OWN PLACE RUNNERS

THE HOLY GRAIL

Tim Rogers: The Sapphire Running Company

THE SAPPHIRE RUNNING ZONE

Our mission is to empower and support beginner runners, and create positive change by encouraging them to fundraise for charity

The latest data (2014) from the Charities Aid Foundation showed that 6.8 million people ran or walked an event for charity ***. YouGov states that 2 out of 5 runners have raised money for charity in a running event ****

Over the last 12 months interest in running has once again been on the increase. The Sports Shoes Running Report (2025) reveals that a quarter of Brits now run at least one to three times a week, that's 5% more than last year *. Strava's 2024 Year in Sport report shows a 9% rise in races being logged **

*https://www.sportsshoes.com/advice/running-hub/health-wellbeing/running-report
**https://press.strava.com/articles/strava-releases-annual-year-in-sport-trend
***https://www.cafonline.org/docs/default-source/about-us-publications/caf-ukgiving2014
****https://business.yougov.com/content/38497-runners-more-charity-inclined-british-public

MY ROAD TO OWN PLACE RUNNER OBSESSION

LAUNCHED THE LONDON MARATHON CHARITY PROGRAMME, BOTH GUARANTEED & OWN PLACE

2002 - 2020

MANAGED THE GNR CHARITY PROGRAMME AND THE NYC UK PROGRAMME

2006 - 2008

DEVELOPED TRAINING RESOURCES FOR CHARITIES WORLDWIDE

2007 - 2022

GLOBAL LEARNINGS

PARTNERSHIPS IN AUSTRALIA, NZ & THE US WITH MULTIPLE EVENT COMPANIES, INCLUDING THE WORLD MARATHON MAJORS

2007 onwards

OPERATED OVER 100 VIRTUAL EVENTS DURING THE PANDEMIC, WITH A FOCUS ON CHARITY FUNDRAISING

CHARITIES LOST £000s IN LAPSED GUARANTEED ENTRIES

2020-2021

A NEW FOCUS

TESTING A NEW APPROACH

OCT 2023 ONWARDS

VIA WORK...

MY ROAD TO OWN PLACE RUNNER OBSESSION

FIRST MARATHON WAS LONDON

RAISED £1500 FOR A NATIONAL CHARITY. GOT NO SUPPORT FROM THEM AND DIDN'T EVEN GET A THANK YOU

1997

BROKE THE WORLD RECORD FOR RUNNING A MARATHON ON ALL SEVEN CONTINENTS IN THE QUICKEST TIME - 99 DAYS

RAISED £55K FOR CHARITY. STILL NO SUPPORT

1999

ONE OF THE FIRST TO COMPLETE ALL 6 OF THE WORLD MARATHON MAJORS IN A SINGLE CALENDAR YEAR

2006

RAN 15 MARATHONS IN FANCY DRESS

MR BUMP WAS THE MOST IMPORTANT. CHILDREN WITH LEUKAEMIA KNEW HOW TO THANK THEIR RUNNERS

AS A RESULT THE FOLLOWING YEAR I WAS LITTLE MISS SUNSHINE

2008

DURING THE PANDEMIC I RAN MORE THAN 50 VIRTUAL EVENTS AND FUNDRAISED FOR MULTIPLE CHARITIES AS AN OWN PLACE RUNNER

2020 onwards

AFTER RUNNING 73 MARATHONS AND 200 HALF MARATHONS MY OWN EXPERIENCES, AND THOSE OF MANY OTHERS, INDICATE THAT OWN PLACE RUNNERS ARE STILL THE POOR RELATION

WHAT CAN WE DO TO CHANGE THAT?

AND PLEASURE...

OWN PLACE V GUARANTEED ENTRIES

OWN PLACE

NO UPFRONT INVESTMENT

NO RISK

NO PRESSURE ON THE RUNNER

NO FUNDRAISING MGR STRESS

HUGE ROI

LIMITLESS!

EASY TO ACCESS

GUARANTEED ENTRIES

UPFRONT INVESTMENT

HIGH RISK

LOTS OF PRESSURE ON THE RUNNER

FUNDRAISING MGR STRESS!

