

How to run a marathon and Fundraise

Guide Dogs



By Michael Saville

Foreword

(Kindly contributed by Paul Evans)

Running a marathon is a huge undertaking. It's a huge commitment on your time, energy, and is not for the faint hearted. Twenty six miles on the day is a long way on a bus, never mind on foot. However, completing the race is the easy part; it's the three months training in all weathers that will test your determination and will power.

Training and running a marathon is probably one of the hardest things I have ever done as an athlete, but one of the most satisfying. Crossing the finish line is a very special moment. And yes, expect to be totally shattered!

Crossing the finishing line in Chicago was a very special moment for me, one I will savour for the rest of my life!

The old saying "the will to win is important, but the will to prepare is everything" springs to mind when it come to marathon training. If you are not used to taking regular exercise, get yourself checked out by your GP before embarking on any training programme.

Here are my top ten tips to running a marathon:

1. Long Run - this is your most important run of the week. Time on your feet is vital. You must build this up very gradually each week over a 3 month period. Your last long run should be 20 miles, at least 4 weeks before your event.

2. Listen to your body; always err on the side of caution. Never train with a cold, or a temperature. You will not lose any fitness having a couple of days off with a cold. Prevention is better than cure!

3. Never try and play catch up. If you do have to have a couple of days off, don't try and cram in loads of miles to make up for your lost days.

4. Build up slowly, never increase your mileage by more than 10 per cent per week.

5. *Try and do as much running as you can off road, parks, trails etc. The softer ground will cushion the impact and help you look after your joints!*
6. *Always spend a little time warming up (to reduce the risk of injury) and cooling down (which helps the body to recover, ready for next session).*
7. *Always wear good shoes. There are good running shops in most towns and cities. It's worth getting specialist advice to make sure you get the right shoe for you. Shoes are cheaper than trips to the physiotherapist!*
8. *Try to incorporate some shorter faster running in your training. If you can run at a fast pace over shorter distances, marathon pace will feel comfortable.*
9. *Include a few shorter races as part of your build up, such as a half marathon and 10K. These are great speed work sessions!*
10. *Do not experiment on the day. Drinks, shoes, vest, shorts, and diet, should be all be tried and tested before the big day!*

Good Luck

Paul Evans



Paul Evans is from Suffolk, England. Paul was a finalist in the 10,000m in both the Barcelona Olympics in 1992 and Atlanta Olympics in 1996. He has finished 2nd and 3rd in the London Marathon, 2nd and 5th in the New York Marathon and won the Chicago marathon in 1996. He has competed in the British Championships 11 times, running winning times in events from 10,000m half marathons and full marathons. His time of 2:08:52 in Chicago places him fourth on the UK all-time marathon list. He won the British Half Marathon championships in 2003.

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Introduction

I have written this guide to help anyone who is thinking of running a marathon for the first time. Maybe you are a runner and are thinking about stepping up to a big challenge. Or maybe you have tried to get into a marathon such as London or Brighton but were unsuccessful and so decided to apply for a charity place. Either way I hope you find this guide helpful. I have written the guide from a Guide Dogs for the Blind supporter standpoint, but the information on how to maximise your fundraising applies to any charity you hope to support.

I have run several marathons; Amsterdam, Brighton, Edinburgh, London and Paris, and numerous half marathons at various locations in England. I am not a quick runner but I have always managed to get round. I have learnt what works and what doesn't. Having commitment and determination is just as important (if not more so) as athletic ability. I am very grateful to Paul Evans for writing the foreword to this guide. Even for an elite runner like Paul, it is determination and will power during training that makes the big day a success.



I have broken the guide down into sections giving tips on kit, training, diet, online and offline fundraising, preparation for the big day, the big day itself, and recovery. I have included a 16 week 'get you round' training plan for a marathon and a 10 week plan for a half marathon. I have also included an explanation of running terms at the end of the guide.

Don't feel intimidated about fundraising. There are many ways of raising money. You will be surprised how quickly you raise your sponsorship. Online giving means the days of chasing round after people for the pledges are well in the past.

Guide Dogs for the Blind is a charity very close to my heart. The photo is of me and Reggie who is our second guide dog puppy. I know you will be well supported by the Guide Dogs Events Team, I always have.

Good luck with your marathon training and with your fundraising. I would be very interested to know how useful you find this Guide and any other comments you may

have on running and fundraising. I will look to include any tips on what works and what doesn't work in updated versions of this Guide. I will let you know when this happens.

Please feel free to post your comments on my blog <http://runningandfundraising.com>

Finally, I would like to thank Don Black for proofreading this Guide.

Michael Saville

Running Shoes

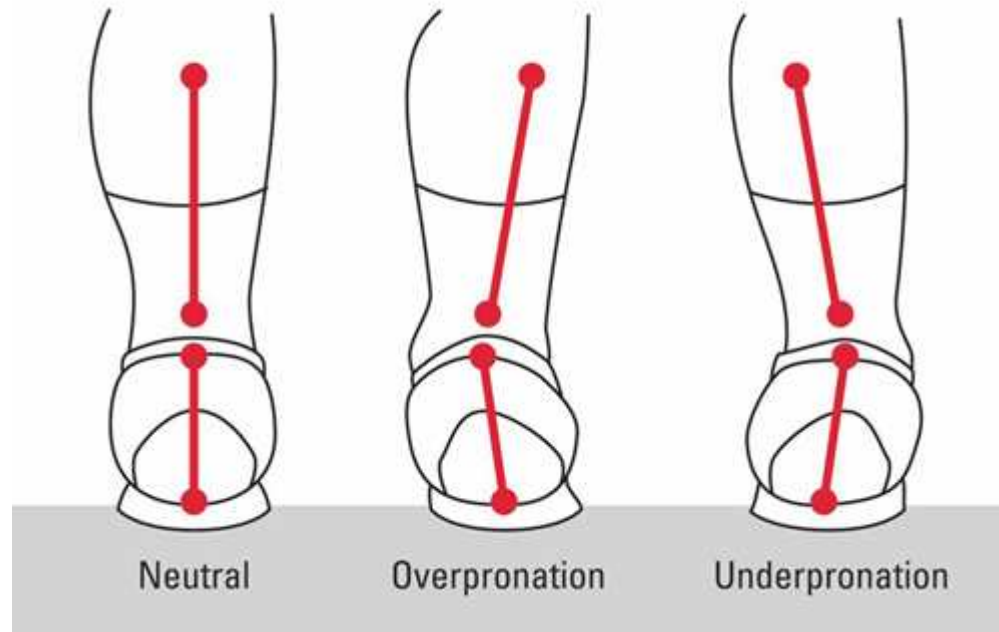
Running is one of the cheapest sports to get involved with. You don't need to spend money on lots of specialist equipment. However, you need to look after your feet. So you will need to buy specialist running shoes. You will be putting yourself at serious risk of injury if you persistently go out running in any old trainers. Running shoes are the most important piece of equipment that you will need. They help prevent injury and they may help your running gait be more efficient. The running shoe market is huge and most of the running shoe companies make significant investment into the technology and science of running shoes. There are many types of brands, e.g. Asics, Adidas, Nike, Brooks, Saucony, New Balance, etc. There is no one best brand. Runners tend to have their own favourites, but it is very much a personal choice.

You do not choose your shoes based on their looks or colour but on your biomechanical needs. This involves looking at what foot type you have (high arch, flat foot, or normal arch). It is also important to analyse your foot strike (heel strike, forefoot strike or mid-foot strike) and stride pattern (pronater, supinater, or neutral). It is, therefore, very important to get your shoes from a specialist running shop. Specialist shops have both the equipment and qualified staff to make sure you are matched up to the best shoes for you, so don't worry if you have never heard of some of these terms, such as pronater and supinater.

How to decide which type of running shoe you need:

The first step is understanding the type of foot you have. It is probably the most important aspect of matching a brand and model of running shoe to you. During normal running (and walking), the outside of your heel strikes the ground first (supinated position) - this is why shoe wear is common in this area. Your foot then rolls inward and flattens out along your longitudinal arch (pronation). Your foot should then supinate by rolling through the ball - this helps make your foot a rigid lever for efficient propulsion. A properly fitted running shoe can help with this normal function and help overcome many of the minor biomechanical problems that interfere with the motion. An incorrect running shoe can actually have the effect of interfering with this normal function.

Usually, most runners who develop an injury either supinate (roll out) or pronate (roll in) too much. Normal amounts of pronation and supination are needed for normal function, but abnormal amounts increase the risk for injury.



Excessive pronation (overpronation in the above diagram) is the most common cause of running injury. A pronated foot rolls inwards at the ankle, the midfoot bulges inwards and the longitudinal arch flattens. People who over-pronate generally have very flexible and unstable feet, so need running shoes with a lot of motion control. A motion control shoe has design features that give a high level of support - a firmer anti-pronation post on the inside of the midsole; a firm or dual density midsole; and a firm heel counter.

