

# **Organizing and Implementing A Walk For Any Cause**

**Stan Klein  
August, 2001**

## Table of Contents

| <u>Section</u>                                                     | <u>Page</u> |
|--------------------------------------------------------------------|-------------|
| Foreward                                                           | iii         |
| Dedication                                                         | iv          |
| I. Organizing And Implementing A Walk                              | 5           |
| II. Goals And The Sub-committees                                   | 7           |
| Goals                                                              | 7           |
| Sub-committees                                                     | 7           |
| III. The Award Beneficiaries                                       | 8           |
| IV. Walk Site, Date and Time                                       | 9           |
| V. Advisory Board                                                  | 10          |
| VI. Walk Management                                                | 10          |
| Management Tasks                                                   | 11          |
| VII. Letterhead and Logos                                          | 15          |
| VIII. Mailings and Correspondence                                  | 16          |
| Mailings                                                           | 16          |
| Correspondence                                                     | 18          |
| IX. Mailings Via The Internet and A Website                        | 21          |
| X. Preparations Needed for the Walk                                | 23          |
| XI. Publicity                                                      | 26          |
| XII. Financial Documentation                                       | 29          |
| XIII. Partnerships And In-Kind Donations                           | 30          |
| XIV. Fund Raising                                                  | 32          |
| Contacting The Corporate Donor                                     | 35          |
| XV. T-Shirts                                                       | 37          |
| XVI. The Pre-Walk Program                                          | 38          |
| XVII. Brochures, Programs, Flyers, Posters and Save The Date Cards | 40          |
| Brochures                                                          | 40          |
| Program                                                            | 41          |
| Flyers, Posters and Save-The- Date Cards                           | 42          |
| XVIII. Special Items                                               | 43          |
| XIX. Bills to Be Paid                                              | 44          |
| XX. Volunteers                                                     | 45          |
| XXI. An Event Planner ?                                            | 47          |
| XXII. The Payoff                                                   | 48          |
| Distribute the Donations                                           | 48          |
| Increased Awareness                                                | 48          |
| XXIII. Celebrate Your Success                                      | 49          |
| XXIV. Event Sequence                                               | 50          |

## FOREWARD

Although this document was originally intended to describe how to organize and implement a walk for prostate cancer, it can serve as a guideline for a walk for almost every illness or charitable cause. The details and concepts are universal. This "How To" manual is a consequence of the very successful Prostate Cancer Walk 2001 that was held in Boston, MA on Sunday, Father's Day, June 17, 2001. It was the very first walk in Boston for prostate cancer, as well as the first walk organized by me and all the other members of my committee. After you have read this "How To" manual, please remember that this is based on my experience with one, only one, walk. Contained herein is the "How To" portion. The implementation is your responsibility.

**Each section is intended to be as complete as possible and to stand on its own, hence some minor repetition of ideas exists.**

The first request for volunteers was made at a Prostate Cancer Support Group on December 6, 2000. There were 16 of us including one physician. Six months later, 1400 walkers participated on a day when torrential rains were predicted. This walk, which exceeded our goals for attendance and money, raised \$130,000 for prostate cancer research.

iii

## DEDICATION

This document is dedicated to my volunteer committee of wonderful people who worked passionately to achieve our great results. Their names are listed below. Their reward was partaking in and witnessing a wonderful walk event which exceeded our greatest expectations. On July 31, my wife Fran, who worked tirelessly with me at home, sent this marvelous committee the following e-mail message.

"The members of the committee should always know in their hearts that they are responsible for the occurrence of all future prostate cancer walks in Boston, because of their creation and execution of the successful inaugural Prostate Cancer Walk 2001 Event."  
-Fran

**Committee Members**

**Jeffrey Steinberg, M.D., Co-chair, Amos Eisenberg, Tim Green, Bob and Marianne Iantosca, Jason Katz, Donna M. Keefe, Don Kindy, Kelly and Tom Largey, Michael Libman, Ray Machacek, Peter and JoAnn McDonagh, George McManus and Steve Sundell.**

I wish to add my heartfelt thanks to Megan Kiniry, who assisted with the production of manuscript.

**WARNING!**

**If I had read this booklet before I started, I would not have undertaken this task!**

Stan Klein

69 Farragut Avenue

Somerville, MA. 02144-1708

August 30, 2001

## Section I ORGANIZING AND IMPLEMENTING A WALK

Decide on the goal of the walk. Remember, you will have to convince others to join you. Put together a good committee, one whose members are dedicated with a burning desire and a commitment to your goals and cause. An excellent place to find such people is at a prostate cancer support group. If there is none in your area, place flyers in hospitals, clinics, relevant physician's waiting rooms, library and supermarket bulletin boards, or place an ad in local newspapers.

The cancer survivors will probably have the added advantage of being very diversified in vocation, religious and cultural backgrounds. They probably know people in their businesses and interests, thereby widening the field of potential donors. Prostate cancer is found in all social-economic groups.

Your new committee should be aware that this is a **working** committee and that they will be expected to attend meetings, or participate in conference or speaker phone calls. They will be expected to perform various tasks including fund raising, making phone calls, responding to questions and offering opinions.

At the first committee meeting, decide whether a Co-chair person is desired. The advantage is continuity when, and if, the other Co-chairperson is away. At this meeting have your committee members describe their background, experiences and strengths. This makes it easier to select people for a sub-group or an appropriate task.

