



**Walk-A-Thon Event Planning Guide**

Walk-A-Thon's are a fun and easy activity to plan and raise funds for The Make-A-Wish Foundation® of Illinois. Friends, family, and co-workers can spend time together in a healthy activity while making a valuable contribution to the community. Walk-A-Thon's raise money when walkers are recruited to participate in the day's activities and solicit donations prior to the event. Participants are asked to bring collected donations to registration on walk day.

You will be amazed at the amount of support and generosity that your friends, family members and business contacts give you, simply because you ask for their support.

*We would like you thank the Make-A-Wish Foundation® of Sacramento and Northeastern California for graciously lending their Walk-A-Thon materials for use as examples in this kit.*

EVENT ORGANIZER NOTES & DELIVERABLES	HELPFUL RESOURCES:
<b>Nine-to-Six Months in Advance</b>	
<p><b>Brainstorm event ideas</b> There are all kinds of fun types of walk-a-thons that include a variety of activities. Search the Internet and your local community for creative ideas.</p>	
<p><b>Form an event planning committee.</b> Determine an Event Chair and appropriate committees such as Corporate Relations &amp; Sponsorships, Logistics and Promotions Chair.</p>	Building the Event Committee
<p><b>Plan your event</b></p> <ol style="list-style-type: none"> <li>1. Answer who, what, where, when, why. The goal is to determine your walk site, route, event start times and date.</li> <li>2. How many people will you need for each activity both to plan and to participate</li> <li>3. What facilities are necessary?</li> <li>4. What promotional and sponsorship materials are needed?</li> </ol>	



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<p><b>Set A Fundraising Goal</b></p> <ol style="list-style-type: none"> <li>1. The Special Event Proposal and License Agreement will ask you to provide the anticipated donation commitment to Make-A-Wish. The financial cost to adopt one wish is \$5,000 and it is a terrific goal to aim for in planning a fundraising event in its first year.</li> <li>2. Review Donor Benefit Levels to determine support Make-A-Wish is able to offer your event</li> </ol>	<p>Donor Benefit Levels</p> <p>Wish Cost</p> <p>Adding Dollars Towards The Goal</p>
<p><b>Working the Budget</b></p> <ol style="list-style-type: none"> <li>1. Research costs and expected revenue for the event as well as target market.</li> <li>2. Determine entry fees for walkers and expected number of participants</li> <li>3. Plan on raising funds in advance of expense deadlines.</li> </ol>	<p>Event Budget Template</p>
<p><b>Request Event Approval</b></p> <p>Print out, complete &amp; return Event Proposal and License Agreement Form &amp; Projected Budget Template. Fax form to 312-943-9813, Attn: Make-A-Wish Development Staff Contact or mail to Make-A-Wish Foundation of Illinois, 640 N. LaSalle, Suite 280, Chicago, IL 60610</p>	<p>Special Event Proposal and License Agreement</p>
<p><b>Receive event approval and authorization letters from the Make-A-Wish Foundation.</b></p> <p>Please note: If anticipated donations are above \$5,000, Make-A-Wish will provide you with formal authorization letters for solicitation of sponsorships and auction items.</p>	<p>Sample MAW Event Approval Letter</p> <p>Sample MAW Event Authorization Letter</p>
<p><b>Secure location</b></p> <p>Contact required facilities to book location for event date. You may be required to sign a contract with facilities that are separate from the license agreement. Some municipalities require deposits for walk permits in advance of the date. Be sure to call at least 6 months in advance.</p>	
<p><b>Establish procedures for handling money</b></p> <p>The Fundraising Event CD provides many useful financial forms for accepting, tracking and submitting donations.</p>	<p>Money Matters</p>