A supinated foot (underpronation in the above diagram) rolls outwards at the ankle and has a high arch. People who underpronate tend to be more rigid and are very poor at absorbing shock, so they will need running shoes with a lot of cushioning. Cushioned shoes tend to be poor at motion control.

The amount of excessive pronation or supination present will determine if you need a neutral running shoe with an even amount of mild motion control and mild shock absorption; or a running shoe designed for mild, moderate or severe amount of pronation, with mild, moderate, or severe motion control or stability; or a running shoe for mild, moderate or severe amount of supination, with varying degrees of

shock absorption or cushioning. It's a lot to think about, particularly if you are new to running. That's why it is important to get specialist advice when choosing your shoes.

The anatomy of a running shoe:

Running shoes have become more complicated over the years, but still consist of some basic components:

The outsole: This is the treaded layer on the under surface of the shoe, usually made from carbon rubber or similar material. It resists wears and provides traction. It may also have a studded or waffle design to enhance traction on softer surfaces.

The midsole: This is considered the most important part of running shoes as it is the cushioning and stability layer between the upper and the outsole. The most common materials for the midsole of running shoes are ethylene vinyl acetate (EVA), polyurethane (PU) or a combination of the two. Often there is a dual-density midsole that has a firmer material on the inner side (medial side) to help limit pronation (rolling in) of the foot. A lot of proprietary technologies developed by different manufacturers go into the midsoles of running shoes (e.g. air, gel and high-tech plastics materials).

The upper: This is the part of the shoe that wraps around and over the top of the foot. It may be made of leather or a synthetic material that is lighter and breathable (to reduce heat from inside the running shoe). The tongue of the upper should be padded to cushion the top of the foot against the pressure from the laces. Often, at the back of the running shoe, the upper is padded to prevent rubbing and irritation against the Achilles tendon.

The heel counter: This is a firm and inflexible cup which is built into the upper of running shoes and surrounds the heel. It is usually very firm so that it can control motion of the rear foot.

Post or footbridge: This is the firm material in the midsole which increases stability along the inner side (arch side; medial side) of the running shoe.

How to choose running shoes:

To help you get the best shoe, here are some tips:

- Try on shoes later in the day when your feet have swelled to their maximum size. In selecting the correct size of shoe you need, be sure that there is approximately a half-inch of space between the front of the shoe and your longest toe.
- Wear the socks that you would normally wear during running.
- The toe box should allow the toes to move around.
- The shoe should have adequate length at the widest part of the foot - it should not be too tight, but the foot should not slide around either. If in doubt, err on the larger size.
- The heel counter should fit snugly - the heel should not slip and rub. Go for a run in them to see how they feel.
- Try several brands and models in the type of running shoe that you need - they will all have different fit and comfort characteristics.
- Get both feet measured (most people have one foot that is bigger than the other - this may or may not be a significant amount) - the running shoes should be fitted to the larger foot.
- Make sure the running shoe sole flexes easily where the foot flexes.
- If you have orthotics, fit the shoes with them in. Also, buy shoes with insoles that can be removed so you can modify or replace them with orthotics.
- Do not rely on a break in period - running shoes should feel good the day you buy them.
- Work out the need to buy new running shoes based on the number of miles your old pair has on them. Do not base your need for new shoes by observing how much tread remains on the outer sole. The mid-sole of many running shoes break down at 400 miles (or earlier depending on a number of factors) and offer little or no protection after that period of time. It is important to keep in mind that running shoes provide the first line of defence against potential injury.
- Consider buying two pairs of running shoes. Alternating their use every other day increases the life expectancy of each pair.
- If you are training for a specific event, buy a new pair of shoes that you will use approximately four to six weeks prior to the event. These shoes should be the same model that you've found works well for you during your long runs. The key point here is to have sufficient time to break the new pair in (by logging 60-70 miles including at least one long run) prior to your race.

A number of other factors should be taken into account when deciding which shoe is best for you. These include how much you run; how heavy you are; and any specific foot problems you may have. It often can help to bring an old pair of shoes with you, so the sales person can see where your shoes tend to wear the most. Once the type of running shoe is matched to the type of foot, several brands and models should be tried on for comfort and fit.

Care of Running Shoes

Wear your running shoes *only* for running. They will last much longer if you follow this important guideline. I used to drive to events in my running shoes which ended up damaging the midsoles. Old shoes still have a life after running; use them for general wear.

Do not machine wash or dry your running shoes. I have fallen foul of this as well. After putting my shoes in the washing machine, I had a pair of spotless shoes but I had damaged the support in them. If your shoes become dirty, hand wash them with commercial shoe care products. When your running shoes become wet, stick bundled up newspaper inside to accelerate the drying time.

How long do running shoes last?

This is very dependant on how many miles you run in your shoes. The midsole, which is the important cushioning and stability layer of running shoes, usually wears out before the outsole. When this happens the shoe loses its functional stability. The best way to check for this is to look for creasing of the midsole material in areas of high load. Also monitor the torsional (twisting) stability of the shoe.

Expect to pay anything from £60 to £100 for your running shoes. As Paul Evans says in the Foreword, proper fitting running shoes are cheaper than trips to the physiotherapist. Don't be surprised if your biomechanical running style changes over time or if your shoe size increases over time either.

Other Running Kit

As I stated in the previous section the only specialist kit that you have to get are your running shoes. You can then go out wearing any old T-shirt and shorts (although women should invest in a sports bra). When you go in to your local specialist running shop to get your shoes you will notice that there is a vast range of running related clothing, items, and gadgets you can buy. You don't need to go mad at this stage and buy lots of stuff. Sure, seeing how far you have run on your GPS watch is nice but it is not necessary, certainly at this stage. However, there are items that can make your running more pleasurable.

Technical clothing

Technical apparel (clothing) is made from fabrics that offer performance features and benefits that your old cotton T-shirt doesn't. This sort of clothing that's worn next to your skin—whether it's a top, sports bra, tights, or underwear—is designed to pull, or wick, moisture (that is, sweat) away from your body. Clothing made of cotton, by contrast, holds sweat, which can actually make you cold and miserable, even on a warm day. Technical clothing also dries quickly, a boon no matter the temperature. For beginning runners on a run/walk program, gear made of high-tech fabrics can be particularly useful as it moves sweat off you during run portions so that you're warm during the walk sections.

Technical clothing is comfortable for another reason: Many items are made of lightweight, stretchy fabrics, making them less bulky. On cold days, instead of piling on hefty layers, a layer or two of thin (but insulating) pieces of technical wear will keep you warm without looking like the Michelin Man.

This kind of attention to detail increases the cost, but because most technical garments are well-made, they last a long time and you'll get your money's worth from them. Manufacturers bring out new clothing ranges on a regular basis so you can often buy older stock much cheaper. If you plan ahead you can make savings as well, buy winter clothing in the summer when it is cheaper and vice versa.

If you are running an event for charity there is a good chance that they will provide you with a technical shirt or vest. I have Guide Dogs technical tops that I have had for several years and they are still going strong.

Sports Bras

It's essential for women to wear a sports bra when taking part in any type of sport or exercise. A good fitting sports bra will be supportive holding the bust firmly and spread the weight of the bust onto the shoulders and back, preventing painful movement and long-term tissue damage causing the bust to sag. Sports bras are generally categorised by impact level the highest rating is impact level 4 or Extreme. Even if you have a small bust you still need a bra suitable for your activity.

Hats and Gloves

These tend to be seasonal items and are ideal for those cold winter mornings. Some people need to wear their hat and gloves all through a run, whereas others get too hot and have to remove them. It's just a case of what works best for you. If you are wearing a jacket then you can always put your gloves and hat in your jacket pocket if you get too hot during your run. Both hats and gloves are made from technical materials and so are very light.

Running jackets

A running jacket is a useful item for rainy or windy days as well as being an additional layer during the winter months. Running jackets are usually very light in weight and have some reflective material included so you can be seen in poor visibility. There is a wide range of running jackets made from a wide range of materials. Some of the most expensive jackets are made from Gore-tex fabric. However, as I mentioned earlier you can often get these jackets cheaper during the summer months.

Running socks

Good running socks are relatively inexpensive and are definitely worth the investment to protect your feet. There is a lot of choice when choosing running socks but basically if you suffer from blisters then choose a twin skin sock that will help absorb the friction generated between your skin and the sock. If you want extra cushioning for whatever reason then choose padded socks. And if you want a summer or racing sock then choose a lightweight breathable sock. Top of the range socks have got everything from a left and right anatomical fit, anti-bacterial properties from a silver footbed, air channels, padding and a highly wicking fabric and expertly designed fit.

Compression wear

Compression clothing has been growing in popularity over the past few years due to high profile sponsorship deals and a growing awareness of the benefits of this type of

clothing. The advantages are that the tight and supportive fit will keep the blood flowing delivering energy and clearing waste products from your muscles. The compression can also improve form and posture. Compression apparel does cost more than other types of clothing, but prices have started to become more competitive.

