

LRWA Charity Team Challenge 2023

How Does it Work?



Pre challenge - Before 26th June

Step 1



Select your team and appoint a captain (max of 10 people). It is free to enter a team and open to members and non-members

Step 2



Choose a team name and design a logo

Step 3



Enter your team to the challenge by registering: <https://www.lrwa.org.uk/lrwa-charity-team-challenge-2023/>

Step 4



Captain will be sent a request to form a team via email from go fund me (allows you to be able to start collecting donations to support your team effort)

During Challenge - 26th June -14th July

Step 5



Each team member to complete a minimum of one walk,run,swim or cycle (exercise bike or regular bike) in 30 mins during the challenge period - record the distance using strava or similar

Step 6



Take a photo and/or video during your activity and post from your personal LinkedIn account using the #LRWACHarityTeamChallenge

Step 7



Make a plan for which team member could be nominated for most original location activity completed during the challenge

Step 8



Promote your team efforts to family members, staff, suppliers and customers to ask them to donate to LandAid, via the link to the gofundme page

After Challenge - 14th July - 21st July

Step 9



Captain to submit the photo to be used for most original location photo to be put to the public vote by 14th July - send to: marketing@lrwa.org.uk

Step 10



The captain will select the 10 best distances achieved during the challenge, and submit these on a spreadsheet, with evidence from Strava, to marketing@lrwa.org.uk by Friday 21st July *

Step 11



Team to chase final donations to support fundraising (deadline 21st July)

*several distances from one team member can be submitted, but you can only claim bonus KM's for one photo and video per team member.

Correction factors will be applied to enable the modes of exercise to be comparable in km. For example, the actual run distance will be used, but for walking, the distance recorded will be multiplied by 1.5km.

Bonus km are available for those teams who post on LinkedIn using the hashtag; #LRWACHarityTeamChallenge. These include a photo and/or video of a participant during their chosen activity wearing a team shirt – 1km bonus for a photo and 2km bonus for a video.

A public vote will decide on the best photo submitted by an individual, completing their challenge in the most original place – which will earn an additional 5km onto the total distance for the team. This could be walking up Snowdon or swimming in open water.

We are also going to offer a 10km bonus for the team that raises the most money for the LRWA's chosen charity for 2023.

Winners will be announced virtually on 24th July via video link and medals will be awarded to all members of the team who place first, second and third.