



kiltwalk

Charity Toolkit

# YOUR 2025 KILTWALK DATES

Diaries at the ready! Here are your Kiltwalk dates and locations.

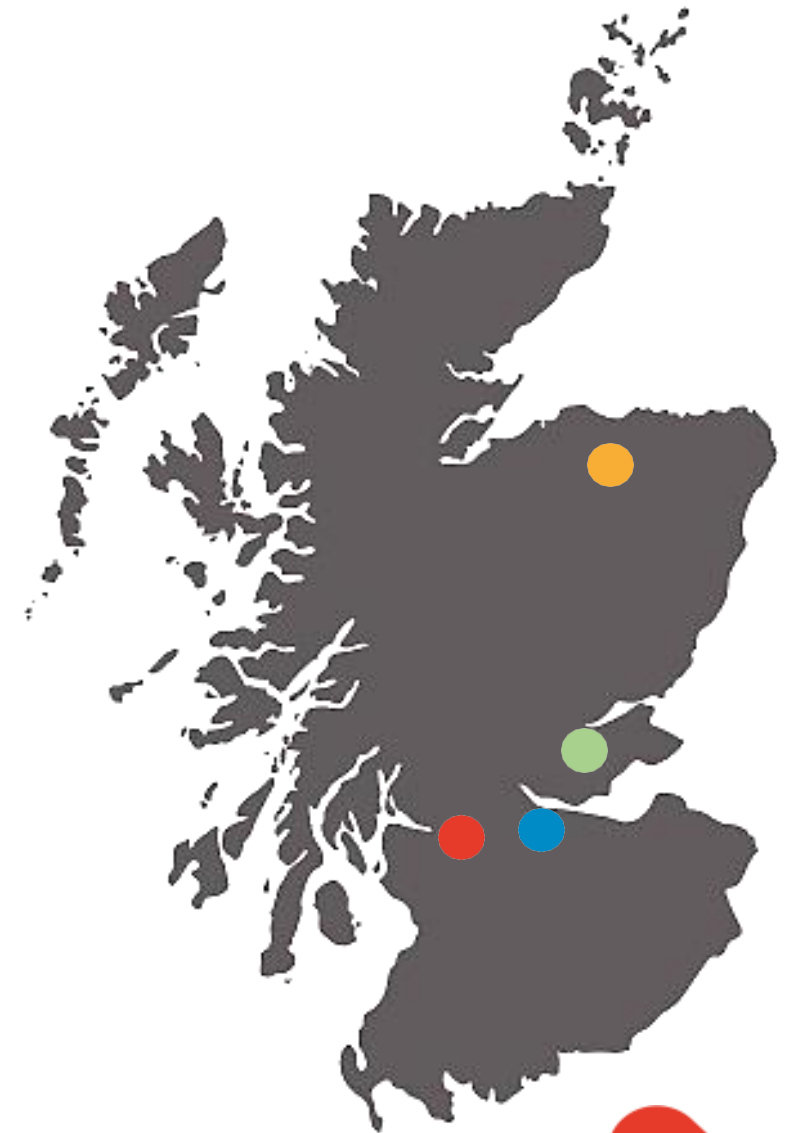
Please note exact route details can't be confirmed with local councils until closer to the live event date so keep checking our event pages for the latest route details.

 **kiltwalk**  
GLASGOW • 26-27 APRIL 2025

 **kiltwalk**  
DUNDEE • 17 AUGUST 2025

 **kiltwalk**  
ABERDEEN • 1 JUNE 2025

 **kiltwalk**  
EDINBURGH • 14 SEPT 2025



## WALK LENGTHS & ENTRY FEES FOR EVENTS

### THE **Mighty** Stride

**18 - 23 MILES**

**£20 Adult/Youth**

Open to those aged 13 years and over.

Available in Glasgow, Aberdeen, Dundee and Edinburgh

### THE **Big** Stroll

**14 - 15 MILES**

**£20 Adult/Youth**

Open to those aged 10 years and over.

Available in Glasgow and Edinburgh

### THE **Wee** Wander

**3 - 4 MILES**

**£13 Adults /  
£7 Children**

Open to children aged 5 and over.