Training

There is so much information available on how to train for an event it can get very confusing. So I have decided to keep this as simple as possible by just concentrating on three areas; speed, strength and endurance. You can add one or two slow recovery runs per week if you are feeling up to it between the three sessions. It is important not to do the speed, strength and endurance sessions on consecutive days. You need to give your legs time to recover.

The speed, strength and endurance sessions can be used for training from 5k right up to marathon training, so they are ideal if you are starting out from scratch. For example, the five-minute repetitions are long enough to improve your speed over long distances, but are fast enough to give you a stronger finish in the final mile of a 5K. The 90-minute long run will give you a decent endurance session without leaving you completely exhausted. The strength sessions either on hills or fartlek (faster running mixed with slower running) sessions will build up the strength in your legs and increase your cardiovascular power.

Speed work

Obviously it is not possible to run flat out for a long distance. However, you will get fitter and faster by running fast for short periods followed by rest periods. This will give you better training sessions than training to run as fast as you can for as long as you can. After just a few weeks of this kind of speed work, your maximal aerobic capacity will rise, and your running economy will improve. Another benefit is that your lactate threshold will rise which will delay the point at which your legs start to feel heavy during brisk running. All this means that you get faster race times and it will make ordinary training feel much easier as well.

Find a clear circuit that takes you around five minutes to run at a brisk pace. This will be the pace you would look to run 5k (3.1 miles) at. The circuit could be on a 400m running track or it could be around a couple of streets. You are looking to run a constant distance rather than trying to run a specific time. So this could be three times round the track or twice round the block for example.

Start off by jogging slowly for 5 to 10 minutes to increase your heart rate and to warm up. Follow this by some dynamic stretches. Then run one circuit at your 5k pace,

followed by four minutes of very light jogging to recover. On your first session try to do two circuits at 5k pace in total, and then jog easily for 10 more minutes to help minimise soreness the next day. As you become more experienced increase the number of circuits up to five or six repetitions in total. In each session try to run evenly, so that you finish the last repetition as strongly as the first, without feeling that you could do more repetitions after the last one. If you don't know what your 5K pace is, this is a particularly good rule of thumb to follow.

Over a number of weeks, gradually reduce the length of your recoveries, while keeping the speed of your efforts consistent. The benefits of this are that it will adapt you to race conditions, raise your lactate threshold and delay fatigue. You can vary this schedule by introducing some pyramid intervals. For example do one circuit with four minutes recovery, the next with three minutes recovery, the next with two minutes recovery, then increase the next back to three minutes recovery and finally four minutes following the last circuit.

Strength work

Fartlek is a style of running developed in Sweden. It stands for 'speed play' in Swedish. It involves fast bursts of speed and slow running in a normal length run. This has become a standard training technique for runners of all abilities. It can be the most effective work-out of your week. Like structured speed work, it's a great way to improve your strength, power, economy and VO2max, but it is done in a less structured and fun way. Fartlek running can be combined with hill sessions to make a comprehensive training session.

To introduce a Fartlek session jog for around 10 minutes and include some dynamic stretches. Then start to include some fast bursts. This can be based on time which could be anything from 20 seconds to two minutes. Alternatively pick a distance such as running fast between two lamp posts or run fast up to the next tree. You decide exactly how fast they should be, and how fast and long the recoveries should be. There are no rules to this form of training, just try to discover how to push your body successfully in response to different pressures. Be specific about the length of each effort, so that you don't tail off halfway through it.

The great thing about Fartlek running is that you can make every session different. This reduces the risk you becoming bored with your training. Do try to include hills in

your route as often as possible as they will make a big difference to improving your overall strength.

Endurance

Long runs are a fantastic way to burn fat. For example, a 10-stone runner burns around 100 calories per mile. So a 10 mile run will use up 1000 calories. By doing these long distance runs you will learn how to conserve your energy through sensible pacing. They also serve as a great confidence-builder when it comes to racing. In addition, they teach your central nervous system to delay feelings of fatigue, and teach your body to conserve carbohydrate reserves in favour of fat, both factors that will keep you strong at the end of a long race. 90 minutes is long enough to kick in the increased fat burning response that occurs after about eight or nine miles, and fire up some of your other physiological responses to fatigue.

Do these long runs slowly. You should be able to hold a conversation with another runner (or with yourself if you are running alone). If you are wearing a heart rate monitor it will be about 65 per cent of your working heart rate. Alternatively, it will be around a minute per mile slower than your target marathon pace.

Your legs should feel reasonably ok after your run, not completely stiff, which means that you should be concentrating on comfortable time on your feet. That's particularly true when you first start these longer runs. You should look to build up your long runs by no more than 10 per cent each week, and take one-minute walk breaks every mile or so if you need to. Look to vary your route and don't just stick to running on roads and concrete paths. Try running on trails, grass and woodland paths. These softer surfaces reduce the impact on your joints so help to reduce the risk of injury.

After a few weeks you can start to add some variety to these long runs. Add in some faster segments. These not only make you better at running on tired legs; they break up your run and make it more enjoyable. To train for your marathon you need to keep increasing these longer runs build up to around three hours or more, and, ideally, two hours or more for a half marathon.

Every now and then it is good to go out on a Sunday morning with no plan or target time or distance. Just go out and run. Go down a path or trail that's new and explore new areas. Look at the scenery and listen to the birds singing. Let your mind wander

to wherever it wants. You will find that you cover long distances and not even be aware of it.

At the back of this Guide you will find 'get you round' training plans for both the half and full marathons. I am not suggesting that you need to follow these religiously to be able to complete the distances. However, it is a good idea to get into a routine of regular running. You cannot expect to do yourself justice by only doing a couple of training runs before the event. As well as shorter sessions you need to build up to a longer run each week. For most people the long run is generally at the weekend. The long run needs to be increased gradually. These long runs become the bedrock of your training. The experts say that it is not necessarily the distance of these long runs which is important but the time you spend on your feet.

Diet

Diet and nutrition can be as simple or as complicated as you want to make it. I have listed 8 simple nutrition tips that will help to make you healthier, fitter and faster.

1. Plan your diet

Develop a sensible eating plan that you can stick to. It should be one that will suit your lifestyle. Don't set yourself unreasonable targets for what you eat. Unless you're seriously overweight, it's unlikely that you will have to make too many changes.

The first thing to do is record what you are eating now. Then sit down with a pen and paper and ask yourself some questions about your eating habits. Do you have breakfast? Are you hungry by mid morning? Do you feel tired and hungry by the time you run in the evening? If your diet is repetitive and boring you may not be getting the variety of foods necessary for adequate nutrient intake. By recording what you eat you will find out if you are being too repetitive with your diet. Also studies, such as that conducted by the Department of Health and Human Services in America, have shown that people who record what they eat, tend to eat less than people who don't keep a record.

2. Snacking

Frequent snacking throughout the day is a good way to avoid low blood sugar levels and tiredness by the time you get home for your run. Research shows that eating little and often is best for runners as long as you're eating the right things. Take high-carbohydrate snacks to work with you so that you aren't caught out. Avoid high-fat snacks such as crisps and chocolate. Go for high-carbohydrate and low-fat snacks such as fruit or cereal bars.

3. Main meals

Whilst it is good to have regular snacks through the day it is important not to skip on your main meals. Pasta is the number one choice for runners. Other options are baked potatoes, rice, lentils, beans, pulses, and muesli. Watch out for pre-packed meals as they often contain high levels of saturated fats and salt which you want to avoid.

4. Supplements

If you are eating a well balanced diet there should be no need to spend lots of money on supplements. Some people do benefit from supplements in certain circumstances,

for example, taking Vitamin D tablets during the winter months. However, most people should be able to get the vitamins and minerals from the food they eat. Do not think that a supplement will completely satisfy your nutritional needs. Taking a pill might give you the recommended daily amount of a particular vitamin, but you also need protein, minerals, fibre and energy in the form of calories. Pills will not give you this.

5. Drink more water

At the risk of stating the obvious, water is the most important nutrient you need. It makes up between 50 and 60 per cent of your bodyweight. You should drink regularly throughout the day. Drink a pint of water (or a sports drink) an hour before you run, and half a pint for every 30 minutes of running. On days when you run you should drink around five litres during the day, twice as much as is necessary on rest days.

It is important to stay hydrated. A simple way to check that you are hydrated is to take the pee test. Your urine should be a pale straw colour (except for first thing in the morning). If your urine is a dark yellow colour then you are dehydrated. If your urine is brown colour then you are severely dehydrated. Often you can be dehydrated and not realise it at the time.

6. Pre-race meal

Don't do anything different to your normal routine here. For example, don't overeat late the night before as this will make sleep harder to come by. Also, don't think of that final plate of pasta on the eve of the race as your last meal. Your body will use up some of that food energy overnight, so make sure you have breakfast. Make sure that you cut right down on fat and protein in favour of carbohydrates.

7. Drink while you're running

It's a good idea to learn to drink on the run. Drinking on the run is an important technique and one you will need to practice prior to your race. Most organised races such as 10Ks and longer will generally have drinks stations to replace lost fluids. But unless you know the course or know someone who has run the course before don't just rely on these drink stations. I once ran in a 20 mile road race and the drink stations ran out of water. I ended the race badly dehydrated.

