Abseil: how to run your own event

Overview



An abseil event is a sponsored challenge where participants descend a building using ropes under the supervision of a qualified abseil company. It is a popular fundraising event with potential to raise **£4,000+**, with established events raising around **£10,000 annually**.

Whether people take part individually, as a pair or a group, this is a fantastic adrenaline event for people of any fitness level.

Key points to consider

Success Factors Successful events typically have: • Strong volunteer support • Good community connections • Active social media promotion • Dedicated participant recruitment efforts	**Timeline** Start planning at least **4 months in advance** to allow time for: • Securing a venue • Booking an abseil company • Recruiting participants • Fundraising and promotion	**Venue Requirements** Choose an iconic local building where possible. The venue should have: • A flat roof • Spectator viewing area • Registration space • Adequate parking • Written permission from the venue owner • Public liability insurance from the venue
Booking an Abseil Company Ensure the company provides: • AALA licence • Qualified instructors (MIC/AMI) • Risk assessments • Safety procedures • Public liability insurance • Third-party membership assurance evidence Documentation must be shared with your Community Fundraiser before the event.	**Participants** Recommended parameters: • Minimum 40 participants • Maximum 120 participants • Age 16+ • Maximum weight 18 stone • Must be medically fit to participate • Participants should disclose relevant medical conditions in advance • No alcohol before participation	**Fundraising Model** Recommended pricing for each participant: • Registration fee: **£25–£35** • Minimum sponsorship: **£75–£125** Registration fees should ideally cover the abseil company cost (typically around **£1,500**). Sponsorship income generates the fundraising profit. Additional income opportunities:

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	Check with the company for any other specifications they may have.	• Refreshment stalls • Raffles or tombolas • Donation buckets • Corporate matched giving • Local business sponsorship
Promotion Promote through: • Social media • Local newspapers and magazines • Community groups (WI, Rotary, Inner Wheel, etc.) • Businesses and corporate teams • Friends, family and volunteer networks • Posters in local venues	**Volunteer Roles** You will need volunteers to: • Register participants • Welcome participants and spectators • Distribute t-shirts and certificates • Collect sponsorship and donations • Run fundraising stalls • Take photographs • Liaise with the venue and abseil company	**Health & Safety** • Complete an Event Activity Plan and risk assessment in advance. • Obtain the abseil company's risk assessment. • Ensure all safety procedures are followed. • The abseil company is responsible for participant suitability and technical safety. • Participants may be required to sign a legal disclaimer. • For any emergencies on the day, call CFIT on 0800 3047112
Event Day 1. Registration opens before the start time. 2. Participants sign in and submit any offline sponsorship. 3. The abseil company delivers safety briefings and manages all technical aspects. 4. Spectators watch while enjoying refreshments and fundraising activities. 5. Participants complete the challenge and receive certificates.	**Resources** Your Community Fundraiser will have all the materials you need to support with running an event like this. This includes: • Registration forms • Participant welcome packs • Press releases • Letter to organisations • Template to record sign ups	

Expected Outcome

With 40–120 participants, effective promotion and good volunteer support, an abseil event can become a successful annual fundraiser while raising awareness of Marie Curie in the local community.

Organising an abseil event for Marie Curie has the potential to raise a good amount of income as well as introducing new people to your fundraising group and to the charity. For more support on running an event like this, speak to your local Community Fundraiser.

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Case Study: Dundee Fundraising Group



The Dundee Fundraising Group have been holding abseils for over 10 years, raising on average £10,000.

The group have 2 members who focus on recruitment of participants. They do this through working closely with the press, using social media and approaching businesses (targeting industrial estates is a great idea).

The group's event takes place in June each year but start their planning before Christmas. The group work with the same abseil company and block out the morning with them. If they were to get more participants, they could then have some of the afternoon slots if available. Their event is held at the University of Dundee.

As well as raising money from the participants, they have little market stalls with businesses selling items, for example a business selling bacon rolls and a drink for £2, and £1 comes back to Marie Curie.

Your Abseil Event Checklist

Before the Event

☐ Organise venue and secure a suitable date and gather relevant documents
☐ Contact abseil company to discuss venue and dates and gather paperwork
☐ Prepare press release from template
☐ Consider sponsorship from local businesses
☐ Organise refreshments or on the day fundraising activities
☐ Modify the registration pack to your specific event
☐ Complete your Event Activity Plan and share with your Community Fundraiser
☐ Set up Just Giving Page

On the day

☐ Organise volunteers and photographer
☐ Registration desk (t shirts, disclaimer, photo disclaimer, sign in sheet)
☐ Collect sponsorship
☐ Entertainment for spectators
☐ Refreshments
☐ First aid – this may be provided by the abseil company

After the event

☐ Collect and bank all sponsorship
☐ Thank participants
☐ Thank abseil company, venue, and volunteers
☐ Post event press release with photos
☐ Review the event with your group members and Community Fundraiser
☐ If any incidents have occurred, ensure that you notify your Community Fundraiser

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