creating event pages on your website and marketing materials. They have been designed to accurately & succinctly give key information about each challenge.

Our web copy, and any copy you use on your website, should get across the below details for each challenge:

| **1** WALK, JOG OR RUN | **2** CHOOSE A DISTANCE | **3** EVENT DETAILS |
|---|---|---|
| *Ultra Challenges are YOUR Challenge, YOUR Way. They appeal to runners, walkers and everyone in between—so let your audience know this a challenge for THEM. Don't focus on only one group!* | *For some, 100km is too daunting, for others 25km is not enough. Let your supporters, whether they are runners or walkers, know that they can pick a distance that suits them!* | *Sell the destination. Where does it start & finish? What makes this part of the country so special? What support can they expect on the day - food, drink, masseuses... you get a lot on an Ultra - sell it!* |

## Short Text:

Use this for social media posts, page previews or if your website format is better suited to short text blocks. ALWAYS include a link out to our event web page letting people know to "Click here for more information".

## Long Text:

This is formatted to give more detail on what we offer on the Ultra Challenge Series, and also offers more details on each specific challenge, including the pricing. You can break this text into sections to use in different area of each webpage. There is also a runner-specific version for the "**running**" section of your website. Again, **ALWAYS** link out to the event page URL provided on the Charity Area.

# Website Success

Here is an example of what we know makes for a good web page to entice fundraisers to sign up for an Ultra Challenge. This is based on several years' experience working with charities of all sizes.

## Thames Path Ultra Challenge
### 14th - 15th September 2024

**MORE INFO & SIGN UP**



*Type: Walk, jog, or run*

*Dates: 14th - 15th Sep '24*

*Where: West London*

*Reg Fee: £10—£99*

*Fundraising: £100—£575*

*Difficulty: Moderate*

***Take on the Thames Path Challenge following England's greatest river. Most will walk, many will jog, some will run, and all have special reasons to push themselves.***

*Our full Thames Path Challenge 100km route heads from Putney Bridge past Hampton Court to Runnymede of Magna Carta at 50km, then on past wonderful historic scenery all the way to Henley. With 75km three-quarter, 50km half challenge, or 25km challenge options - there's a challenge for everyone. Your challenge will be a test of spirit and determination. You'll be supported all the way by our team, and rewarded with an amazing sense of achievement.*

*Your entry includes free food and drink at regular rest stops, plus support including medics, marshals and massage. As you cross the finish line, you'll get a glass of fizz, t-shirt, and a medal to commemorate your achievement.*

**SIGN UP TO SUPPORT OUR WORK TODAY!**

**Click below to find out full details of prices and to sign up.**

**MORE INFO & SIGN UP**

1. **Full Sponsorship – you pay a small registration fee, do lots of fundraising and we cover the cost of your event place!**
   - 100km: Normal Reg Fee £40 & Fundraising Target - £575
2. **Mixed Funding – pay half of the event place cost yourself, fundraise a bit less and we pay the balance of the event place cost.**
   - 100km: Reg fee £100 / fundraising target £300

**Shorter distances and entry fees are also available!**

# 12 Steps to **Website Success**

**1** A clear title, with the correct name of the challenge

**2** The dates of the challenge. If it's a 2-day challenge, include both dates

**3** Use a good quality image from the library we have shared. These show off the scenery or services we offer on each challenge, and reinforce the event branding

**4** If possible, add a summary box, giving key information fundraisers can take in at a glance

**5** A header giving a clear summary of the challenge, including the location and options

**6** Add a link to the event page at the top for returning users to quickly find & click

**7** Use the web copy provided to offer more information on the challenge and service fundraisers can expect. You can also break this into sections if the format of your website suits this better

**8** Link the fundraising they will do to the work of your charity. What will their fundraising help you do? If people care about your cause, they will be motivated knowing what their support enables

**9** Make the link to sign up nice and visible. Don't hide this away in a hyperlink!

**10** Let potential fundraisers know they have 3 different ways to pay for their challenge—don't worry about listing all options, but do let them know they can click the link to find out more

**11** Make it clear that they can find the full details (including extras such as camping, transfers and parking) by going to the event page

**12** Include a link to the event page, where they can get more information & sign up, at the end of the page

# Promoting the 2024 Ultra Challenge Series

Once you have the 2024 Ultra Challenge Series listed on your website, now it's time to start getting your audience interested. There are a few ways you can do this. Of course, if your website gets a lot of traffic from people looking to take on challenges, you will passively attract participants. The charities who see best results however, are the ones who **actively** promote the events to their audience.

This can be via mailshots to your existing database and past participants, or it can be via paid social media ads. However you do this, remember that any successful campaign will generally have a minimum of 3 touch points:

## 1: Awareness

This is the first contact - whether it's the first email of a campaign, or your first paid social media ad. For most of your audience, it will be the first time they have heard of an Ultra Challenge, so this needs to engage and excite them! Think of this as introducing yourself to a stranger, so you need to pitch the tone appropriately. What will they "gain" from taking part? Bear in mind that most people won't sign up for a challenge after only one point of contact.