Before you start the race, find out whether the drinks stations are providing water, or carbohydrate drinks as well. If you plan to use a carbohydrate drink, be sure that

you've tested it in practice runs. If it's new it could play havoc with your stomach. As you approach a water station look right; most runners prefer to veer left to collect their drink, so the other side is often less crowded. Grab the cup with one hand and instantly cover the cup with the other if you plan to drink it as you run. It is much better to take regular sips rather than big gulps. Don't be afraid to stop and walk; a few seconds spent drinking properly will easily pay off in terms of performance.

Research has shown that the body can store enough glycogen in the muscles for around two to two and a half hours continuous exercise. So unless you turn out to be an elite athlete you are going to need to replace these stores during the race. Carbo drinks will help with this. You can also try carbo gels, jelly beans, or glucose tablets. Once again it's vital to try these in training first as there are many different types. Some taste better than others so experiment.

8. Diet and recovery

Immediately after a race or a hard run it's important to refuel your body with high-carbohydrate food or drink. The first four hours after strenuous exercise is a crucial time for taking on new glycogen to replace what you've lost while working hard. Aim to keep stocking up every 15 minutes or so rather than gorging on one meal, because this maintains higher blood glucose and insulin concentrations, which in turn makes greater absorption into the muscles possible. Research suggests that your recovery food should be 3:1 carbohydrate to protein.

Fundraising

I ran my first London Marathon in 1998. I collected sponsorship the old fashioned way by going around my workplace with a piece of paper to collect promises of sponsorship. Collecting money after the event was a real pain in the backside. People would be on leave, off sick, away from their desks, or just hiding because they had forgotten to bring their sponsorship money in with them.

When I ran the London Marathon again in 2005 the Just Giving website was well established. It was actually set up in 1999. The company has grown year on year and now helps over 8,000 member charities raise more than £450 million. Naturally Guide Dogs for the Blind is one of those charities. Just Giving's favourite statistic is that 30per cent of fundraising donations would not have been made without their service. All I can say is that online fundraising websites have made collecting sponsorship much, much easier.

Just Giving are not the only online giving site. Virgin has taken over from Flora as the main sponsors of the London Marathon. They have set up Virgin Money for online donations.

Just Giving

The company processes donations and reclaim Gift Aid for its member charities, and charges a small fee for its service. It works like this:

1. When you donate £10 on the site, they send 100 per cent to the charity by the end of the week.
2. They reclaim Gift Aid from the government, which takes about a month, adding £2.82 to your donation.
3. It's only when they receive the Gift Aid that they charge their 5 per cent fee, along with credit/debit card/PayPal charges, and send the rest to the charity. If you are not a UK taxpayer and they can't reclaim Gift Aid, their fee comes out of your donation. Since over 85 per cent of donations through Just Giving are eligible for Gift Aid, their charities always end up raising more this way.

So, for every £10 you give as a UK taxpayer, the charity receives almost £12, and they get it much faster than they would otherwise.

How to set up a Just Giving Page

Setting up a Just Giving page is straight forward and should only take a few minutes to do. Just follow these steps:

- Go to www.justgiving.com and click on the button 'Make your page'.
- Click the 'Make your page' button again on the next page.
- You will then be asked to create an account. Fill in your name, email and postal address and think of a password. Agree to the terms and conditions and your account is created.
- On the next page type in Guide Dogs for the Blind in the 'Find your charity' field and click on the Search button.
- Click on the 'Choose' button next to 'The Guide Dogs for the Blind Association'.
- On the next page click on 'Choose' next to 'An organised event'.
- The next page lets you choose the event you wish to get sponsorship for.
- On the next page you choose your web address. You choose the end part of the address. It will suggest your name, but you can change this to whatever you want. Click on the 'Check availability' button to make sure the web address you want has not already been used. You can also choose to receive information from Guide Dogs and from the Just Giving Team by clicking on the radio buttons next to these items. Leave the 'My charity is not contributing' field as it is.
- You then get to 'Edit your page'. Complete the 'Page title' field e.g. 'Michael's London Marathon 2011 Fundraising Page' (try and think of something a bit more creative). Then upload any photos you have by clicking on 'Manage photos'. These could be of you out on a training run or a picture of you with a guide dog. You can also upload a video by clicking on 'Manage video'. Put in the amount you hope to raise in the 'Target amount' field (as people contribute the money thermometer fills up). In the 'Your story' field put in the reasons why you are running for Guide Dogs and how your training is progressing. It is good to update this text on a regular basis to keep people informed about how you are getting on. Click 'Save' to create your page.

- To edit your page in the future click on 'Your account' at the top of the Just Giving home page. You will need to input your email address and password to bring up your account details. Click on the 'Your pages' tab and then click on your page title. You can then make any changes you want.

Virgin Money

Virgin Money offers the same service as Just Giving. The service is provided at low costs to charities. They take two per cent commission from the net fundraising totals raised.

How to set up a Virgin Money Page

Go to <http://uk.virginmoneygiving.com/giving/>. Click on the 'Create your page' button. On the next page click on 'Organised Event'. You fill in at least one of the boxes 'Event name', 'Event date', 'Location', and 'Type of event' then click on 'Find event'. Select the event displayed from the list if more than one event is shown, then click 'Next'.

The next page to be displayed is the 'Start Fundraising' page. Type Guide Dogs into the 'Charity name' field and click 'Search'. From the pop up box select 'Guide Dogs', it should be the first on the list. On the next page click on 'Register'. Next fill in your name, address, phone number and email address. Agree to the 'Terms and conditions'. Decide if you want to get any updates from Guide Dogs, information from other charities, or from Virgin companies. Click 'Next' to set up your page.

Now upload your own photo, give your page a title and add some content about you, then click next. Make sure you save the page regularly to avoid losing your information. If you need to make any more changes you can update your page at any time from your account.

Tips for fundraising using online sites

1. Personalise your message

The best fundraising pages tell a really good story. Let people know why you're going to the trouble of raising money, and they're much more likely to take the time to donate. Explain why Guide Dogs deserve support and what their donations will buy. For example, £20 will buy a complete grooming kit for a guide dog or £40 will buy a guide dog harness, handle and lead.

2. Add photos and video

Personal photos make your page much more engaging. You could display photos of your training runs. If you are so inclined you could upload a YouTube video. If you have a video of you making an idiot of yourself there is a good chance that your friends and supporters will forward it on to other people.

3. Tell everyone about your page

Make sure that your richest family member or friend is the first person to donate on your site. This will set the standard for the rest to follow. Then get your other closest friends and family to donate. After this email to your entire address book. Generally people tend to match the amounts already listed on the page, so if they're generous ones, all the better!

I have always got a much better response from my work colleagues by contacting them individually rather than sending out a group email or putting up a notice on an online bulletin board. Don't be bashful about asking for money. The worst thing that can happen is that someone will ignore your email.

Put your webpage details into the signature of your email. This will make sure that you publicise your page with every email you send out whether you are asking for money or not. Just Giving has a 'badge' that you can put into the signature of your emails if you use Microsoft Outlook. A badge is a button that links to your Just Giving page. It stands out more than a simple text link.

4. Publicise your page

Make sure you get the benefit of social networking sites. I must admit that I have not joined the 'Facebook' phenomenon, but my wife and each of the kids has. They have promoted my marathons on their pages, resulting in donations coming through from people I have not seen for years. Both Just Giving and Virgin Money have Facebook

applications that can be put on your Facebook page and on your friends Facebook pages. Make your sponsorship requests viral.

If you have your own website or blog you can put a widget that links back to your online giving page. A widget is like a mini version of your online giving page which you can use to spread the word about your fundraising. For example, the Just Giving widget is made in Just Giving colours and shows how you're progressing towards your target, with a thermometer that moves. You can put it on your personal website or blog, and ask friends and family to put it on theirs. When someone clicks on it, they'll go straight to your online giving page where they can make a donation.

5. Keep your page up to date

Post regular updates on your progress and upload new photos. It gives people a reason to come back to your page and encourages them to donate again or to send your page on to their friends. You could do your updates as mini blog posts. Don't forget to include any mishaps along the way.

6. Send a follow-up email

Be persistent. It takes more than one round of emails to reach your target. You know what it's like - people mean to donate, but sometimes they don't quite get round to it on the first request. Remember to thank the people who've already supported you, and to ask them to send your page to their contacts.

7. Contact your local media

A few lines in the local paper or an appeal on your local radio station can really help. By going straight to your online giving page, readers and listeners can sponsor you really easily. I thought I might get a small piece in our local free paper by sending an email. It ended up that the same article appeared in the free paper (The Stowmarket Advertiser), morning paper (East Anglian Daily Times) and evening paper (The Evening Star). It even turned up in the Eastern Daily Press which circulates in Norfolk rather than Suffolk.

