

Runner fundraising pack



Welcome to #TeamBDA!

Thank you for choosing to run in support of the British Dyslexia Association. By taking on this challenge, you're not only pushing your own limits – you're helping create a world where people with dyslexia can reach their full potential.

The BDA is a UK-wide charity committed to:



Raising awareness and understanding of dyslexia.



Providing support, training, and resources to individuals, families, and educators.



Campaigning for equitable access to education so that dyslexic children can learn in a way that is right for them.

Your fundraising fuels vital programs such as our national helpline, free resources and policy advocacy. Every mile you run has a direct impact.



I ran for my wonderful children who have dyslexia. I wanted to show them that no matter what challenges are thrown at you, you can achieve anything.



Training tips for a successful run



Set Realistic Goals

Choose a training plan appropriate for your fitness level and race distance. Build gradually to avoid injury.



Follow a Structured Training Plan

Most runners benefit from a plan that includes:

- 3-4 runs per week
- One long run at conversational pace
- Speed or interval sessions to build strength
- Rest days

There are many apps and plans online, such as: [Couch to 5K](#), [Nike Running Club](#) and [Coopah!](#)



Strength & Stretch

Complement your runs with:

- Light strength training
- Dynamic warm-ups before running
- Static stretches after running



Fuel & Hydrate

Most runners benefit from a plan that includes:

- Eat balanced meals.
- Hydrate throughout the day.
- Test your race-day breakfast during training.



Kit & Comfort

Most runners benefit from a plan that includes:

- Use shoes fitted to your gait.
- Choose moisture-wicking clothing.
- Avoid new gear on race day.



Listen to Your Body

Rest if you feel pain.



Did you know...

£12 could fund a conversation between someone desperately seeking our support and one of our specialist dyslexia advisors

Fundraising tips and strategies

1

Set up your fundraising page

You can set it up here: [British Dyslexia Association - JustGiving](#)

Ideas on how to make the best of your page can be found here: [Step-by-Step Guide to Creating a Successful Fundraising Page | JustGiving](#)

2

Start early

Tell people well before race day. Order your free BDA branded vest here.

3

Share your story

Explain why you're running and why the BDA matters. To help explain why support is really needed, we have put together some facts and figures about dyslexia and what your fundraising is helping to achieve on the next page.

4

Use social media creatively

Post updates, photos, videos, and add your donation link everywhere.

5

Ask more than once

Gentle reminders help.

6

Match funding

Check if your employer offers donation matching.

7

Offline events

Organise bake sales, raffles, quiz nights, etc.

8

Celebrate milestones

Post thank-you's when you hit fundraising goals.



Tools and templates

Fundraising checklist

Tick when complete

- ☐ Set up your fundraising page
- ☐ Add photos and your story
- ☐ Share widely
- ☐ Plan an offline event
- ☐ Post weekly updates
- ☐ Ask employers if they can help



Don't forget
to thank donors

Email template

Subject: I'm Running for the British Dyslexia Association – Will You Support Me?

Hi everyone,

I'm excited to share that I'm running the (Event Name) to raise funds for the British Dyslexia Association. It's just not right that 80% of dyslexic children leave school undiagnosed and not getting the support they deserve. By fundraising for the BDA, I'm helping to ensure everyone with dyslexia is identified, supported and able to reach their full potential. No matter their income. No matter what. I've committed to raising £(target) and would be hugely grateful for any contribution. Donate here (link)

Thank you so much
(your name)



Socials and resources

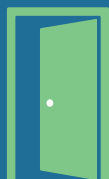


1,000,000+
school children
in the UK have
dyslexia.

65% of young people hide their dyslexia.

70% of young people said their dyslexia makes them **feel bad about themselves**.

59% of dyslexic children have been bullied or teased because of their dyslexia.



80%

of dyslexic pupils leave
school without a
diagnosis.



3.5 times

More likely that a child with
dyslexia will be temporarily or
permanently excluded from school.



Download resources and order your free
BDA branded running vest here.

Share on your socials

Here's some copy that you can cut and paste
into your social feeds.



I'm excited to share that I'm running
the **(Event Name)** to raise funds
for the British Dyslexia Association
so that everyone with dyslexia is
identified, supported and able to
reach their full potential. No matter
their income. No matter what.



I've committed to raising **£(target)**
and would be hugely grateful for any
contribution. **Donate here (link)**
Thank you so much **(your name)**

Race day tips



Arrive early

Arriving early gives you time to settle in, warm up, and avoid last-minute stress, so you can start the race feeling calm and ready.



Start slow

Starting slow helps you find your rhythm and conserve energy, setting you up for a stronger, more controlled finish.



Stick to your fueling strategy

Stick to the fueling plan you've practiced in training, avoiding new foods or drinks keeps your stomach happy and energy steady throughout the race.



Smile at supporters

They're cheering for you! A little grin can boost your mood, lift your energy, and make the day even more fun.



Celebrate crossing the finish line!

You've earned it! Soak in the moment, feel proud, and enjoy every second of your achievement.



Share your photos with the BDA!

Your snaps inspire others, celebrate your achievement, and help show the impact of your fundraising.



Did you know...

£50 could train an educator on the signs of dyslexia and give them the tools to create dyslexia friendly classrooms

If you've got any questions, or need
any support our fundraising team
are here to help! Get in touch:
fundraising@bdadyslexia.org.uk