VARIABLE ROI

VERY LIMITED

BEST EVENTS ARE HARD TO ACCESS

30 DAY CHALLENGES

NO UPFRONT INVESTMENT

NO RISK

NO PRESSURE ON THE RUNNER

NO FUNDRAISING MGR STRESS

HUGE ROI

LIMITLESS!

EASY TO ACCESS

OUR 3 AREAS OF FOCUS

RECRUITMENT

STEWARDSHIP

INCENTIVISING

RECRUITING OWN PLACE RUNNERS

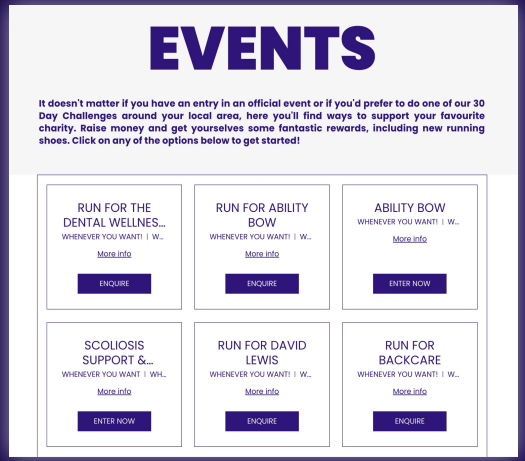
SRZ

SOCIAL MEDIA

YOUR SITE

EVENTS

RECRUITING OWN PLACE RUNNERS – SRZ



EVENTS SECTION

PODCASTS

BLOGS

RECRUITING OWN PLACE RUNNERS – SOCIAL MEDIA

OWN PLACE RUNNER RECRUITMENT WILL BE AT THE HEART OF OUR INSTAGRAM AND TIKTOK CHANNELS

POSTS FROM PARTNER CHARITIES ARE ALSO AN IMPORTANT PART OF THE RECRUITMENT PROCESS

RECRUITING OWN PLACE RUNNERS – YOUR SITE

Challenge Events

Take part in an event to raise money for SSR, whether it's a 5k or marathon, or a mud run, or a trek. How about a swim? We've got lots of information on how to get started.

Take on a Challenge

30 Day Challenges

Our "international" 30 Day Challenges are free to enter! Raise £50 or more from your event to receive a fantastic finisher's medal once your evidence has been verified. Raise £250 or more to get an SSR hoody and a Rodney Bear.

More about our 30 Day Challenges

INTEGRATING THE PROGRAMME INTO THE FUNDRAISING SECTION OF YOUR SITE IS REALLY IMPORTANT

RECRUITING OWN PLACE RUNNERS – EVENTS

Two new projects are being developed with event partners to encourage runners who secure a race entry to use it for charity

DURING THE ENTRY PROCESS

AFTER THE ENTRY PROCESS

STEWARDSHIP

Podcasts are an important recruitment vehicle, but are also essential to a quality stewardship programme

Similarly blogs give depth to fundraising and training stewardship

Training plans are essential for all fundraisers, whatever their aspirations

Zoom sessions and WhatsApp groups give you another level of stewardship

STEWARDSHIP

PODCASTS

- According to Ofcom in late 2024 just over 20% of adults listen to podcasts weekly, that's 12 million people. 18-34 year olds are the most engaged
- We have free and members only podcasts with runners and fundraisers of all levels and from a variety of charities. There are 3 podcast channels
- Experts in a range of fields are interviewed and their input is aggregated across specific podcast episodes
- New podcasts are added weekly with a target of 300 by the end of 2026.

