

BIG WALK

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HELPFUL HINTS



SPEAK TO US!

We will do our best to supply whatever you need to make your event amazing! Just tell us what you need or any help you require and we will step in to make it as easy as possible for you.



CHOOSE A CONVENIENT LOCATION

When selecting your walk location, opt for a convenient spot, preferably a well-known landmark or park. You'll need to obtain permission from local authorities or landowners to use the location for a 'Big Walk'.

Generally, public parks, unless royal, do not require permission for walking. Remember, we aim for this to be an inclusive walk rather than a challenge! We'll promote the walking locations on social media and our website to encourage as many participants as possible!



LENGTH OF ROUTE

Length of the route – please make sure it's manageable for the participants taking part. Or have a shorter route/turn back point for less able walkers.



REGISTER YOUR LOCATION

Kindly confirm the event's location and scale at your earliest convenience so we can ensure a timely delivery of all supplies. If the location allows, and you can supply a table, we'd be delighted to send literature, promotional materials, and donation collection boxes. Remember, individuals with varying abilities can still participate in the Walk by managing a stall. Consider options like cake sales, a Cinnamon Trust stall, fundraising efforts, or raising awareness during the event.



TOILETS

Is there a public restroom nearby? Depending on the path and length of your walk, a toilet might be required. Please keep in mind when choosing a walk, and hopefully arrange there is one you can direct individuals to on the day.



WEATHER

Be mindful of the weather when planning your walk. On the day of The Big Walk there's a possibility of rain, wind or even intense sun. Ensure you factored in how everyone can stay protected and hydrated! Check weather forecasts in advance and plan accordingly.



EVENT COMMUNICATION

To ensure the event goes smoothly, you might have to keep in touch with those interested to attend. Are you willing to reach out to fellow volunteers who wish to attend, ensuring they receive information about the location and proposed time? Remember to check phone signal availability at the venue and along the route!



ADDITIONAL VOLUNTEER SUPPORT

If you need extra volunteers to assist in managing the event, such as for when you need someone to cover another part of the walk, you can request/assign another volunteer or reach out to The Big Walk team at our headquarters to find one. After all, you can't be everywhere at once!



PLUS ONES

Consider the inclusion of plus ones, family, friends of volunteers, and the general public who may also utilize the area. Will everyone walk together, or will route signage be necessary?



CHECK-IN THE ATTENDANTS

If you can, please complete an attendance sheet so we know all the people and dogs that attended. That way we can tell just how Big, The Big Walk has been!



CREATE A 'HUGGABLE' EXPERIENCE

Taking on the role of organiser also entails becoming the face of the event. Despite any challenges that may arise on the day, we trust you'll maintain high spirits and embody the core values of The Cinnamon Trust! Additionally, we'll supply you with a high-visibility Cinnamon Trust reflective vest to enhance your visibility during the event, along with Cinnamon Trust information to distribute.



BUNTING

If required, some Cinnamon Trust bunting can be supplied for you to use to mark the Start / Finish points



DOG COMFORT

A big event or a gathering with numerous people or dogs might not be enjoyable for every dog, so it's important to consider this. Evaluate whether the dog you're planning to bring would be comfortable in such a setting. Also, consider the importance of space and quieter areas (away from busy roads or streets) for those who require peace and calm.



DOGS ON LEADS

All participating dogs must be on a lead. Where possible, opt for a fixed lead rather than an extendable one to prevent entanglements. Remind volunteers to consider the capabilities of the dog they are walking and their own abilities—what if the dog pulls towards something?



RAISING FUNDS

If you wish to raise funds and want to have the option to pass on sponsorship forms to your fellow 'Big Walk' walkers, let us know and we can supply those.



COLLECTION BOXES

Walk organisers will have the option to bring a collection box for donations. We can supply a collection box on request and, if needed, guidance can be sent to accompany this as well. Also any volunteer can be provided a sponsorship form if they want to raise money as part of The Big Walk.



PRESS

If you'd like to get the word out and attract more walkers by contacting your local press, we can provide a press release for you. Just let us know if you'd be happy to liaise with your local press, and we'll be happy to support you.



DON'T FORGET THE GOODY BAGS

We will mark the event with a special participation gift to all attending volunteers and participating Cinnamon dogs. So be prepared to hand out some goody bags!



PICTURES! PICTURES! PICTURES!

We joyfully experience your event through your photographs and would greatly appreciate it if you could send us as many as possible. Remember to capture group shots, especially of the dogs!