At our second meeting it was obvious that Dr. Jeffrey Steinberg, a urologist, planned to be an active committee member. He readily accepted the offer for us to be Co-chairmen, and everyone benefited. He was knowledgeable about the medical field, about prostate cancer, had a physician's perspective, and added stature to our unknown and unproven committee.

### **WARNING:**

If your committee is not completely dedicated and has many "HANGER-ONS", you will not do well or will have to CARRY THEIR LOAD. Within 3 meetings you will know your dedicated members. Our committee lost two members after the second meeting probably because they realized they would not have the time or desire to do what would be expected of them.

A real benefit to any committee member is to have an extremely understanding mate or significant other. Even better is to have a mate who will work, strive with you and even attend meetings. We had a few of these.

## Section II GOALS AND SUB-COMMITTEES GOALS

The goals that we established were:

1. Increase awareness by having many walkers and by advertisements.
2. Raise money for prostate cancer research. How much do you believe is feasible or possible? Pick a dollar amount and increase it by 50 to 100 percent Now you have something to strive for.

### SUB-COMMITTEES

The working committee is the heart and head of any event. All the final decisions will probably be approved by the members in attendance at the committee meeting. When our committee made decisions, and if upon further inputs, I contacted the committee with new ideas, we frequently altered our decision. Do not be rigid.

Tasks that the committee desires will most likely be undertaken by various sub-committees consisting of one or more people. Although we did not vote on a sub-committee chairman, our small organization worked extremely well with equally diligent people cooperating on the sub-committees.

At your first committee meeting you should just mention some of the tasks that need to be done. At this point, it may be a good idea to establish sub-committees with approximately one to three people. The sub-group will be composed of members who are interested in that area or who are available at certain times when the task needs to be done. An example is making a presentation during working hours to a city department to obtain an event permit. Some members may only be available after 5:00 PM.

## Section III THE AWARD BENEFICIARIES

Decide which institution(s) will receive the net proceeds of your effort.

What criteria will be used to distribute the money? Some options are:

1. Open proposal submission with peer review
2. Give to one or more institutions now doing prostate cancer research, requesting details of how the money will be used and over what period of time.
3. Specify a maximum overhead percentage, progress reports and any other criteria you desire.

These institutions may be in your immediate area, within your state, or your geographic area.

The award money should **not** go into the general account of a large institution. Determine that it goes to qualified researchers working on prostate cancer. Know the names of the researchers and the project(s). We are having proposals submitted and reviewed by qualified peers, and are stipulating an annual progress report

#### Section IV WALK SITE, DATE AND TIME

Decided on a walk site, distance, date and time. You now need to do the following:

1. Visit a number of possible locations where your event could occur to determine applicability. A good event location should offer good awareness possibilities. In case your first choice is not be available on the date desired have a second location or an alternate date or time.
2. Obtain and submit the required forms from the city or appropriate agency. If your application is tentatively approved, you may be required to attend a hearing where various city departments will ask questions.
3. You will be given a list of do's and don'ts. Our walk was in a park and inserting poles for tents and signs into the ground were forbidden because of an underground sprinkler system. We were also not allowed to tie banners to trees or fences. Our banners were tied to our tents.
4. Signs may be carried or rested with weights on the ground..
5. You should walk the route in advance, and you may be required to do it with city officials.
6. There may be time or sound system restrictions, because of noise or conflicts with religious activities, on certain days of the week. Determine your desires and discuss with city officials.

#### Section V ADVISORY BOARD

An Advisory Board should be composed of well known and respected people with name recognition, whose names will be listed in many of your documents. The purpose of this board is to add prestige and creditability to your event to impress potential corporate and individual donors to participate. Select people from hospitals, the media, politics and industry.

Consider selecting some members from the institutions who will be awarded the research funds.

## Section VI WALK MANAGEMENT

The manager of a walk is one or more co-chairmen and an active program committee. Together they make most of the decisions.

Our committee volunteered to be in specific sub-groups, where their interests lie, and this worked extremely well. The committee should review sub-group decisions and vote on recommendations. Our committee of 16 people was composed of four women, one doctor, a urologist, who gave us a physician's perspective when deciding certain matters, and eleven prostate cancer survivors. The result was a dedicated and diverse committee with a desire to increase awareness and raising money for prostate cancer research to improve their lives and the lives of their children and future generations. This diversification was a great advantage because they knew people in different industries and businesses so there was little overlapping when it came to fundraising.

The committee will be greatly enhanced if it has members who have event planning or media skills.

Not all committee members need to be "hot shot" fund raisers. There will be some, who will tell you that they do not like to ask people for money. These people are a valuable asset if they are willing to help with various tasks such as buy supplies, type, make phone calls, phrase letters, participate in discussions and decisions etc. People not willing to do this will usually dropout after two meetings. This happened to us.

The following are some ideas for a good working committee:

1. The committee should be updated on the status of the sub-groups and offer assistance as needed.
2. The chairman should assign members to specific tasks. Volunteerism is best.
3. E-mail may be used to communicate between meetings. This will afford time to consider the items before the next committee meeting.
4. Arrange for an off site duplicate set of records, e.g. , floppy disks. This should contain the financial records and donor list as well as the forms and letters that will be used.
5. Verify that each sub-group knows which tasks are their responsibility.