STEWARDSHIP

BLOGS

- 77% of internet readers read blogs and they have an average read time of 7 minutes. They are also one of the most effective forms of SEO
- We have a mix of free blog posts (focused on SEO) and over 150 posts behind the paywall
- There are 7 different blog categories, combining training support and fundraising advice
- New posts are added weekly, with a target of 500 posts by the end of 2026

STEWARDSHIP

TRAINING PLANS

- All of your runners and walkers should have a training plan
- We have detailed training plans for those running a 5k, up to a marathon. There are plans for beginner and intermediate runners
- The plans include daily support in all areas of training and fundraising. Anyone using a plan can get feedback and ask questions at any time
- The plans are included in all membership options

STEWARDSHIP

ZOOM & WHATSAPP

- We have drop in Zoom sessions every two weeks covering training and fundraising for those with certain membership plans
- There are WhatsApp training and fundraising groups open to members with specific plans
- There are one to one Zoom and WhatsApp sessions for runners with a Sapphire membership. These are perfect for high value fundraisers
- We operate Zoom sessions and group sessions for specific charities for specific events or generic distances
- There are also WhatsApp groups for specific charities covering distances and individual events

OUR MEMBERSHIPS

GOLD

£4.99

Every month

OUR GOLD MEMBERSHIP GIVES ACCESS TO OUR BLOGS, TRAINING PLANS, MEMBERS ONLY PODCASTS, ZOOM SESSIONS AND 17% OFF IN OUR ONLINE STORE

Valid until canceled

SELECT

- OUR BLOG COLLECTION
- OUR DETAILED TRAINING PLANS
- OUR MEMBERS ONLY PODCASTS
- OUR ZOOM SESSIONS
- 17% OFF EVERYTHING IN OUR ONLINE STORE
- ALL ABSOLUTELY AD FREE

- There are 4 subscription membership plans: Navy, Gold, Diamond and Sapphire
- Each plan unlocks varying levels of content and varying levels of online store discounts
- The Plans are available to charities directly, for them to steward their runners, both guaranteed or own place
- We use these memberships as part of our stewardship programme, alongside email and phone support

INCENTIVISING OWN PLACE RUNNERS

MERCH

Use charity merchandise to encourage runners and walkers to go the extra mile

REFUNDS

Implement a programme of event entry fee refunds for those that hit certain targets

THANK YOU

Thank your fundraisers properly ensuring they will come back again and again

INCENTIVISING OWN PLACE RUNNERS

MERCH

Do you supply running T shirts or running vests? These should be offered to all fundraisers. T shirts are best

What do your currently have in stock that could be used as own place incentives? Package items together if needed

Go further and create merch especially for your fundraisers with practical value, like hoodies, caps, beanies etc

INCENTIVISING OWN PLACE RUNNERS

REFUNDS

Offer your fundraisers a refund on their event entry fee if they raise a certain amount

Set your own fundraising amount and the level of event refund offered. These vary by charity

Very few will actually ask for a refund. Our experiences show this can be as low as 10%

INCENTIVISING OWN PLACE RUNNERS

THANK YOU

Retaining fundraisers is key. Thanking them can make all the difference. Your last contact could be the most important

We have a tiered system of incentives based around gift cards that can be redeemed for running and leisure gear

These gift cards are linked to the amount fundraised. Raise £1000 and the thank you gift card is normally £150 (the charity pays less)

GDPR

INFORMATION CAPTURED

We capture minimum personal data on our runner enquiry form - name and email address. For own place runners and walkers we ask if they have supported the charity before, what event they have an entry in and preferred T shirt size. These are optional for each charity

PERMISSION TO SHARE

Enquirers need to tick a box to confirm they are happy to have their information shared with the charity they select to fundraise for

HOW IS IT TRANSFERRED TO YOU?

Always securely, but you choose. Many smaller charities prefer the use of Google docs

WHERE IS IT HELD?

Our data is held by Wix, our website host. Wix processes and stores this data on secure servers and uses various security measures like encryption and firewalls to protect it

HOW DOES IT ALL WORK?

Membership programmes

All Plans are available with flexible package options. They are easy to manage via code access

Recruit, steward and retain

No upfront cost to be a partner charity and then a small fee per runner (only those that fundraise)

Bespoke campaigns

Podcasts, Zoom sessions, WhatsApp, blog posts and face to face training is all available

GET IN TOUCH

Email: tim.rogers@sapphirerunningzone.com

Phone: 07968 854070

Website: sapphirerunningzone.com/charitysupport

THANK YOU