

# LRWA Charity Team Challenge 2024

## How Does it Work?



### Pre challenge - Before 24<sup>th</sup> 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-meetings/lrwa-charity-challenge/lrwa-team-challenge-entry/>

#### 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 - 24<sup>th</sup> June – 12<sup>th</sup> 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 - 12<sup>th</sup> July – 19<sup>th</sup> July

#### Step 9



Captain to submit the photo to be used for most original location photo to be put to the public vote by Friday 12<sup>th</sup> July - send to: [marketing@lrwa.org.uk](mailto: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](mailto:marketing@lrwa.org.uk) by Friday 19<sup>th</sup> July \*

#### Step 11



Team to chase final donations to support fundraising (deadline Friday 19<sup>th</sup> 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.

New for 2024, we will be awarding 5 km for the individual runner, cyclist, walker and swimmer who completed the furthest distance in 30 mins.

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're giving every team that raises £500+ a 5km bonus and the team that raises the most money gains an additional 10km bonus!

Winners will be announced virtually on 22<sup>nd</sup> July via video link and medals will be awarded to all members of the team who place first, second and third.