

WALK/RUN

FUNDRAISER TOOLKIT

What is more energizing than completing a physical challenge? Add a worthy cause and amp up your satisfaction. Assemble a core team of reliable, energetic people at the very start of your planning stage. In addition to participants, you will need a team of volunteers who can contribute to the final planning and execution of this fundraiser. Working together, you and your team will benefit the Amyloidosis Foundation while improving your own health and contributing to patient support and amyloidosis research.

Here are some ideas to help plan your event!

Get permission and plan the route

If your event is going to be in a public place, you will need permission from local agencies or you can call your local town council. You will need to discuss with local officials the route that would be the safest and the least congested with automobile and pedestrian traffic. Check if there is a need for road closings or security. Seek out scenic pathways that everyone will enjoy.

Set the date

Most people will have time for a walk/run event on weekends and holidays. Check your local community calendar so there are no conflicts with any other events in your area. Pick a date when the walk/run event will stand out among the local activities. This will encourage more people to attend.

Set a reasonable fee for entry

Each person who competes in a walk/run fundraising event is responsible for raising a certain amount of money to “sponsor” his or her participation. Consult with us at the Amyloidosis Foundation so we can help you set an amount that is reasonable and realistic. If this is the first walk/run event that you have organized, you may want to set the entry fee at a relatively low amount to encourage a higher turnout.

Note: Some websites offering online fundraising pages are businesses that take a percentage of the donations. If you decide to look into this, carefully review the fees as well as the features they offer.

Publicity

Your team should release as much publicity as possible for the event. This will spread awareness about amyloidosis as well as promote your fundraiser. The Amyloidosis Foundation can create a personalized, online sponsorship page for you to share on Facebook, Instagram, Twitter, and via email. Use all forms of social media to spread the word.

Ask your friends and event participants to help create awareness for your walk/run event. Create a press release for local newspapers, magazines, radio stations, and websites. Include in your information that participants under 18 must either be accompanied by an adult or have a signed permission slip from a parent. Please add our website (www.amyloidosis.org) and logo to your forms. Contact us for more information.

Tell people that they can also donate online if they are unable to attend the event. Let us know if you need help with a press release or with designing a flyer.

The Amyloidosis Foundation is committed to help you succeed. Contact us with the details of your fundraiser and we will promote your event through our social media channels to get the word out.

Where to get supplies

Your team should be canvassing local businesses, especially stationery, hardware, and grocery stores in the community to donate supplies. Merchants are often happy to sponsor non-profit events - if allowed to post their signage and/or give them sponsorship credit on the event flyers.

The day of the event

Make sure the route is clearly marked with signs, tape, and/or chalk. Set up checkpoints along the route; have water tables or rest stops available. Celebrate at the finish line by having snacks and refreshments available for everyone. If your event had a competitive slant to it, this is the time to recognize the winners - who raised the



most money as well as who finished with the best time. Give awards or certificates for this if you wish.

Please show your full appreciation to all involved: committee members, volunteers, participants, attendees, and sponsors.

Quick Tips

- Post flyers in supermarkets, delis, community centers and locations that are athletics-oriented, like your local gym and park.
- Post the event on Facebook, Instagram and Twitter.
- On flyers and event publicity mention where the funds will go. Example: "All of the profits from this Walk/Run event will go toward the Amyloidosis Foundation's patient support and research programs."
- Supplies you may want: Name tags (for volunteers & event workers), tents/shading canopies, first aid kits, coolers for drinks, garbage bags, course markers or barricades, and a bullhorn or loudspeaker.
- End the walk/run event at an area large enough for participants, volunteers, and supporters and where there are public restrooms - like a public park or near a public beach.
- Contact the Amyloidosis Foundation to ask for brochures and information about the amyloidosis diseases and have a table or booth to distribute them.
- Put volunteers with cameras along the route. Photos at the finish line will help with your follow-up PR on the event.

We are here to help, so don't hesitate to contact us for more information on this or any fundraiser that you have in mind.

We appreciate all that you and your volunteers do to make a difference in the lives of patients and their families. The Amyloidosis Foundation thanks you for your support and hard work!

info@amyloidosis.org

(248) 922-9610

www.amyloidosis.org