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<p>Remember: Continuous checking of donors and participants who work for organizations with matching gifts programs will raise the overall donation total.</p>	<p>Matching Companies</p> <p>Helpful Event Resources: Financial Forms</p>
<p><b>Develop sponsorship proposal and secure sponsorships</b></p> <ol style="list-style-type: none"> <li>1. Target who you will solicit and what you have to offer them.</li> <li>2. Each solicitation should include some form of recognition and perhaps event participation.</li> <li>3. <b>Check</b> with Make-A-Wish Development Staff Contact prior to solicitation to ensure that Make-A-Wish is not currently soliciting them for another event or wish activity.</li> <li>4. Contact them &amp; ask for sponsorship</li> </ol>	<p>Sponsorship Success</p> <p><a href="#">Sample Sponsorship Opportunities</a></p> <p>Helpful Event Resources: Sponsorship &amp; Promotion</p>
<p><b>Develop promotional Plan (remember to forward all promotional materials to Make-A-Wish for approval)</b></p> <ol style="list-style-type: none"> <li>1. Make-A-Wish provides the Make-A-Wish flyers, fact sheets and solicitation letter templates within Fundraising Event CD.</li> <li>2. Other items which may be helpful to create and promote your event are: posters, banners, press releases etc...</li> <li>3. Have a planned schedule of marketing and promotional activities that will create awareness and interest in the event.</li> <li>4. Email your Make-A-Wish staff contact to post your event on the <a href="http://www.wishes.org">www.wishes.org</a> website. Please include all details as well as if participation is open to the public.</li> </ol>	<p>Picture Perfect Promotion</p> <p><a href="#">Sample Fact Sheet</a></p> <p>General Make-A-Wish Information</p> <p>Helpful Event Resources: Sponsorship &amp; Promotion</p>
<p><b>Determine if Raffle and Auctions will be included in the event</b></p>	<p>Raffles &amp; Auctions</p>
<p><b>Apply for any required licenses (ex. raffle, liquor)</b></p> <p>Each local county has its own procedures for these licenses. Contact your County Hall for more information, request raffle application and</p>	



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then send to Make-A-Wish staff contact for approval	
<p><b>Develop required event forms</b> Create logs for ticket sales, registration forms, pledges, donations, volunteers etc...</p>	<p>Team Information Form</p> <p>Walker Pledge Form</p> <p>Pledge Solicitation Letter</p>
<p><b>Recruit Team Leaders</b></p> <ol style="list-style-type: none"> <li>1. Each Event Committee Member to recruit 5 team leaders each</li> <li>2. Encourage and motivate each team leader to sign-up walkers</li> <li>3. Secure food donations/sponsor for walk</li> <li>4. Secure donated prizes for top three fundraising walkers</li> <li>5. Continue to sell sponsorships</li> <li>6. Develop and distribute promotional materials and walker forms.</li> </ol>	
<p><b>Team Leader Recruitment</b> Recruit at least 10 individuals to walk or donate. Each team should focus on raising at least \$1,000.</p> <p>Create a list of potential walkers. Invite them to participate and provide event details such as fundraising goal, date and time, event chair contact information, entry fees, entry deadline and prizes.</p>	<p>Recruiting Walkers</p>
<p><b>Send out invitation packets</b></p> <ol style="list-style-type: none"> <li>1. Invitation letter</li> <li>2. Pre-Entry Form allows for early registration and reserves spot. Provides event planners with a heightened degree of confidence and informs participants on where to send funds.</li> <li>3. Event Schedule</li> <li>4. Entry Form includes detailed description of sponsorship levels, option of dinner package, and table prize donations.</li> </ol>	
<b>One Month in Advance</b>	
<b>Finalize food and refreshments</b>	