Available in Glasgow, Aberdeen, Dundee and Edinburgh

# WHAT'S INCLUDED FOR THE ENTRY FEE?

Kiltwalk events are great value for money and entry fees have been heavily subsidised thanks to The Hunter Foundation and our Sponsors. It's important to us that the entry fees stay as low as possible so that they're affordable for all (especially during the cost of living crisis). Similarly we don't set a minimum fundraising target - we don't want anyone to be excluded from taking part due to their circumstance.

**INCLUDED**

Event Entry

Digital Walker Pack

Pit Stop snacks & refreshments

Kiltwalk Medal

Finishers meal

Entertainment

Encouragement  
along the way from  
our Kiltie Volunteers!





# Starting your Kiltwalk Campaign



# KILTWALK INSIDE INFO

Average age

**39**

**67%**

Female

**33%**

Male

## TOP REASONS FOR TAKING PART

78% took part to raise money for charity

37% took part to do something positive

22% enjoy walking & outdoor activities

**98%**

Marked Kiltwalk live events as 'excellent' or 'good'





# MARKETING HINTS & TIPS

1

## Download and utilise the Kiltwalk Charity toolkit

This pack contains lots of useful items for your campaigns including logos, photography and tiles for social media

2

## Access your Charity Dashboard

Monitor your Kiltwalk Charity Dashboard and engage with your Kiltwalk supporters. *More details contained in this pack.*

3

## Update your Charity Website

If people go looking for a way to support you, make sure they will come across Kiltwalk on your website.

4

## Share Kiltwalk social posts

We put out posts everyday across our channels so simply share them or use as inspiration for your own posts. Remember you can use the social tiles contained in your charity toolkit.

5

## Share walker video stories

Don't underestimate the power of video storytelling! Ask a few supporters with a powerful story to tell others why they're fundraising for your charity and post on social.

6

## Email your supporter base

Send an intro email to your supporters inviting them to take part in Kiltwalk. Don't forget to attach the A5 digital flyer in this pack.

7

## Corporate Supporters

Any corporate supporters? Get in touch and ask them to assemble a team! Why not send an intro email and attach the A5 digital flyer contained in this pack.



# Included in your Kiltwalk Charity Toolkit

## Social tiles



## STV Ad (when ready)



## Photography



## Logos





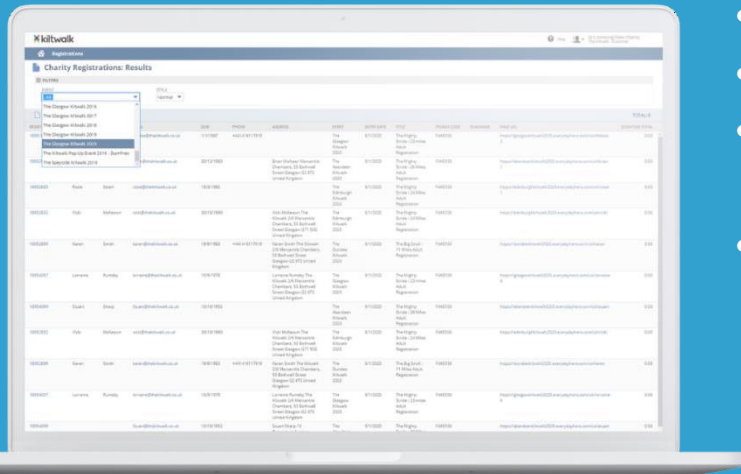
# CHARITY DASHBAORD

All Charities registered with Kiltwalk will get access to a personalised Charity dashboard. This allows you to monitor your Kiltwalk fundraisers and gives you permission to engage with them on the run up to a Kiltwalk event and afterwards to congratulate them.

Average fundraising per head *increases* when you engage effectively with your participants

## Accessing your logins:

- Email [contactus@thekiltwalk.co.uk](mailto:contactus@thekiltwalk.co.uk)
- OR if you are a new charity - register [here](#)
- Kiltwalk carry out due diligence checks and may need to ask some further questions
- Once checks are complete, we send your logins



# Raising awareness on event day





# STAND OUT FROM THE CROWD

Kiltwalk event days are a fantastic opportunity to raise awareness for your charity. Unlike most events, participants can raise for ANY Charity and due to the fact we're a walking event, people get chatting along the way! Kiltwalkers come back year on year and often raise for a charity they heard about at our last event. This is a great opportunity to recruit new supporters!