## MANAGEMENT TASKS

The following are some of the tasks that our committee performed and you should consider:

1. Investigate the need for event insurance.
2. Telephone prostate cancer support group leaders to urge them to stress the walk to their members, especially if the group is in a distant physical location. A personal touch often helps.
3. Select an Advisory Board and obtain the approval of these people.
4. Have committee members contact their town media outlets to spread the word
5. Committee members should request corporate donations from establishments they work with or for, or where they have friends in management.
6. Investigate banners and signs. If a color theme is desired, your flyers may be the same color. Decide if you wish to plasticize the banners so that rain will not affect them.
7. Divide the committee into sub-groups to perform various tasks.

Our committee made many decisions. The following is a list of some of these:

1. When to meet, where, at what time, how frequently, and the length of meetings. If no one day of the week or time is good for everyone, alternate the day or time. Some distant people may be able to attend via a speaker phone or conference call arrangement. By having food at the meeting, some may be able to attend who otherwise could not.
2. Select an event, i.e., walk, walk and run, run only.
3. Generate the name of your event and logo.
4. Select an event location and route length.
5. Select the event date and time.
6. Select a bank in a convenient location for your donations, and open checking and savings accounts.
7. Assign one or more people to sign checks.
8. Have the same people sign for the interest bearing savings account.
9. Decide address where the donations will be sent.
10. Assign someone to process the donation letters. This requires recording the names, addresses, phone numbers, donation amount, number and sizes of T-Shirts, number of people who will walk, number of people who will volunteer to help on day of walk or other days and who contacted this donor.  
Using the internet, two people can do the entries, one for the money and the other for the other items. These can then be merged.
11. Will our committee do these tasks, or should we locate a data processing firm?
12. Decide whether volunteers and committee members need to be identified during the event ( caps, arm bands, tags)
13. Will your committee do most of the tasks, or as many well meaning people suggested to us, " Hire an event planning firm". We did it ourselves.
14. Select a food coordinator and a registration and information coordinator.
15. Phrase letters to be sent to prostate cancer survivors, major corporate and individual sponsors, physicians and friends and relatives.
16. Decide when to start sending these letters.
17. Decide when to submit a press release to tell people about your forthcoming event.  
A save-the-date card is ideal if you do not have all the details yet.
18. Decide when to initiate a second press release and request public service announcements.
19. If you don't have a contact in any specific firm, decide who will make the "cold call" to request a donation.
20. Decide which research institutions will be given the donated money for prostate cancer research.
21. Decide who will contact these institutions for publicity about this event and determine if they could help with mailings, ( In-Kind-Donation) or public relations, both internal and external to the institution.
22. Decide the donation bracket categories and what will the corporate donor receive in return besides a tax deduction and a good feeling of doing a public service.
23. Decide where on T-shirt to locate the donor corporation's name as function of donated amount.
24. Decide if you desire committee names on the program and/or on the brochure.
25. Decide how to get T-shirts in advance to specific people, such as program speakers and master of ceremonies.

26. Determine who will be responsible for the various mailings that are listed in the Mailings and Correspondence Section. This includes printing, generating labels, folding, stuffing and mailing.
27. Determine who will oversee sending T-shirts to the major donors.
28. Who will be responsible for preparing the state and federal tax returns? Is professional help necessary?
29. Determine whether city permits are required and if necessary, who will generate them and who will give the presentation if required.
30. Are medical and first aid personnel required?
31. Decide the number and location of toilets and refreshment stations.
32. Decide, does every donor receive a thank you note or only those who have contributed above a specified dollar amount? The IRS currently mandates a tax receipt is needed by the donor if \$250 or more is claimed as a donation to any one cause. Assign someone to oversee the release of these letters.
33. Assign various members to phone prostate cancer support group leaders to get their support. Do not discount the personal touch.

## Section VII LETTERHEAD AND LOGOS

Generate a letterhead and, if desired, a logo for your literature and letters. Decide who you would like to be on your stationery and letters when you request donations. Your Advisory Board is a must. You can have the names of your committee members, so people can relate to them when they receive your literature and letters.

Design and layout the letterhead and logo leaving room for the many types of letters you will require. It is not necessary for every letter to have the committee names or the advisory board names. This is a personal preference, but it never hurts to have the names. Do avoid any controversial political figure. You want your correspondence to appeal to everyone. Make certain you have the approval of every person whose name appears on your letters.

## Section VIII MAILINGS AND CORRESPONDENCE

**Mailings** are one valid form of advertising and are sent to people or firms to inform them of your event or update the information they already have. These may be letters, Save-The-Date cards or flyers.

**Correspondence** is usually a letter telling people who know about your event specific information or thanking them for their help.