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<p>Contact your event facilities for this information. You may need to sign an additional contract for catering.</p>	
<p><b>Walkers</b> Check your company's personal department for gift program. Some companies have a matching gift program which could double the contribution that you make to the Make-A-Wish Foundation.</p>	<p>Matching Company List</p>
<p><b>Promote your event</b> 1. Contact media, distribute flyers, send out solicitation letters. 2. Display any signs, banners, flyers, posters according to promotions plan developed earlier.</p>	<p>General Make-A-Wish Information  Picture Perfect Promotion</p>
<p><b>Order arrival and reception packages</b> 1. Event planners sometimes provide participants with gifts such as a goody bag or t-shirt. This might also be a good opportunity for sponsors to give away products.</p>	
<p><b>Locate volunteers</b> Contact friends, family and co-workers to assist with any preparation, day-of and post event needs. Per Donor Benefit Levels, Make-A-Wish may be able to help provide event volunteers.  Note: You will need to contact Make-A-Wish at least 4-weeks prior to event to request volunteers.</p>	
<p><b>Team Leaders</b> Turn in walkers names, addresses and numbers to Event Committee Chair</p>	
<p><b>Develop Detailed Day-of-Event Logistics Plan</b> Items to include may be: Participant registration forms, start times, food and refreshments, set-up, clean-up, entertainment, etc...</p>	
<p><b>Cross reference money received with participation registration &amp; sponsorship confirmation.</b> Make any calls necessary to collect payments in advance.</p>	



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<p><b>Mail confirmation letters</b> Mailed to participants upon receipt of payment.</p>		
<p><b>Prepare printed materials</b> Provided to participants on the day of the event that recognizes sponsors, provides directions and thanks volunteers. Examples of printed event materials include route signs, banners, sponsor signs, posters, program booklet etc...</p>		
<p><b>One Week-in-Advance</b></p>		
<p><b>Confirm volunteers, walkers and sponsors</b></p> <ol style="list-style-type: none"> <li>1. Call volunteers and refreshment suppliers to ensure participation responsibilities and times</li> <li>2. Visit walk site and remove debris or any other obstacle that might be a safety concern.</li> </ol>		
<p><b>Finalize all details</b> Guest speakers, special participants, as well as sponsors and items for the raffle and silent/or live auctions. Have plan for last minute emergencies such as contact information for medical assistance.</p>		
<p><b>Day-of-Event</b></p>		
<p><b>Have money &amp; change box ready for volunteers.</b></p>		
<p><b>Display sponsor signs</b> Properly recognized sponsors are crucial and entice sponsors to donate the following year. Take photos and send sponsors a thank you note post event.</p>		
<p><b>Set up registration desk &amp; prize tables</b> Give plenty of room to accommodate many participants registering at one time. Staff area with plenty of volunteers to assist process. Arrange prizes, raffle and auction items.</p>		
<p><b>Wish the Walker Luck, have fun and enjoy the event</b></p>		
<p><b>Awards ceremony</b> Announce event winners and award them prizes. Take a picture of the winning person(s).</p>		



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<b>Clean-up site</b>	
<b>Post Tournament</b>	
<b>Collect Funds and Send to Make-A-Wish within 30-days of event</b> Send to Make-A-Wish Foundation of Illinois, 640 N. La Salle, Suite 280, Chicago, IL 60610	Helpful Event Resources: Financial Forms
<b>Wrap-Up</b> 1. To sponsors and participants. Send them photos if you have them and thank you notes. 2. Plan a recognition event for committee planners and volunteers.	
<b>Evaluate</b> Evaluate the success of the Walk-A-Thon. Survey participants and discuss their thoughts of the event including the type of event, location, and program of events.	

**Key Tips to Remember**

- Sponsorship is one of the best ways to underwrite the costs of the event and ensure that the event proceeds go directly to benefiting wish children!
- Make-A-Wish Foundation cannot receive cash or coins in the mail.
- Any questions, call your Make-A-Wish Development Contact

Recruiting Walkers:

Friends, co-workers, vendors, competitors, family and neighbors are all great people to ask to walk or sponsor. It helps to recruit walkers face to face as well as send out brochures and post them around the community. Encourage them to pre-register and consistently communicate the goal of raising \$100 each. Get a local business to donate a gift certificate to the top fundraiser on your team as an incentive to promote competition. Participating in a walk-a-thon has many benefits including boosting energy, burning calories as well as spending time with family and friends.