8. Keep fundraising after your event

Just Giving say that around 20 per cent of donations come in after people finish their event. I think sometimes people feel sorry for me walking around like John Wayne after a marathon and that prompts them to donate. So keep fundraising once you've crossed the finish line - it's a good chance to email an update and a final appeal!

Tips for fundraising offline

1. The Guide Dog Events Team

The Events Team have organised hundreds of activities to raise funds for Guide Dogs. They can give general advice as well as specific support for a fundraising project. For example, I have borrowed a Guide Dog suit from the Events Team several times for fund raising events. They can also supply prizes for raffles or 'guess the country' games (The little Andrex puppy is a very popular prize).

2. Your Local Guide Dogs Fundraising Group

Guide Dogs have fundraising groups all over the UK. These people are also skilled fund raisers and I have found they are always happy to help out. They can lend you collecting boxes, posters, stickers, tabards, and advice leaflets. They are also a good group of people to add to your Support Group.

3. Street Collection

A well planned street collection can easily raise in excess of £500 for a few hours work. You have to have permission from your local District or Borough Council. Contact the Council and ask for the Licensing Department. You will probably have to fill in a licence application form. This needs to be done at least four weeks before your collection. Check with the Council what dates they have available for the town/area you want to collect in. Saturdays tend to be the best day. Make sure that another charity isn't also collecting at the same time. Get family, friends and people from the local fundraising group to help with your collection. Wearing a Guide Dogs suit attracts people.

The big attraction is to get a local Guide Dogs puppy walker to bring their puppy along to the collection. This will increase your collection considerably.

4. Shop Collection

This is a variation on the street collection theme. However, instead of getting permission from the local Council you need permission from the shop itself. The big supermarkets or DIY stores are good for this, such as ASDA, Tesco and Sainsbury's. Talk to the shop to find out when their busiest times are. They are not necessarily through the daytime.

5. Bag Packing

Ask your local supermarket if you can provide a bag packing service one day. You will need the help of a few friends and family for this. You place a collecting tin at the end of each checkout and have someone there to pack shoppers bags. The supermarkets should be set up for this sort of activity as it is a very popular fundraising activity for the Scouts.

6. Corporate Sponsorship

Don't just ask your work colleagues for support; try to get some sponsorship from your employer. Most larger firms have a policy for how they work with charities and they may have a policy of supporting staff with charitable work. Ask your employer to match your own fund raising efforts. You could give an incentive by including the company name on your marathon running shirt.

7. Sweepstake

A 'guess my finish time' is a popular option. Sponsors pay a fixed amount; say £2 per guess at your finishing time. Award a cash prize; say £20 to the person who guesses nearest to your actual finishing time. People feel more involved as they have a stake (albeit a small one) in your success. They take a greater interest in your training. Sometimes people make additional guesses as your training progresses. You can give a little guidance about your expected finishing time by saying for example 'I expect to run the marathon between 5 hours and 5 hours 30 minutes.'

8. Raffle

Contact local shops and companies to see if they will provide prizes for a raffle. You will find that local shops are quite helpful, as it amounts to free publicity for them.

9. Car Boot Sale

You will be surprised how much 'stuff' you have laying around that you no longer use. Sell it all at a car boot sale. Speak to friends and neighbours to get additional things to take with you (you might even get some help at the sale). Borrow a Guide Dogs notice from your local Fundraising Group. This lets people know what the sale is for. People are less likely to haggle over prices when they know that the money is going to charity rather than to an individual.

10. Table Top Sale

These are popular at schools. Run a cake stall. Get people you know to bake cakes and sell them on a stall at the School Fete. You could offer to split the proceeds 50:50 with the school.

11. Cash Instead of Cards

At Christmas ask your work colleagues to donate cash to your fundraising campaign rather than sending Christmas cards to each other. Alternatively, if you are creative (or know someone who is) make a load of Christmas cards and get your work colleagues to buy these.

Preparing for the Big Day

Prepare yourself mentally by rehearsing the last four or five miles in your head. If you can do this on the actual marathon course, so much the better. The advantage is that it becomes so familiar that once you reach this section you will feel that you're home and dry. The Brighton Marathon was great for this; I watched the route video on their website dozens of times before the big day. I visualised myself running strongly along the seafront to the finish. It made a big difference.

For two days before the race avoid strong or spicy foods, and stay off the beer as this will dehydrate you. Stick to what you have been eating during your training. Go for carbohydrate loaded foods such as potatoes, pasta and rice.

Get a good night's sleep two days before marathon day because it's quite usual to worry the night before. The experts say that not sleeping the night before your big race is normal. I find that I am wide awake really early. I know some people who take pillows with them if they are staying away from home in a hotel as it helps them get to sleep.

The day before the marathon do as little as possible. Just lounge around watching sport on the TV. A couple of years ago, my wife and I did all the tourist stuff in Paris the day before the marathon. We walked for miles. As a result I really suffered the following day.

Put your first name or nickname on the front of your running shirt. You will be surprised how many people along the route will call out to you. It doesn't matter how fresh or tired you are, hearing your name called out gives you a boost. It's even better if you get your name shouted out over a microphone as you pass by a band playing on the course.

The night before get all your kit ready (shirt, shorts, socks and shoes). Fasten your timing chip to your running shoes; fill in your contact details on the back of your running number; pin your running number to your running shirt/vest; put your gels, jelly beans or glucose tablets in your bum bag. It's a good idea to put a couple of plasters and a spare shoe lace in your bum bag as well.

Everything you wear on race day you should have already worn previously. Now is not the time for wearing new stuff. Wearing brand new running shoes on race day is a guaranteed way to get blisters.

Remember to pack a complete change of clothes for after the race. I felt like a drowned rat after the 2008 London Marathon following two big downpours during the race. Fortunately the Guide Dogs reception was in a building close to the finish line.

If you are staying at a hotel before the race, check what the breakfast arrangements are. You do not want to be having breakfast too late before the race, or having something different to what you normally have.

The Event

Runners' nipple is the bane of male runners. I don't like using Vaseline as it leaves a stain (although it's not as bad as a blood stain on a white shirt) and apparently it interferes with the wicking properties of the shirt. Sticking plasters are fine as long as you don't have a hairy chest otherwise they cause excruciating pain during removal (women just don't appreciate how lucky they are). I have solved the problem by wearing a base layer under my shirt. It may seem odd wearing two shirts on a hot day, but the base layer does help to regulate temperature as well as preventing runners' nipple.

If you are thinning a bit on top (this is another one aimed at the men) it is a good idea to wear a bandanna or a Buff if it's hot to avoid getting sunburnt on your head. Fortunately, I packed my Buff in my bum bag for last year's Edinburgh Marathon and it turned out to be hottest day of the year.

Take a loo roll in your kit bag to the start area. The toilet queues are generally very long. There is little worse than queuing for the loo for 30 minutes then discovering there is no loo roll to help out with the pre-race nerves.

Put Vaseline on anything that might rub against anything else. There are a surprising number of moving parts when you start thinking about it. It's good also for exposed flesh if it's wet and cold for those of you who like to wear vests. You don't want chapped lips and raw skin. One year I managed to chaff the insides of both upper arms where they rubbed against my ribs. I don't wear vests anymore.

It's common at most big marathons to have a staggered start. The elite runners are at the front and then everybody else files into pens based upon their estimated finishing times. This reduces the congestion for the quicker runners. Slower runners don't lose out as the timing chip records your actual start time. When you finish you will have a gun time (the time from the start of the race to when you finish) and your chip time (this is your true time from start to finish). So don't worry if it takes you 20 minutes to even start the race.

Lining up waiting for the start of the race is both a nervous and exciting time. Sometimes there is a mass warm up (the Great North Run is great for this), or there

is anticipatory music such as at the Silverstone half marathon where Fleetwood Mac's 'The Chain' (BBC's Formula One motorsport theme tune) is played just before you set off along the racetrack. As you look around you will see people who look like runners, people who don't, people you might recognise from the TV, and people in bizarre costumes.

In the early part of the race don't be surprised if it is a bit stop start. In London there is often a bottleneck going around the Cutty Sark and this is six miles in. Don't worry if you start off at a pace that is slower than you have been used to in training. A big problem for many runners is going off too fast at the start and then burning up before the end. Consider the congestion in the early miles as an aid to your running management.

Don't waste valuable energy weaving in and out of other runners in the early part of the race. I have seen this at every race I have been in and it amazes me. These runners are running further than they need to and have to keep altering their stride patterns to get round other runners. Just chill out in the early stages of the race. If at mile 23 you want to catch up other runners then go for it, but it is not advisable doing it at mile 3 or mile 13 for that matter.

Try and visualise where the drink and fuel stations are around the course. London has water stations every mile from mile three onwards, but this is not the case for other marathons. By familiarising where the drinks stations are you won't go for longer than expected without a drink. I use the water stations as psychological landmarks. It's much better to think "I have only three miles to go to the next water station, rather than I still have eleven miles left to go to the finish".