### MAILINGS

There are many letters and releases that need to be done at various times. The following is a list of some of them:

1. To Prostate Cancer survivors. This letter should encourage the survivor not only to attend and wear a T-Shirt, but also to attend with his mate or partner and bring other family members and friends. All should wear an event T-shirt to greatly increase awareness. The more T-shirts the happier your corporate sponsors will be. Ask survivors to request their prostate cancer physicians to participate by attending the walk and to also post literature in their office waiting room and, to mention the walk to their patients. Survivors and others should be asked to volunteer even if they can not walk the route. If you do not have an "800" toll free number for information, your letters, flyers and posters should have the phone numbers of a few people to call, indifferent area codes. This will overcome any reluctance to make a toll call. . An e-mail address is another positive item to make it easier for people to attend and obtain information. Ask survivors, as well as committee members and friends, to contact their work and business associates, fraternities and school associates for donations. The wives can contact their school sororities and do the same.
2. To prostate cancer physicians. This letter should inform them of the walk and request that they post information in their waiting rooms, mention the event to their patients, walk with you and make a donation.
3. To friends and relatives of your walk committee (phrased and mailed by each committee member).
4. To regional and local hospitals, especially those that will be financial beneficiaries.
5. Initial press releases to the news media outlets (TV, newspapers, radio stations, both commercial and municipal).
6. To social-fraternal organizations (Veterans, Disabled Veterans, Elks, Knights of Columbus, Rotary Clubs, Masonic Temples, Lions, etc.)
7. Letter to request people join your walk committee. This letter could be included in the letter to survivors and to prostate cancer support group leaders.
8. To religious organizations to inform them of your event and request them to inform their members.
9. To men's group in these religious organizations.
10. Letters in foreign languages for senior centers, churches, men's clubs etc. if necessary.
11. To retired community men's clubs and from individual companies.
12. Save The Date Card or letter before all the information about the program or specific details are known.

13. Follow-up letters to all potential donors including people who have already donated and to remind those who have not registered yet. This letter should have more details about the pre-walk program, corporate sponsors to date and other positive information including a brochure, even if all the sponsors are not known. You can say “not the final list of sponsors” We had eighty percent of our sponsors which still was impressive. This mailing was our catalyst that motivated many people to donate, volunteer and attend the walk. Indicate a date by which you need to order the T-Shirts to assure that all the walkers will have one.
14. Do another press release with the brochure and program information and send public service announcements with this information to the media.

### CORRESPONDENCE

These are the types of letters that our committee generated and you will need: They exclude the e-mail messages that we often used for committee correspondence.

1. Thank you letters by your organization to the donors, including In-Kind Donations.
  - a. Can be combined with tax receipt for donations of \$250.00 or more (This is a current IRS requirement).
  - b. Sent to all donor or only if greater than a specified amount.
2. Thank you letters sent by committee members to donors they solicited.
3. Thank you letter for volunteering including specific task instructions and any pre walk meeting date.
4. A letter accompanying your T-Shirt gift to major corporate and individual sponsors. You may also enclose a final press release, brochure and program.
5. "In Memory Of" or "In Honor Of" letters as requested.
6. Thank you to non-committee members who obtained donations from a number of people or raised more than a specified dollar amount from friends and relatives.
7. Request to institutions to submit a Prostate Cancer Research Proposal, **or** a letter asking which ongoing research project do they desire more funding for?
8. Intention To Award Research Funds letter to recipient institution including any limitations such as percent over head, or time limits.
9. The Award Letter with stipulations, if any. (Try to arrange a media event)
10. Letter to invite master of ceremonies and guest speakers to participate in the pre-walk program
11. Letter/application requesting permission to hold the walk.
12. Letters of introduction to invite a person to be on your Advisory Board. You may have initially made a phone call.
13. Letter to thank individuals for being on your advisory board and to ask for their participation at the event as well as a donation.
14. Letters including Sign-On Sheets, to prostate cancer support group leaders to request they urge their members to participate especially if the group is in a distant location. Suggest carpooling.
15. Letter of introduction to corporations and potential large donors. This letter should clearly indicate a response date to assure that their name will appear on the brochure and at a later date on the program and especially on the T-shirts.

16. Letter to master of ceremonies with instructions as to the sequence, amount of time for each segment, pronunciation of any difficult names and the program theme, if any.
17. Letter to program speakers indicating any program theme, the sequence of the program events and specific time allocation.
18. Thank you letters to the master of ceremonies and program speakers for agreeing to appear on the program.
19. Thank you letter after the walk to the master of ceremonies and program speakers for participating in the event.
20. Thank you letters to non committee members, who were particularly helpful in raising funds, that may total \$100 to much more. You may also ask this person to please thank the people who donated to your cause because of his suggestion.
21. Distribute a final press release to the media, your volunteers and nearby hospitals and research institutions, indicating how well the event went. List the major goals like increased awareness and the amount of money you raised for research.
22. Any letter that may accompany the IRS tax return.
23. Thank you letters to your volunteers and to anyone or any organization not included above.
24. Send a final press release, brochure, the event program and T-shirt(s) to your major donors. Indicate how well the event went. List the major goals, such as increased awareness and the amount of money you raised for research. This may be combined with the thank you letter in item 1.

NOTE:

1. None of our letters had return postage
2. Letters to potential major corporate donors did not include a pre-addressed return envelope. Corporations usually prefer their own logo on their envelopes.
3. It is beneficial to have one or more people phrase and review the letters. Some people have a wonderful talent for doing this.
4. The sequence of the mailings will be determined as the planning proceeds.
5. If your event is partnering with another event, their mailing should mention this event and visa versa.
6. Your mailings should urge purchasing the T-shirts now by mailing a donation and request for the T-Shirt. Discourage purchasing of the T-shirts at the event. The officials do not encourage money transactions at the event for safety reasons and potential loss of funds.
7. Decide if the Advisory Board and Committee Member names need to be on any of the above mailings or correspondence.
8. The above lists of mailings and correspondence may help guide you to predict when each item should be released, and may help you estimate your mailing costs.
10. Sample copies of the above mailings and correspondence are not included because of space considerations.