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### Sample Sponsorship Opportunities

#### **Primary Sponsorship - \$1,000-\$5,000**

Titles sponsorships may be sold for your walk-a-thon for a premium fee. Their organization signage should be highly visible in all promotion materials as well as displayed throughout the walk-a-thon day.

#### **Secondary Sponsorship**

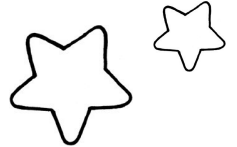
- **Kids Fun Corner Sponsor** **\$500-\$999**  
Your company is promoted as the official "Kids Fun Corner" sponsor. You can promote your business with banners, decorations, give-a-ways and kids' goodie bags.
- **"Start/Finish" Sponsor** **\$500 - \$999**  
Your company will receive exposure at the registration sit and the start/finish line. Sponsor also hosts a hospitality tent at the post-walk festivities. You may promote your business with banners, give-a-ways, literature, etc.
- **"Halfway" Sponsor** **\$500 - \$999**  
Your business is promoted as the "Halfway" sponsor at the midpoint of the walk, where walkers stop for a rest and/or snack. You may promote your company with banners, give-a-ways, decorations, etc.
- **Directional Arrow Sponsor** **\$500 - \$999**  
Your company's name is printed on all route markers or directional arrows that will be marking the walk route.
- **"Special Message Banners" Sponsorship** **\$100 - \$499**  
These banners are personalized in honor of individuals with Make-A-Wish Foundation and displayed at the walk start/finish line. This is something anyone can do, in addition to walking, by asking family and friends for donations to be "a champion" for someone at Make-A-Wish Foundation.
- **"/Mile Countdown" Sponsorship** **\$100 - \$499**  
The question, "How much further do we have to walk?" prompted this idea. You can purchase all kilometer/mile markers or only buy one. Markers read "XX Kilometers to Go! Sponsored by ABC Company".

**Remember: When soliciting businesses for sponsorship revenue, do not undersell the value of sponsorship event. You can always negotiate the final donation amount if the company can not donate the suggested amount. Or you can create a special sponsorship that meets their financial needs.**

SAMPLE FACT SHEET

**Twilight Walk for Wishes**

Benefiting



- What:** Twilight Walk for Wishes – 5k walk
- When:** Sunday, May 21, 2006  
Registration: 5:45 p.m.  
Walk Start: 6:45 p.m.
- Where:** Maidu Park – Roseville
- Prizes:** All participants collecting donations of \$25 or more will receive a “rainbow light fan.” For those raising \$75 or more, a “Twilight Walk for Wishes” commemorative T-Shirt will be awarded.

**Please make checks payable to: Twilight Walk for Wishes**

Incentive Prizes – If You Raise			
\$150	Twilight Walk for Wishes Sweatshirt	\$750	\$75 Arden Fair Mall Gift Certificate
\$250	\$25 Arden Fair Mall Gift Certificate	\$1,000	\$100 Arden Fair Mall Gift Certificate
\$500	\$50 Arden Fair Mall Certificate	\$2,500	\$250 Arden Fair Mall Gift Certificate

(Incentive prizes are not cumulative and are based on donations turned in by May 31, 2006)

**Grand Prize**      *Marriott Las Vegas Resort!*

Enjoy a two-night stay at this beautiful **Four-Diamond Resort!** Luxurious oversized rooms with great panoramic views of the strip – The Marriott Las Vegas Resort! Only a short walk to the famous Las Vegas Strip!

\*Includes roundtrip Southwest airfare for two. This is a two0night stay package. Some restrictions apply. **(In order to be eligible for the grand prize, participants must turn in a minimum of \$1,000 by bank day May 17<sup>th</sup>, 2006)**

For more information call: 916-437-XXXX or 888-828-XXXX