## 2: Consideration

After your first contact, you should follow up with a little more detail. Whether this is a second email to your mailing list, or a retargeted social media aimed at the people who engaged with the first one. This piece of comms shoudl include some more information on the challenge, support and the "logic" of why they should take on the challenge and fundraise for your charity. Include a clear call to action to get signed up.

## 3: Commitment

This doesn't need to be the final piece of comms you send or use, however it should drive some action from your audience. As with step 2, you can retarget your previous mailing list or audience who engaged with the second ad. This step should drive a decision based on a "fear" of missing out. This can be based on an expiring deal we are offering for merchandise, getting signed up in time to support your charity for a day of awareness, or even a bespoke discount we have agreed with you. Again, this needs a clear call to action for them to get signed up.

# Promoting via Social Media Ads

This guide is intended to help you—an official Partner of the 2024 Ultra Challenge Series—promote the events effectively on your Social Media channels. Social media can be a great way to target & reach your audience. The right ad can increase participation (& income) on the Series, so getting it right is important. Ads with poor content, the wrong imagery or audience can simply waste your resources and not generate results.

## Do...

- Create **event specific ads** that highlight one event at a time (unless you run a "carousel" type ad with multiple events featured).
- **Use the imagery** from the Charity Area in your ads OR use your own imagery taken on the events (for example if these show participants wearing your branding). Imagery should showcase one or more of 3 things:
    - The scale of the event - start lines etc
    - People walking in incredible scenery
    - Happy people enjoying the event
- Connect their participation in the event to your work. The ad should **sell your charity** as much as it sells the event.
- **Link to your own website from the ad**. Sell them on the idea of supporting you before sending them to our website. Ensure the page being linked is relevant to ad - for example an ad showcasing the Jurassic Coast Challenge should link to your page for the Jurassic Coast Challenge!
- **Include the event dates**, as people will know their own schedules and when they are able to join an event.
- Emphasise the **choice of distances** and option to "Walk, Rog or Run"
- Mention the **support available**, from food & drink, to medics and massage
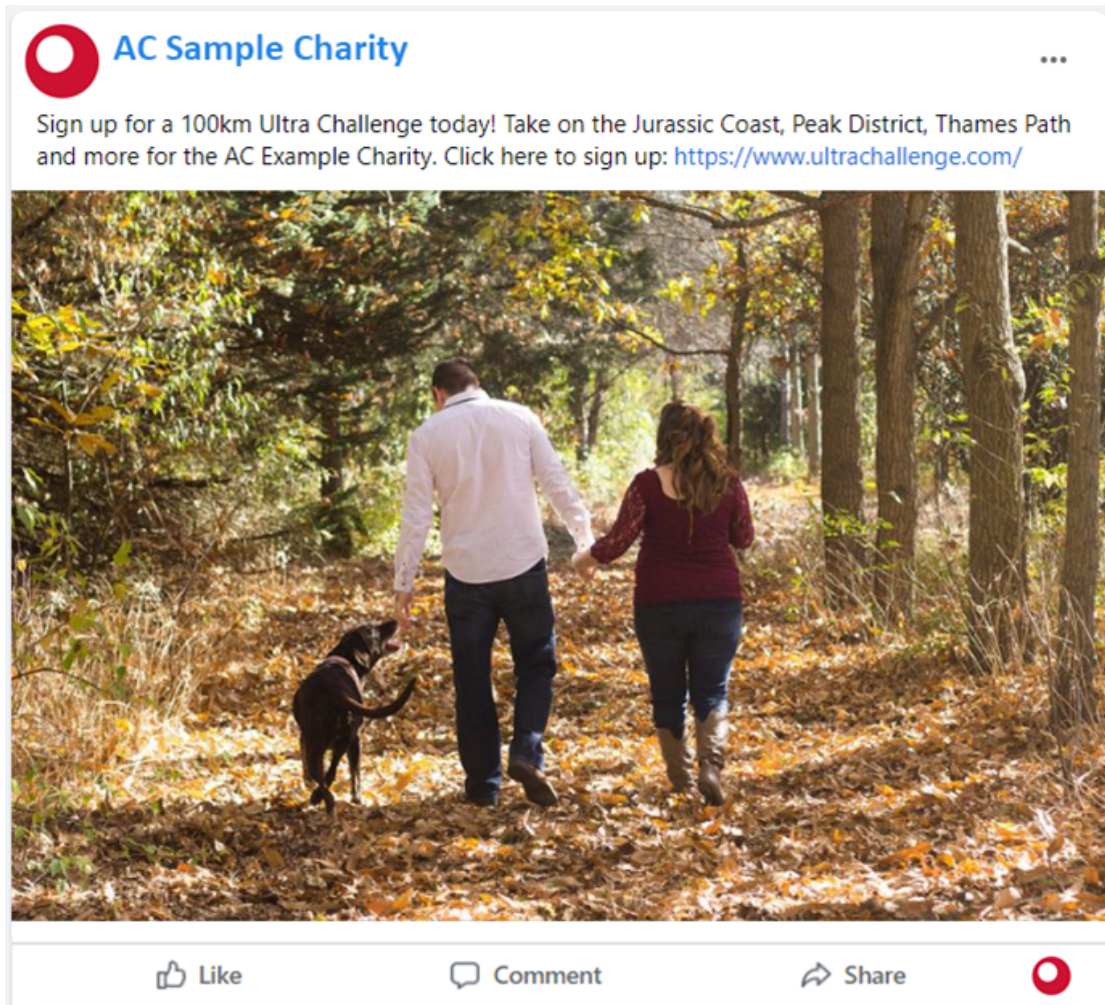- Include your **Partner Discount** as this is an attractive incentive to register for your charity!

