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# MARATHON TRAINING SPECIAL

*Achieving  
lifetime goals*

## **Making tracks**

*Is there a better  
way to run?*

## ***Fitness and fundraising***

Tips for event planning

## **COACHING CHALLENGES**

A step-by-step marathon  
training guide

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# Planning a successful summer season of events

Report: Jeff Archer

An exciting schedule of challenging events and opportunities to do your bit for charity is on its way.

**Y**ou'll probably find yourself approached and invited to enter a variety of bike rides, road races, triathlons and other fitness challenges, whether this be through clubs that you work at or because others are taking part and want you to join their team. As far as charities are concerned, you're a prime target as you'll be more likely than most to be up for one or more of these challenges and will also have access to a fitness-minded network of people happy to sponsor you.

Of course it's a noble thing to do your bit for charity and very rewarding to make regular donations. The important thing is to make sure that your participation in these events doesn't cost you – physically and mentally – more than the value of your contribution. Here are a few guidelines to follow when thinking about your summer charity event schedule.

## Sharing a common goal is great for your relationships with clients

**Plan your event calendar carefully.** There are plenty of resources in magazines and websites that list all events throughout the year so have a look through the entire selection and see what appeals to you most. Select events that will be an enjoyable challenge, both in the training and the event itself. Choose events where the training will compliment your work schedule and fit in with all your other commitments.

**Find out what events work colleagues, clients, friends and other fitness contacts are planning on entering.** One way to make sure your event schedule compliments your work pattern is to get some of your clients to sign up with you. Sharing a common goal is great for your relationships with clients, and helping them to achieve a challenge they may not have thought themselves capable of makes them grateful and loyal to you for the long term. Entering events with clients or a team of your colleagues is also a good way to boost motivation and commitment. If you're all in it together you can see each other through the tough times during your training.

**If you are planning to enter a number of events, decide which of these will be the focus of your fundraising.** Many events request a minimum level of contribution so make sure you know who you can seek sponsorship from for each event and how much you can realistically expect to raise. Remember that if you enter events with others, they may be seeking sponsorship from the same pool of people, so make sure there

will be sufficient donations to go around and help you reach your target. Be realistic about what you can expect to raise and research all possible avenues for donations. Be creative with your strategies for fundraising as the greater your potential total raised, the more motivated you'll feel during your training and on the day.

**Make donating easy by setting up a website where visitors can pledge their money.** [www.justgiving.com](http://www.justgiving.com) enables you to set up your own page and easily track who has donated to your charity, saving you a lot of time chasing people up for money.

**Select some events to enter where you won't be participating for charity** and use these as rehearsals for competing in a group environment and measuring your progress on the way to the main events.

**Avoid taking on challenges that are so demanding that they leave you no time or energy to enjoy your work and your down time.** Always take account of planning your nutrition routine as part of your training and make sure you have enough rest and recovery time to avoid overtraining and the risk of injury.

Entering a variety of events is a great way to keep your summer interesting, experience new challenges and meet new people. Spend a little time planning what you want out of the season with your fitness, personal achievements and contribution to good causes and you'll get the most out of it in every way. **■**

### The world marathon calendar

April	The Flora London Marathon
	Boston Athletic Association Marathon
	Marathon International de Paris Marathon
June	Stockholm Marathon
September	The Real Berlin International Marathon
October	Adidas Dublin Marathon
	The LaSalle Bank Chicago Marathon
November	The ING New York City Marathon



Jeff Archer is a director at The Tonic and author of *Teach Yourself Fitness*, which contains everything you need to know to guarantee clients reach their fitness goals fast. For more information visit [www.the-tonic.com](http://www.the-tonic.com) or [www.hodderheadline.co.uk](http://www.hodderheadline.co.uk)