



THE EPT1000 CHALLENGE

“Having a goal and getting fit really helped me with my road to recovery from the despair I felt and feel from having my ectopic”
Becca, London

We would like to invite you to challenge yourself in the best way that suits you by completing our EPT1000 Challenge

Spread Awareness and Tweet about it: **#EPT1000**

All you need to know to get started with your EPT1000 Challenge

At the Ectopic Pregnancy Trust, we do not subscribe and offer many places in standard events with this in mind we thought we would set up **EPT1000 Challenge** that will stretch and inspire you for a whole 12 months. It is low cost, you are in control and by the end you will have achieved something truly amazing.

The challenge is either to run, walk, cycle or a mixture of all covering a distance of either 1000 miles or a 1000 km within the space of 12 months. You can track your activities manually or import from an exercising app such as MapMyRun, Strava, Garmin, fitbit etc Then gain support and increase awareness by telling everyone what you are doing and why and let them know where to find your online fundraising site.



Choosing the right Challenge

Set yourself a challenge that suits you and you think will be achievable. How long realistically will it take you? Do you want to just run or run and cycle and walk or a complete mix of activities?

- Complete the challenge over a 12-month period.
- Choose 1000 km or 1000 miles (you could start with km and move to miles!)
- Run, Walk, Cycle, Swim, Kayak....
- On your own or with a friend or as a team

Promote, Widen Support & Raise Awareness for the EPT and EPT1000 Challenge

Do let local media, friends, family, work colleagues etc., know what you're doing and give them a copy of your EPT **“handout”** as this will raise awareness. Friends and family will be there to support you and you never know some may join you for the whole challenge or for stages.

Use our **social media image and poster** provided to let others know about your fundraising **EPT1000 challenge**. Social media sites like Facebook and Twitter are an effective way to reach people quickly and easily. Use the hashtag **#EPT1000**.

We can help you with your press release to promote and highlight your challenge to your local media – newspapers and radio. Include anything original or quirky to help your story stand out. After your challenge, send them a follow up release thanking everyone involved. Include photos of the journey you have experienced through the challenge from start to finish and a paragraph on the specific 'positive impact' the funds raised will deliver. If you do manage to get your **local press** interested in your event, it would be fantastic if you could scan me the article.



Sweat and Tears!

You will undoubtedly be pushing yourself with this challenge and there will be sweat and tears at points but also exhilaration and pride. There are plenty of ways to raise extra sponsorship during your **EPT1000 challenge**. Here are just a few ideas to get you started:

- Keep your **EPT1000** Virgin Money Giving or Just giving sites updated, create a blog, upload progress pictures and share online using #EPT1000
- Create a sweepstake – how many miles can I do this month?
- Set up a collection box at home (have EPT handouts available).
- Set yourself mini targets and celebrate when you reach these.

Don't forget to ask each guest to complete a **Gift Aid form**, as this can add an extra 25% to the original donation.

Challenge Accomplished!

Don't forget to thank everyone involved – from those who provided moral support and cheered you on to those who helped you promote it. Let them know when you complete the challenge and how much they helped you raise. Please also do tell us at the EPT when you finish your **EPT1000** (we will be in touch throughout your challenge) we'd love to see your photos and send you a **finishers award**.

Finally, please don't forget to pay in the money you have raised see the **money return form**.