## Don't...

- Create broad, generic ads that advertise the entire Series
- Use basic stock imagery that misrepresents the event or doesn't reflect what participants can expect
- Link directly to the Ultra Challenge website from your ad. Ads like this will increase traffic to our site, but potential fundraisers may register for a different charity if you haven't sold them on the idea of supporting YOUR charity first
- Use in-copy links. These can often get hidden behind "see more" links and shortened texts. Use defined link blocks with a clear call to action, ie: "Learn More"
- Simply list locations for events. Use the full event name (ie: Jurassic Coast Challenge)
- Focus on only one distance option - let people know they have a choice

# Social Media Ads What Not to Do

Here is an example of a poor social media advert for the Ultra Challenge Series:



**AC Sample Charity**

Sign up for a 100km Ultra Challenge today! Take on the Jurassic Coast, Peak District, Thames Path and more for the AC Example Charity. Click here to sign up: https://www.ultrachallenge.com/

👍 Like        💬 Comment        ↗ Share

❌ **Inappopriate imagery - not from our image library**

❌ **Only mentions the 100km distance**

❌ **List of locations - not clear these are organised, supported events**

❌ **Links directly to the Ultra Challenge website**

# Social Media Ads **What To Do**

Here is an example of a good social media advert for the Ultra Challenge Series:
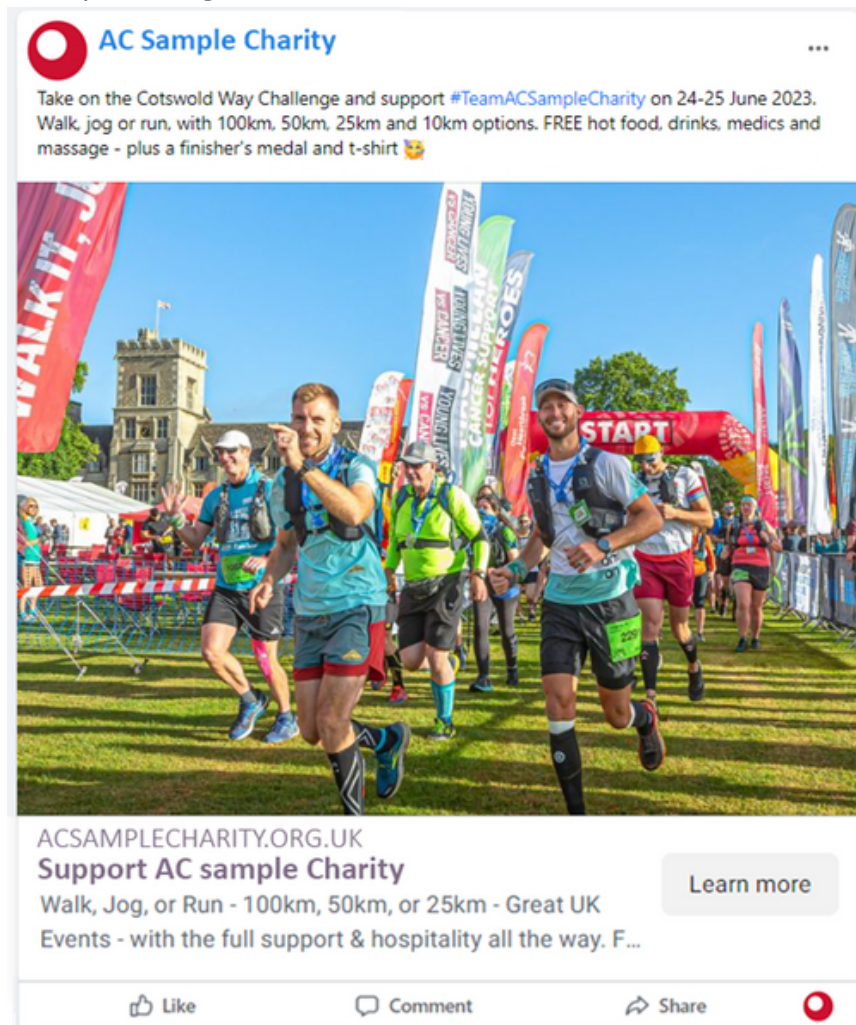


✓ **Use of imagery from our library**

✓ **Specifies option to walk jog & run the range of distances**

✓ **Focused on one challenge, with dates**

✓ **Sells the support offered on the challenge**

✓ **Link block with clear call to action button**