Be careful with the amount of water you drink whilst out on the course, particularly around London with so many water stations. People become obsessed about dehydration. Whilst it is important to stay hydrated it is not necessary and not advisable to take a drink after every mile. You can end up becoming bloated and get cramp. If you take too much on you will probably need a pee during the race. This will affect your time if you have to queue for the loo, or affect your running style if you try to keep it in.

As you approach the finishing line there are some things to remember. Have a check who is around you as they are also going to be in your finishing picture that

you'll show to your family and friends. You don't want it to show you being beaten by a banana or someone twice your age. As you cross the line run tall, look ahead and smile. Make it look as though it was a doddle even though you feel quite literally fit to drop.

After you get your medal (which you will show to everyone who is interested, and those who couldn't care less, for days afterwards), finishers shirt, goody bag, water etc it is important to keep moving. Even if it is just a shuffle, keep moving. In the past I have found somewhere to sit down and have a drink; ten minutes later when I wanted to move I couldn't. My mind wanted to move but my legs said forget it. Make sure your arrangement to meet friends and family at the end are clearly understood. You don't want to be hobbling around in circles after 26.2 miles trying to find people who are not where you thought they should be. The repatriation area at the end of the London Marathon is manic. It's not much calmer at other big city marathons. At the marathons where the Guide Dogs Events people are present, I have found it best to meet friends and family at the Guide Dogs reception area.

Recovery

Your recovery starts straight after the finish. Fortunately Guide Dogs arrange for runners to have a post run massage at the events they cover. This makes a big difference to your immediate recovery. If you are running at an event that is not supported by the Events Team book a massage locally for the day after your run. You will notice how much better you are able to move around afterwards.

It is important to start refuelling as soon as you can after you finish the race and replenish the glycogen stores in your muscles. Some people say they are famished after a marathon and will eat and drink anything. I am exactly the opposite. I have no appetite at all for several hours after (then I go for it big time). I have solved this problem by drinking recovery milk shakes which are formulated 3:1 carbohydrates to protein.

What you do in the days following a marathon is just as important as what you did before. Running 26.2 miles is hard work for your body. You are going to feel tired. The fuel levels in your body will be low. You will probably be dehydrated and possibly have some damaged muscle tissue. At this time you are more likely to pick up a virus infection as your immune system is low.

It is also very possible that instead of feeling great about finishing your first marathon you might be feeling a bit low. This isn't surprising really as this race has probably been the focus of your life for the past few months and now its over. It's a good idea to enter a local race, probably a 10k, in a couple of month's time. This helps to give you a continued focus, make use of your new fitness, and will seem like a 'walk in the park' after the 26.2 miles you have just done.

There is no hard and fast rule to say how quickly you will recover. Obviously this varies from person to person and how fit you are generally. Being aware of the possible problems is half the battle. The following paragraphs go into these in a bit more detail.

Feeling lethargic

Don't worry if you feel lethargic and have very little energy for a week or two after your run. This is very common. You need to build up your glycogen levels in your muscles by eating plenty of carbohydrates. You also need protein to help your body

repair your muscles. Reward yourself with a slap up meal, or chocolate, or whatever else you have a craving for. Eat foods which are good sources of iron such as broccoli, spinach, beans and peaches. Help iron absorption by drinking orange juice at the same time.

Blisters

Hopefully, you have managed to avoid these by following the earlier advice and not wearing new running shoes on the day of the race. I have also found that twin skin socks prevent blisters. If you have been unlucky and got blisters, then the best thing to do is leave them alone.

If you have broken blisters you need to stop them becoming infected. Soak your feet each day in water containing iodine. After drying put on a clean plaster. After a couple of days the blister should stop oozing.

If you have seen the film 'Run fat boy run' then you will remember the scene where he pops a blister. This is an option to reduce the pressure from the blister. Clean the area on and around the blister with antiseptic and then using a sterilised needle prick the blister near its base. Gently press to drain out the fluid and reduce the pressure, clean and put on a clean plaster.

If you continue to have problems a visit to your GP is in order. What you don't want is an infection developing.

Muscle Soreness

There is a good chance that you will have sore leg muscles. Delayed onset muscle soreness (DOMS) can begin eight or more hours after the race and may continue for a few days after the marathon. Relieve soreness by wrapping ice in a tea towel and gently press against painful areas for a few minutes at a time. I keep a bag of frozen peas in the freezer to do this job. Thighs and calf muscles are the most likely to need ice treatment. You can also take aspirin to relieve pain and ibuprofen to reduce muscle inflammation

Make sure you get plenty of rest. Lie on the settee with a cushion under your feet to raise your legs and listen to music or read a book. Get family members to bring you cups of tea; you've earned it.

Colds

I mentioned earlier that the increased levels of training and the marathon itself can reduce the strength of your immune system. This means you have a greater chance of catching colds, flu and other viruses that are going around. I know it's easier said than done, but try to avoid crowded places particularly in enclosed areas. Otherwise make sure you are getting plenty of Vitamin C by drinking fruit juice; eat well and get plenty of sleep.

Feeling down in the dumps

You have trained hard for several months. You have run through wind, rain, ice and snow. You have run when it has been freezing cold and when it has been baking hot. You have done all this to run in a marathon and now you've done it you are feeling fed up. Don't worry this is quite normal and there are things you can do about it. Try these:

1. Enter short races

Make sure you have given yourself sufficient time to recover and then take on some shorter distances. You will be surprised how well you do at these distances. This is all down to the additional strength you have built up from your marathon training. They will feel easier after the exertions of your marathon training. Also setting new running goals helps to take away some of those post marathon blues.

2. Join a running club

If you didn't join a running club as part of your marathon training consider it now. Most clubs have runners of all abilities so you should find other people who are at your level. You will pick up hints and tips from the other club runners as well as finding new places to run. Whilst it is good to go out on your own to run and unwind, there are real benefits running in a group. You will probably find other runners who have also just taken part in the marathon who you can swap stories with.

3. Do something different

You have just done something very special. Running a marathon is a special achievement. Think back to the start of your marathon training; think about the doubts you had in your ability to complete the event or the doubts you had about being able to fundraise for the event. Well you managed it. So think about doing something different. This could be taking up a new sport or taking on a new

challenge such as skydiving or white water rafting or something more sedate like yoga.

4. When should you start training again?

This is the \$64 million dollar question. The jury has been out on this one for a number of years and it still has not been resolved. There are two arguments. People who say you should start again soon after a marathon say that light jogging stimulates blood flow to the muscles as well as reducing tightness in the muscles. It also means that you do not lose the fitness you have developed. People who advocate complete rest say that this allows leg muscles to completely heal and reduces the risk of injuries being picked up.

I have always gone for complete rest from running for a week afterwards. I do some walking just to keep my legs mobile and some stretches each day to reduce some of the stiffness. I think this is very much a personal thing. Ultimately you are the best person to know how your body feels. If you do decide to do some jogging, remember it should be light jogging for only 15/20 minutes at first. Don't try having a race with anyone you see out jogging.

After a week's rest you should be ok to start running again, albeit at a reduced mileage. The important thing is to gradually build up the distance and intensity over several weeks. It is generally considered that it takes up to four weeks for muscles to heal properly. If you have entered a 5k or 10k race make sure it is at least six weeks after the marathon.

Finally, make sure to give yourself a big 'well done' for your achievement. Despite the London Marathon being over-subscribed by a factor of three each year, it is only a small fraction of the adult population in Great Britain who have taken part in and successfully completed a marathon. You may find that the 'never again' comment you made as you crossed the finish line fades as the satisfaction in your achievement grows and you think about doing it again.

Marathon Training Plan

| | Mon | Tues | Wed | Thur | Fri | Sat | Sun |
|----------------|---------------------|------|--|------|---------------|----------------------------|---|
| Week 1 | 20 minutes jogging. | Rest | 20 minutes jogging. | Rest | Rest | 20 minutes jogging. | 1-hr ramble. No pressure |
| Week 2 | 20-25 mins jogging | Rest | 20-25 mins jogging | Rest | Rest | 20-25 mins jogging | 90-min ramble |
| Week 3 | 20-25 mins jogging | Rest | 20-25 mins jogging | Rest | Rest | 20-25 mins jogging | 90-min ramble |
| Week 4 | 20-25 mins jogging | Rest | 20-25 mins jogging | Rest | Rest | 20-25 mins jogging | 1 hr jogging and walking. |
| Week 5 | 20-min run | Rest | 30-min run | Rest | Rest | Timed run over a 2M course | 90-min ramble, or run in a 10K road race |
| Week 6 | 25-30-min run | Rest | 25-30-min run, inc 8 x 30 secs uphill | Rest | Rest | 25-30-min run | 1 hr jog-walk, with more jogging than walking |
| Week 7 | 30-min run | Rest | 30-min run | Rest | 30-min run | 30-min run | 8M run, walking when you have to |
| Week 8 | 30-min run | Rest | 30-min run | Rest | 30-min run | 30-min run | 2-hr jog-walk or half-marathon race |
| Week 9 | 30-min run | Rest | 3 x 1M session, timed, with 5 mins rest after each | Rest | 30-min run | 30-min run | 8M run, walking when you have to |
| Week 10 | 25-30-min run | Rest | 3M run, timed | Rest | 25-30-min run | 25-30-min run | Long, slow 10M run |
| Week 11 | 25-30-min run | Rest | 3 x 1M session timed, with 5 mins rest after each | Rest | 25-30-min run | 25-30-min run | Long, slow 12M run (or 10M race) |
| Week 12 | 25-30-min run | Rest | 3M run, timed, at a faster pace | Rest | 25-30-min run | 25-30-min run | Half-marathon race - take it slowly! |