## Section IX MAILINGS VIA THE INTERNET AND A WEBSITE

US mail is expensive. Many of the above mentioned correspondence can be accomplished rapidly and inexpensively via the internet. By e-mailing many letters and forms, considerable money and **your** time can be saved. A website is a high speed, convenient, e-mail site, which allows anyone to obtain information and forms automatically without your intervention. You may still require checks mailed to you if you do not plan to have e-mail charge cards. Your mailings, flyers and correspondence should have your website address. Do not limit yourself to local town and state residents. Using the internet not only is inexpensive, it is an excellent method for obtaining donations.

If other nearby states are not having a walk or other event for prostate cancer, their residents may be most willing to donate to your event. After all, an improved treatment or medical breakthrough in one state or institution will spread around the country and indeed the entire world.

Place your information on as many of the prostate cancer websites and clubs, such as Seedpods, that you can. Your committee members can contact any of their friends, relatives and colleagues who have access to the internet, with information about your walk.

## Section X PREPARATIONS FOR DAY OF THE WALK

You should consider the following details for the actual walk and pre-walk program. Note that many of these details can be accomplished sequentially or in parallel.

1. Decide registration time period to pick up previously ordered T-shirts.
2. Decide starting time and length of the program before the walk commences.
3. Decide will there be a closing ceremony at the completion of the walk? Where will it be? What will it be? Who is in it? How long will it last?
4. When is last walker expected to complete the walk?
5. Assign people to take still photos and motion pictures for VCR playback of program(s) and walk. Do not leave anything to chance.
6. Are any translators required for the program (written and audible)? If so, many hospitals have them as volunteers or employees.
7. Determine if insurance is required? If yes, how much are the premiums. ?
8. Are ambulances or medical emergency first aid personnel required? Can a standby van be used to help someone who has a sprained ankle or has fallen ?
9. Will there be beverages along route? Where located and what types?
10. Will there be snacks at the start, during and end of walk? Where located and what type? If snacks are being furnished, try to avoid bananas and oranges that have skins and peels that may be discarded in a hazardous fashion. Consider your clean up detail effort.
11. Determine locations of trash barrels.
12. Have ice buckets and ice at each refreshment station
13. Will tents be needed for the **program** in case of inclement weather?
14. Are **registration** tents needed in case of bad weather? How many?

15. If tents are used, have roll down sides in case it starts to rain. It saved us.
16. Design the tent layouts, including tables, T-Shirt storage, snacks and massage and raffle areas, if any.
17. Keep prepaid registration area separate from area where people will be last minute buying a T-Shirt.
18. Decide number of tables, tablecloths, and chairs needed for registration.
19. Obtain tablecloth tacks or clamps for windy weather.
20. Have chairs for guests and handicapped people during the pre walk program.
21. Is a sound system needed? Powered by battery or AC power? Determine availability of AC power.
22. Decide number of portable toilets needed, and where to be located.
23. Decide how many cell phones /walkie-talkies are needed to communicate between tents, refreshment stations, walkers and security.
24. Order a podium and raised stage, if needed, and order the items listed above.
25. Is security necessary for tents, table, chairs etc. if they are delivered and installed the previous day?
26. Is security necessary or required during the event?
27. Decide where the massage therapists, if any, be located? Signs are needed to inform participants about this service and benefit. (We thought about charging non-participants a "donation" to prostate cancer research)
28. Will there be any raffle ? If yes, decide what prizes? Does everyone wearing a T-Shirt get a raffle ticket or will there be a nominal charge? (Note that the town may have to approve.)
29. Determine the relative locations of the program and registration tents.
30. If event is in a park or place where many other people are, how do you handle refreshments? If for walkers only, you will need signs to indicate this.
31. Keep the volunteer coordinators informed of all plans and changes.
32. Make certain that all volunteers are informed of their assignments, and know the tent layouts, walk route and program
33. Have introductions printed and ready to give to master of ceremonies.
34. Have spare sets of the program details and sequence nearby in case a program speaker leaves his home?
35. Is the program sequence printed so everyone in the program knows what to expect (time slots, sequence, who is sitting on podium) Every committee member, program participant and certain volunteers should have a copy.
36. If gifts are to be presented during the ceremony, were they purchased and available?
37. Is the walk being dedicated to someone? Who will deliver the dedication? Has family of dedicatee been notified?
38. Decide where to locate signs and banners and are they available?
39. Assign people to remove and "tear down" after the event.
40. Before, during and after the walk, the committee should greet and thank their friends and relatives. A smile and hand shake is worth its weight in gold.