## Charity T-shirts

The single most important thing to raise awareness. If you can stretch the budget to give your supporters a T-shirt with your charity branding on it – this will make your supporter feel part of your charity and create conversations with other Kiltwalkers on the day.

## Pit Stop Takeover

Kiltwalkers pass through Pit Stops and we give Charities the opportunity to take over a stop on the way to the finish line. Costs vary depending on location and stop. Limited availability. Please contact [stuart@thekiltwalk.co.uk](mailto:stuart@thekiltwalk.co.uk) for more information.





# Receiving your funds



# RECEIVING YOUR FUNDS

All fundraising now goes **DIRECTLY** to your Charity

## Online Monies

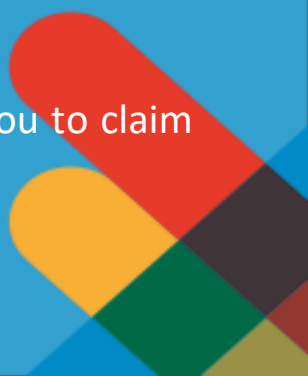
The Kiltwalk registration system is linked with our official fundraising partner Just Giving. Each Kiltwalker is given the option to select their chosen charity on Just Giving during the registration process where they then receive an automated email that includes a link to create their Just Giving fundraising page.

If your charity does not have an existing Just Giving account walkers are directed to contact you for more information on how to fundraise. If you are interested on onboarding your charity onto the Just Giving platform please do get in touch at [contactus@thekiltwalk.co.uk](mailto:contactus@thekiltwalk.co.uk) where we can send you information on the onboarding process. Please note, however, that only registered charities can onboard with Just Giving.

Online fundraising collected via JustGiving plus any eligible Gift Aid will be transferred regularly into your Charity account (usually every 7 – 30 days).

## Offline Monies

Your supporters should send all offline funds directly to your Charity and supply a completed sponsorship form allowing you to claim any eligible Gift Aid. We advise supplying an up to date sponsor form to all your supporters soon after they register. Only registered charities can use sponsor forms and reclaim gift aid.





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# Other important notes





# THE KILTWALK FUNDRAISING PLATFORM

The Kiltwalk fundraising platform is underwritten by The Hunter Foundation and exists to support Charities to fundraise in Scotland and beyond. Thanks to their support thousands of Charities can encourage their supporters to take part and raise funds for their cause.

## FUNDING THE EVENTS

The Kiltwalk events are funded by walker registration fees, corporate sponsorship and The Hunter Foundation, who underwrite the Kiltwalk Platform.



# GENERAL INFORMATION

## DATA PRIVACY

Kiltwalkers must adhere to our terms and conditions that clearly state their contact details are shared with their chosen charity (this happens via the Charity Dashboard). We understand that these details are vital for you to communicate the impact that their fundraising is making to your charity or cause, however, we ask that at all times you use this data appropriately and for Kiltwalk event purposes only. Kiltwalkers must opt in to your general database before receiving information about anything other than Kiltwalk. When using this data you must comply with all the latest GDPR guidance.

## USE OF KILTWALK LOGOS & BRANDING

We kindly ask that when using the Kiltwalk logos or any other artwork contained in the toolkit, you adhere to our branding guidelines contained the main charity toolkit folder on the Google drive. For any above the line campaigns i.e. TV, Billboards etc please seek approval from Kiltwalk by emailing [contactus@thekiltwalk.co.uk](mailto:contactus@thekiltwalk.co.uk)

## SUBSCRIBE TO OUR CHARITY NEWSLETTER

Be the first to know about future Kiltwalk fundraising events by [signing up here](#).







# kiltwalk

**ANY QUESTIONS?**

Please read the charity FAQ's on our website or email  
[contactus@thekiltwalk.co.uk](mailto:contactus@thekiltwalk.co.uk)