How to run a marathon and fundraise

| | | | | | | | |
|--------------------|-----------------|------|---|------|---|--------------------------------------|--|
| Week 13 | 20-min run | Rest | 3 x 1M, timed, with 5 mins rest after each, aiming at a faster average speed than Wk 11 | Rest | 20- min run | 35-min run at marathon pace | 16-18M endurance run, taking drinks, walking 5 mins in every hour |
| Week 14 | 20-min run | Rest | 3M run, timed | Rest | 40- min run at mara thon pace | 20-min run | 10K or 10M race, or 10M run inc 5M at a brisk pace |
| Week 15 | 20-min run | Rest | 35-min run at marathon pace | Rest | 2 x 1M sessi on, time d | 20-min run | Practise your marathon preparation, and run 50 mins at marathon pace |
| Week 16 | 20 mins easy | Rest | 30 mins easy, inc a few strides | Rest | Rest | 20 mins jogging, in racing kit | RACE DAY |

Marathon Training Log

Keeping a log of your training is helpful in many ways. First and foremost it's a great motivational tool. You can use it to remind yourself just how much progress you have made on those days when you are feeling down.

It also helps you understand your reactions to training. For example, you may find that there are certain times of day when you are better suited to training; you may prefer to run in cooler conditions; you may find interval training easy but hill repetitions hard etc.

On the next page is a weekly training log for you to copy and start recording your training. Start by recording the week start date and then record in the relevant day your activity (e.g. 30 minutes slow jog), the weather conditions (e.g. dry but very windy), and how you felt at the end of the session (e.g. comfortable).

Include anything that might be of use to you such as your favourite routes, who you trained with, or things you want to try out or improve on the next time you try an activity.

How to run a marathon and fundraise

| Week beginning (.. / .. / ..) | Activity | Weather | Feeling |
|---|----------|---------|---------|
| Monday | | | |
| Tuesday | | | |
| Wednesday | | | |
| Thursday | | | |
| Friday | | | |
| Saturday | | | |
| Sunday | | | |

Half Marathon Training Plan

| | Mon | Tues | Wed | Thur | Fri | Sat | Sun |
|----------------|------|--|------|---|------|--|---|
| Week 1 | Rest | 4M slow | Rest | 3M slow | Rest | 4M | 3M, timed |
| Week 2 | Rest | 3M easy | Rest | 3M, with a few 50m bursts | Rest | 3M easy | 5-6M slow |
| Week 3 | Rest | 4M easy | Rest | 4M, with a few 100m bursts | Rest | 3M, timed, plus 1M jog | 7-8M slow (or 1 hour) |
| Week 4 | Rest | 4M easy | Rest | 4M, inc several 30-sec bursts | Rest | 4M | 8M slow (or 1 hr) |
| Week 5 | Rest | 4M or 35 mins easy, off-road if possible | Rest | 4-5M of fast-and-slow, with bursts up the hills (but not down them) | Rest | 4M or 35 mins easy, off-road if possible | 9-10M steady, or 10K race |
| Week 6 | Rest | 3-4M easy on soft ground | Rest | 1M jog, then 2 x 5 mins fast, with 5-min slow jog recovery | Rest | 4M easy on grass | 9-10M slow |
| Week 7 | Rest | 3-4M easy, off-road if possible | Rest | 3M, inc a few short bursts | Rest | 3M on grass | Warm up, then 10K race, then 10 mins walking or jogging |
| Week 8 | Rest | 4-5M easy, off-road | Rest | 1M jog, then 2 x 7-8 mins fast, with 5-min jog recovery | Rest | 4M on grass, inc several short bursts | 11-12M, as slow as you like |
| Week 9 | Rest | 3-4M easy, on soft ground | Rest | 1M jog, then 2 x 5 mins fast, with 5-min slow jog recovery between | Rest | 4M easy on grass | 9-10M slow |
| Week 10 | Rest | 3M easy, off-road | Rest | 1M jog, then 1M at race speed, then 1M jog | Rest | 2M jog | Race day |

Running Terms Explained

Aerobic

With oxygen; usually used to describe exercise of low to moderate intensity.

Aerobic Capacity

Also called VO₂max; maximum amount of oxygen that can be utilized by the body; also describes a type of training that increases the amount of oxygen that can be utilised, i.e., Aerobic Capacity Intervals.

Aerobic Conditioning

Training that improves endurance.

Anaerobic

Without oxygen; usually used to describe exercise of high to very high intensity.

Anaerobic Capacity

Maximum amount of energy that can be produced without requiring oxygen; also describes a type of training that increases the amount of energy that can be produced, i.e., Anaerobic Capacity Intervals.

Anaerobic Threshold

see "Lactate Threshold".

Biomechanics

Study of the function of the body in relation to movement; especially important for repetitive movement sports like running; poor biomechanics can lead to injury.

Body Composition

Usually relating to the percent of the body comprised of lean tissue (bone, muscle, water, etc.) or fat tissue; 17 per cent or less body fat is recommended for men; 24 per cent or less body fat is recommended for women.

Bonk

Another term like "hitting the wall"; a state of exhaustion when glycogen stores are depleted, blood glucose (sugar) levels are low and the only exercise that can be

performed is slow running; typically occurs at around the 20 mile point in the marathon.

Carbo-loading

The dietary practice of eating a high carbohydrate diet (approximately 60-70 per cent of total calories) for the three days leading up to a race to maximally fill the glycogen stores.

Carbohydrate

Essential nutrient of body found in pastas, breads, fruits, vegetables; should comprise the majority of calories in a runner's diet; stored in the body as glycogen in the muscles and liver; overconsumption is converted to fat.

Cool-down

Slow, easy running done after a workout to help you recover more quickly.

Cross-Training

Activities such as swimming and cycling that are used to increase conditioning and injury prevention for running or as a means of adding variety to workout schedule.

Cruise Intervals

Type of workout to improve the lactate threshold; usually repetitions of 800 meters to 2-miles performed at the lactate threshold speed with short recoveries.

Cushioning

The ability of a shoe to minimise the shock of running; while all running shoes have cushioning, highly cushioned shoes are usually designed for under-pronators (or supinators) who need additional shock absorption and maximum flexibility.

Dehydration

Not having enough fluids in the body.

Dynamic Stretches

Dynamic stretches uses speed of movement, momentum and active muscular effort to bring about a stretch. Unlike static stretching the end position is not held. Arms circles, high knees jogging, and walking lunges are all examples of dynamic stretching.

DNF

Stands for "did not finish" and describes a runner who drops out of a race (this won't apply to you).

DOMS

See "Muscle Soreness".

Easy Run

A slow run done at a conversational pace.

Electrolytes

Minerals such as sodium, chloride and potassium that are used for normal bodily functions. These minerals are lost when the body sweats and are replaced through food and fluids.

Endorphins

Chemicals in the brain which create a feeling of euphoria; said to be the cause of the "runner's high".

Endurance

Your ability to run for long periods of time.

Fartlek

Swedish word for speedplay; workout includes faster running mixed with slower running; adds variety to training and can be performed in any setting.

Fast Twitch

Type of muscle fibre (cells which compose the muscles) which contract rapidly and powerfully but fatigue quickly.

Fat

Essential nutrient of body found in oils and meats; should comprise approximately 30 per cent of calories in a runner's diet; overconsumption leads to increases in body fat; can be of three types: saturated, poly-unsaturated, and mono-unsaturated.

Fat-burning

Used to describe an exercise intensity which burns the most fat; science is still debating the appropriate intensity for maximal fat-burning; note: burning fat at the highest rate does not necessarily correspond to burning calories at the highest rate.

Glucose

Basic sugar; form of sugar into which all carbohydrates are first converted and appear in the blood.

Glycogen

The form in which carbohydrates are stored in the body; there are two main stores of glycogen - the liver and the muscles; when glycogen stores are depleted athletes fatigue, "hit the wall", "bonk"; stores can be maximally filled by eating a high carbohydrate diet leading up to an event.

Half-marathon

13.1 miles; 21.1K.

Hamstring Strain

Micro-tears of the large muscles of the back of the thigh; can be treated by ice and stretching and strengthening exercises.

Heart Rate

Contraction of the heart usually measured as beats per minute.

Heart Rate Monitor

A device that measures the electrical activity of the heart (heart rate); usually consists of a chest strap and watch-like wrist receiver.

Hills

Workouts where a runner runs up a hill fast and jogs down then runs up again; helps develop leg power and aerobic capacity.

IAAF

International Amateur Athletic Federation; world-wide organisation that governs running.