## Section XI PUBLICITY

There are numerous ways to publicize your walk. Some are done early in the planning stage and others much later. Publicity not only increases awareness, it also stimulates people to participate and/or donate money. Here are some of the methods to consider:

1. Contact the health editor and reporters in your regional newspapers.
2. Contact your town's local newspaper, municipal television stations and radio stations. Contact these media outlets. Usually if a town resident is involved as a chairperson, committee member or even as an active survivor, these outlets will write or air a story or do public service announcement about the event.
3. Many churches and religious organizations will mention the event especially if a member of the organization requests it. Many minority churches will really stress your walk.
4. Contact foreign language news media and churches.
5. Have your flyers and literature translated, if necessary.
6. Place posters in store windows. One walk had jars on the store counter requesting donations.
7. Place flyers in hospital waiting rooms, and prostate cancer doctor's offices. Obtain permission before hand. Ask the staff to mention the walk to patients.
8. Contact social-fraternal organizations especially if any member of the organization has prostate cancer or is a committee member. This includes, but is not limited, to the Elks, Masonic Lodges, Knights of Columbus, various veteran's groups, Lions, Rotary Clubs, Kwanis Clubs etc. Ask to give talks at their meetings, and ask to have their news letters mention the walk?
9. Contact the woman's affiliate of these social-fraternal organizations. The mates of the men are very instrumental in getting the men involved.
10. Ask any institution, especially those that are to receive the financial gift, to help publicize the walk. (E-mail to staff, in-house newsletters and press releases)
11. The use of well known and respected people from the community or physicians on the Advisory Board on your letters is a good source of publicity.
12. Public Services Announcements placed on local and regional TV and radio stations and Press Releases to newspapers should be sent one to one and a half weeks before you want them released, and preferably with a photo or two. This allows the media time to schedule the release. Photos always attract attention.
13. Negotiate with local and regional newspapers for placing an ad approximately 3 to 4 weeks before the event. Charities are often given a discount.
14. Distribute fliers at major public transportation stations (trains and buses). Best is morning and evening business rush hours. Consider noon shoppers in downtown shopping, business areas and malls.
15. Place flyers on auto windshields at major bus and train parking lots and ball games. Do this twice, several weeks apart.
16. Try to arrange to appear on municipal TV programs. My co-chair and I did.
17. If your event will give a high percentage (80%) or more of donated money for research, tell everyone. Stress in all literature and press releases that this high percentage is going to prostate cancer research. Blow your horn. People will be more likely to donate if they know information like this. Stress that the donations are tax deductible.

18. Contact local and regional, major and minor league sports teams to mention your event during breaks in the game. Contact the sports announcers to do this. We did and they did.
19. If any prostate cancer specialist plans to walk, ask if you may state this in your literature. Many prostate cancer survivors will walk just to be with their doctor, and may donate more too.
20. If there is an event, before your walk, advertise there. We had a major prostate cancer symposium six weeks before our walk. Two dozen of us wore our prostate cancer T-Shirt, had fliers on tables, and the walk was mentioned by a speaker. This was great advertising!
21. Think ahead. After the walk, issue a press release to the press, to your donors, your volunteers and to the hospitals, telling them what a great event you had. Say that you reached or exceeded your financial goal by raising \$ XX and that ZZ walkers had a great time and increased awareness. **Warning:** Until you have received all your pledges, only release approximate or tentative dollar amounts. We did not receive money from one huge corporation six months after they made their pledge and three months after the walk.
22. When you actually deliver the checks to the recipient institutions, try to have the media there and have the institutions internal media release a news bulletin.
23. Partner with other health and cancer organizations such as Municipal Department of Public Health, American Cancer Society, US Too International, National Prostate Cancer Center, and specific non prostate cancer groups such as Stepping Stones and the brain tumor group. These organizations have publications that may place an article or story about your walk in their publications or on their website which may be seen by people in your geographic area.

Section XII  
FINANCIAL DOCUMENTATION

The following tasks are necessary to maintain good financial documentation:

1. Obtain a federal tax ID number and inform your donors about it. This 501 (C)(3) tax ID number entices many corporations and individuals to donate. You may obtain and use your own number or use another organization's number, e.g., from a hospital, another charity, the American Cancer Society, US Too International etc.
2. Record the incoming letter that accompanies the donation. Assign someone to receive these letters and deposit the money. It can be:
  - a. A committee member or
  - b. A company you hire. These firms work with a bank and make the deposits. They should send monthly reports to the chairmen.
3. Pay and record bills including reimbursing committee members who advanced money for any item such as postage, office supplies, phone bills, table cloths, etc.
4. Record the donated money onto a spreadsheet along with the donors name, address, and dollar amount so that the information can be sorted by name or dollar amount or by person who contacted the donor, etc. These sorts are extremely handy to have.
5. Record the following information:
  - a. Who originally contacted the donor?
  - b. Is a special letter required?
    - (1.) "In Memory Of" or "In Honor Of"
    - (2.) Some organizations want a letter to acknowledge their donation.
6. Generate and submit federal IRS tax returns. If you used another organizations' tax ID number, you will have to work with them when they generate their income tax return for your walk. Remember to include any money you retain as seed money for next year's walk in your tax return. This will allow your books to balance.

NOTE: **Be safe.** Keep a back up file of all information, especially financial data, at a separate physical location Use floppy disks or a zip drive and even a printed "hard copy".

Section XIII  
PARTNERSHIPS AND IN-KIND DONATIONS

Not all donations will be in cash. Many worthwhile services are equivalent to cash. Some of the organizations you might partner with are:

- a. US Too International
- b. American Cancer Society (ACS)
- c. National Prostate Cancer Coalition (NPCC)
- d. Other cancer and medical organizations
- e. Some non-cancer organizations
- f. Hospitals (some may be beneficiaries of your event)
- g. Prostate cancer support groups
- h. Other events
- i. City/state organizations, i.e., Department of Public Health
- j. Health clinics

To illustrate that in-kind donations can be very beneficial, our walk benefited from the following:

1. A federal tax exempt ID number, 501 (C )(3) was furnished by US Too International, but the organizations in b,d,e and f, could also have done this.
2. Mailing services to fold, stuff, stamp, and mail the large mailings were in part donated by the State Department of Public Health and a local hospital.
3. Advertising. Some local hospitals had stories in their newsletters.
4. Snacks, fruit, and beverages were generously furnished by a large supermarket chain.
5. Ambulance services - We had an ambulance donated by a local ambulance firm.
6. T-Shirts. We had a reduced price because a committee member was in the textile business.
7. Printing firms - partially donated by the State Department of Public Health.
8. Another event on the same day, Father's Day, June 17, 2001. The Medical Foundation was having their third "Dads Make a Difference" event in the same park. We used their sound system, stage, podium, some of their tents, chairs and portable toilets. Our event publicized theirs and visa-versa. Our walk ended when theirs began. It was a double blessing and bonus because we shared snacks and beverages with them. Even if another event is not at the same location you could try to publicize each others event and possibly share some equipment if the event times are different.

## Section XIV FUNDRAISING

In my opinion, the longest and most difficult task is fundraising. This task involves mailing hundreds, if not thousands, of letters at different times, distributing posters and flyers, generating hundreds of phone calls and in person presentations. You need these people and corporations. The state of the economy is a large factor. The phrasing and appearance of each document is vital. Give these their just do.

Tasks and decisions that need to be considered are listed below:

1. Decide the donation categories for the corporate sponsors. For example, platinum, gold, silver, and bronze may represent donations of \$10,000, \$5,000, \$3,000, and \$1000, respectively. The donation brackets depend on the intuition of the committee.
2. Decide what to offer the corporations for each level of donation. For example:
  - a- Platinum Donor- display corporate name in large letters on top front of T-Shirt
  - b- Gold Donor - Display corporate name on front of T-Shirt , below Platinum Donors
  - c- Silver Donor- Display corporate name on top of the back of the T-Shirt
  - d- Bronze Donor- Display corporate name on back of the T-shirt below Silver Donors.
3. Will you also display corporate logos? If yes, will they be in color? Multi colors are usually more expensive.
4. Will corporate donors names be on the brochures? On the program?
5. Will corporate donors names be on your mailings, flyers or posters?
6. Contact any pharmaceutical or medical equipment firm, especially if they have a product used in prostate cancer.
7. Contact local retailers and businesses. Request donations. Leave written information, flyers and posters in retail store fronts and bulletin boards.
8. Wear your blue colored prostate cancer pin when visiting these establishments.
9. One committee member should be the clearing house for all corporate financial requests to avoid duplication.
10. Ask people, including survivors, do they have corporate contacts? Follow up.
11. Phrase and send letters to survivors and prostate cancer support group leaders, that are to be forwarded to their friends, relatives and members, containing a "Sign- On Sheet" to keep track of any donations he receives. These Sign-On sheets should then be sent to you with the money. We had dozens of survivors who each raised hundreds of dollars.
12. Ask people to take these "Sign-On Sheets" to work to solicit donations and to post on bulletin boards along with a letter explaining the cause and other information. These "Sign-On Sheets" with your letter, and / or a note from the employee, could be passed around in factories, offices, law and CPA firms, hospital departments, restaurants ( staff ) etc. We successfully did this.
13. Do not underestimate individual donations. They donated 38% of our money.
14. Place posters and flyers in offices of prostate cancer physicians.
15. All prostate cancer survivors should be asked to request their prostate cancer physicians to speak to their pharmaceutical and equipment representatives

about donating to this event. This is especially relevant if his affiliated hospital is a financial beneficiary of the walk.

16. If the doctor is too busy, try to get the names of his pharmaceutical representative, and have a committee member contact these people.
17. Place literature holders with your flyers and brochures in hospital waiting rooms. (Literature holders can be purchased in stationary stores. These hold your literature upright so magazines do not cover them.)
18. If a firm or a university has a matching gift program, any employee, student or alumni who donates could request a matching gift.
19. Anyone who belongs to a local business association or union can request individual donations as well as a donation from the association or union. We did is successfully. These requests may be done at a meeting, person to person, by mail or via the internet. Examples of organizations are:
  - CPA's, attorneys, physicians, manufacturers, various unions, real estate brokers, writer's guild, truckers, teachers, any retail or area business association, farmers, etc.
21. Ask local and regional, major and minor league sport teams to donate.
22. Another prostate cancer walk, had jars and containers in retail stores with signs on them requesting donations.
23. Tell people, how much time and energy you are sacrificing to help with this event, by making countless phone calls, writing dozens of letters, attending many evening meetings, all of which detracts from your normal family life. Ask them to make a small sacrifice by donating to sponsor you and to walk and volunteer.