Insole

The removable inner part of a running shoe that sits on top of the midsole and provides cushioning and arch support.

Intensity

Degree of effort or exertion.

Intervals

Type of workout where a set distance is run repeatedly with a recovery jog between; for example 6 times 400 metres with 100 metres recovery jog.

Junk Miles

Runs used to reach a weekly or monthly mileage total rather than for a specific benefit.

Lactate Threshold

The running intensity where lactic acid begins to rapidly accumulate in the blood. Also called anaerobic threshold; lactate threshold speed is your 10K race pace plus 5-20 seconds or a heart rate zone between 85-89 per cent of maximum.

Lactic Acid

A by-product of the body's use of carbohydrates; usually associated with muscle stiffness and burn after a hard workout.

Last

Can refer to two different features of a shoe; the first is the construction of the shoe or the way the shoe's upper is attached to the midsole. There are three major types of construction: board lasting, where the upper is glued to a flexible, shoe-length "board"; slip lasting, where the upper is stitched directly to the midsole; and combination lasting, where the forefoot is attached directly to the midsole and the heel is attached to a board. Last can also refer to the shape of the shoe: straight, semi-curved or curved. A curved last turns inward from the heel to toe, a straight last has little or no curve and a semi-curved last is somewhere in between.

Lateral

Referring to the outer side (or little toe side) of a shoe.

Log

A record of your training and running that helps you stay motivated, monitor your progress and spot trends in your running.

Long Runs

Longest run of the week; usually on the weekend.

LSD

Long, slow distance; slow running designed to improve endurance.

Marathon

26.2 miles; 42.2K.

Maximal Aerobic Capacity

Also called VO₂max; maximum amount of oxygen that can be utilised by the body; higher maximal aerobic capacity generally equals better performance; can be improved with training but has a genetic limit.

Maximum Heart Rate (HRmax)

The highest number of contractions your heart can make in one minute.

Medial

The inner side (or arch side) of a shoe.

Medial Post

Denser midsole material (often grey) added to the medial (or arch side) of the midsole to provide stability and control excessive pronation.

Microfibre

A tightly woven fabric that's extremely lightweight and soft; notable for its wind and water resistance, ability to wick moisture and quick dry time.

Midsole

The part of the running shoe between the upper and outsole that provides cushioning and support. Most midsoles are made of either EVA (ethylene vinyl acetate) or polyurethane foam. EVA is lighter and more flexible than polyurethane, but it is not as

durable. It can come in various densities with grey-coloured EVA being denser than white. The denser, grey EVA is usually placed along the medial side of the shoe to provide stability and motion control and is often referred to as a "medial post." Some midsoles have additional cushioning technology such as air, gel, grids, etc.

Minerals

Essential nutrient of body; must be ingested in the correct amounts in the body; aid in the processes which use the other nutrients and compose some of the structures of the body; may be obtained through diet or supplementation; overconsumption can be toxic.

Motion Control

The ability of a shoe to limit overpronation and provide stability.

Muscle Soreness

Pain, stiffness, and soreness in a muscle due to microscopic tears of the muscle usually due to doing more work than the muscle is used to (also called DOMS or delayed onset muscle soreness).

Negative Splits

Running the second half of a race faster than the first half.

Orthotics

Inserts placed inside shoes to correct biomechanical problems.

Outsole

The bottom-most layer of most running shoes; the layer that contacts the ground and provides traction.

Overpronation

The excessive inward roll of the foot; overpronation can be controlled through the use of motion control shoes and/or orthotics.

Overtraining

Condition when runner trains too much too soon and leads to fatigue, injury and/or burn-out.

Oxygen Debt

A state where the energy demand is greater than what can be provided by oxygen thus inducing heavy breathing to consume more oxygen.

Pace

Measure of the speed of running; usually quantified as minutes taken to run a mile; for example a runner may run a 7:00 per mile pace for a marathon.

Piriformis Syndrome

Pain in the buttocks resulting from a tight piriformis muscle pressing against the sciatic nerve; can be treated by stretching exercises for the buttocks.

Plantar Fasciitis

Foot injury where there are micro-tears of the arch; especially painful in the morning; can be treated by stretching the arch and calves; massage with hands or rubbing foot on golf ball or shaving cream can; if untreated can lead to heel spurs (spur of bone from the heel bone).

Peak

Scheduling your training so that your best performance is timed for a goal race or event.

PR/PB

Personal Record or Personal Best; fastest time a runner has run for a given distance.

Pronation

The natural, inward roll of the foot; pronation begins when heel contacts the ground, the foot then rolls inward to absorb shock and transfer weight to the ball of the foot as it prepares to push off. It is a natural and necessary motion for running and walking.

Protein

Essential nutrient of body found in meats, eggs, dairy products, beans and nuts; should comprise approximately 15-25 per cent of calories in a runner's diet; converted into the body's structures-bones, muscles, organs, etc.; overconsumption is converted to fat.

Recovery Runs

Slow to moderate running to recover from hard workouts or races and/or maintain aerobic conditioning.

Repeats

See "Intervals".

Resting Heart Rate

The number of times your heart beats per minute when you are relaxed and still; usually measured first thing in the morning before getting out of bed.

RICE

An acronym for rest, ice, compression and elevation; a procedure for treating certain injuries.

Ride

A term used to describe a shoe's ability to smoothly transfer a runner's weight from heel-strike to toe-off.

Road Races

Running contests over streets; all runners can participate.

Runner's High

Feeling of euphoria some runners feel after a long, hard run or race (see Endorphins).

Runner's Knee

Knee pain usually caused by the knee cap not sliding properly during movement; may be related to muscular imbalances within the thigh muscles; can be treated with strengthening exercises for weak muscles (usually the inner thigh muscle).

Running Economy

The amount of oxygen consumed at a given running speed; a runner who consumes less oxygen at this running speed as compared to another runner is said to be more "economical".

Sciatica

Sciatica is the term given to pain down the leg, which is caused by irritation of the main nerve into the leg, the sciatic nerve. This should be evaluated by a doctor.

Second Wind

Feeling of more energy and less effort some runners feel after 15-20 minutes of running.

Shin Splints

Lower leg injury where there is pain along the shin bone; usually caused by excessive pronation or weak shin muscles; treat with ice and stretching and strengthening exercises; can lead to stress fractures.

Singlet

A light weight tank top worn by runners.

Skinfold Calipers

Process of determining body composition where several folds of skin are measured for thickness and then used to calculate percent body composition.

Slow Twitch

Type of muscle fibre (cells which compose the muscles) which contract slowly but can perform for a long time.

Speed Work

Short, fast intervals with recovery jogs between; increases your leg turnover and maximizes your stamina and race confidence.

Split Times

Denotes the time it takes to run a portion of a total run (often measured at mile markers or other distinctive points along the way); for example, a runner may run a 7:00 mile split between miles 4 and 5 of a 10K (6.2-mile run).

Stability

The ability of a shoe to resist excessive motion; usually used to describe shoes designed for neutral runners or mild over-pronators.

Stamina

Your ability to combine speed and endurance.

Strength Training

Movements against resistance to develop muscular strength; usually weight training/lifting weights.

Stretching

Movements designed to increase a muscle's flexibility; best method is still being debated but it appears that consistently stretching is the key to increasing flexibility.

Strides

Short, fast but controlled runs lasting 15-45 seconds followed by full recovery; benefits include faster leg turnover and improvements in running form.

Supination

See "Underpronation".

Taper

Reducing your mileage several days to three weeks before an important race to ensure peak performance on race day.

Tempo Runs

Type of workout to improve the lactate threshold; usually consists of 15-30 minutes of running at the lactate threshold speed.

Toebox

The front portion of a shoe. Also known as the forefoot.

Ultra-marathon

Races longer than a marathon (26.2 miles).

Underpronation or supination

The lack of sufficient inward motion of the foot; highly cushioned, flexible shoes are recommended to absorb shock and allow the foot to pronate naturally.

Upper

The top portion of the shoe, usually made of leather, synthetic leather or mesh material.

Vitamins

Essential nutrient of body; must be ingested in the correct amounts in the body; aid in the processes which use the other nutrients; may be obtained through diet or supplementation; overconsumption can be toxic.

VO2max

Also called maximal aerobic capacity; maximum amount of oxygen that can be utilised by the body; higher VO2max generally equals better performance; can be improved with training but has a genetic limit.

The Wall or Hitting the Wall

A state of exhaustion when your body runs out of glycogen or energy; usually around the 20 mile point in a marathon (also "Bonk").

Warm-up

Slow, easy running before a workout or race that raises your heart rate and prepares you for more intense activity.

Water

Essential nutrient of body; runners should drink enough throughout the day to maintain clear urine and enough after a run to return to their pre-run body weights.

Wicking

The ability of a fibre to move moisture from your skin to the surface of the fabric so that it can evaporate and keep you more comfortable.

Well that concludes this Guide to marathon running and fundraising. I hope you found it informative and has given you the confidence to make that step up to either a half or full marathon.