### CONTACTING THE CORPORATE SPONSOR

Without a personal friend in the executive office of a corporation, it is difficult to contact a potential corporate sponsor. Here are some guidelines to assist you:

1. Corporations have fixed charity budgets. Contact them early in their fiscal year. If you are late, accept a lesser amount.
2. Who do you know in the firm? **Any employee** making an initial request is better than an outsider.
3. Always send a letter to a specific person for a first contact, never to a department.
4. When phoning, state the nature of your call, and ask if this is a good time to talk? Ask who is the right person to speak to about you topic. (someone who can make decisions.)
5. When speaking with the right person, indicate that you wish to send some information about your event Does he prefer U.S.Mail, e-mail or fax ? Ask when may you again contact him.
6. Know why you want this donation, i.e., 200,000 new cases and 32,000 deaths a year in the USA. Give the statistics for your state. State that prostate cancer is unique because it does not receive proper attention and funding although the mortality numbers are huge.

7. Tell the advantages of his firm being a major sponsor: Community outreach, large numbers of people wearing the T-Shirt with the company name and logo for years, media and TV at event and the company's name on the walk literature etc. If your event is partnering with another event, add the extra advantages accrued to that.
8. Invite him to your event.
9. Ask this person what you may do for his firm?
- 10 When calling or visiting a business, it may be a very good idea to have a woman or a woman accompanied with a man do this, because women are the primary shoppers and consumers, and businesses like, Gillette, bakeries, furniture and clothing outlets and auto dealers recognize this. Auto parts stores are another matter.
- 11.If your request is refused, never say that you are in contact with his competition. Ask if he can refer you to another potential donor firm or person.
- 12.If you have not heard from him or the firm in 2 or 3 weeks, follow up. After approximately 2 or 3 weeks things can get lost.

NOTES:

1. Donations need not be only cash or checks. Gifts of appreciated stock have an additional benefit to the donor, because he receives the full dollar amount of the donation and saves paying taxes on the appreciated value of the stock.. This means that you, the beneficiary, may need to open a brokerage account in your charities name.
2. If this is not the first walk for your charity, you could ask repeat donors to please increase their donation by a certain percent, or by some dollar amount, or at least match last years donation. The choice depends on whom you are writing to.
3. The more personal your appeal is to your friends, relatives or business associates, the better the response will be. (One of our committee members read his letter to us, and everyone present was ready to donate to him!)

## Section XV T-SHIRTS

To increase awareness, T-Shirts that will be worn for years are great. It publicizes the prostate cancer issue and satisfies the corporate sponsors. Here are some considerations:

1. Locate a manufacturer
2. Discuss cost as a function of colors, quality, quantity, amount of printing and lead time to manufacture.
3. Will you sell your T-Shirts at your cost, at a profit, at a loss or just give them to walkers?
4. Do not mail T-Shirts to walkers. The \$3-\$4 mailing cost decreases your net donation and if the weather is not perfect, some people will not attend. If they pre-paid and do not have the T-Shirt, they are more likely to attend, thereby increasing the event awareness.
5. Should some people need to have their T-Shirt before the date of the walk, you can have them come to a pre-arranged location at a specified time. This may save a large mailing cost.
6. Have a deadline for ordering T-Shirts. On the day of our walk, three times more people attended than had pre-registered. They did not have T-Shirts. We later ordered hundreds more because people wanted our initial prostate cancer walk T-Shirt. A possible solution is to charge more for a T-Shirt ordered after a specified date.

You should decide the following:

1. Quantity of each size: S, M, L, XL, 2XL. We needed very few size S. Most were L and XL
2. Color(s) for your logo, and other wording.
3. Determine the print size and location on the T-Shirt of sponsors as a function of the size of the donation. Is their name/logo on the top or bottom, front or back of the T-Shirt?
4. Will you have the sponsor's name and logo or just the name? In the sponsor's colors?
5. Where to place **your** logo and message on the T-Shirt
6. Will survivors have a T-Shirt color different from everyone else?

We decided the same color T-shirt for everyone to preserve privacy and entice survivors to participate. Many more people participated because of this.

Section XVI  
THE PRE-WALK PROGRAM

The pre-walk event, if there is one, should inspire and encourage people to participate by attending the walk. The following items should be considered:

1. Select a well known, respected celebrity as master of ceremonies to attract a larger audience and the media. A person from the media or sports who has name recognition, and if he is a prostate cancer survivor, is even better. A non-controversial political figure is also desirable.
2. Select guest speakers with similar good credentials. They could be well known from the public or prostate community.
3. Political figures who have helped obtain prostate cancer funds, may be a good choice. Generally, I am against paying honorarium, although reimbursement for travel expenses is understandable. (Too often a large honorarium is given to a speaker who does very little for your cause. Some people can inspire and thrill an audience, and if he is a prostate cancer survivor, even better. In my opinion, unless a speaker can inspire more people to attend your function and donate, or donate more money, you are squandering hard earned donation money. This is partially mitigated if he can attract the media, resulting in enhanced awareness.)
4. Schedule the entire program including length of time every speaker and the master of ceremonies has. Remember, your audience is standing.
5. Detail the sequence of events. This includes:
  - a. Speaking sequence
  - b. Where are speakers located before and after their presentation
  - c. Getting on and exiting from the stage
6. Make certain the speakers and master of the ceremonies is aware of the theme of this event.
7. The location of the registration, program and walk staging areas.
8. Pre-test the public address system
9. The volunteer directors should be very familiar with the above details and verify that the volunteers are in their assigned locations and have been updated on any sequence changes.
10. Verify that Master of Ceremonies knows pronunciation of unusual names.
11. Bring duplicate copies of the Sequence of Events should any of your program speakers misplace his copy. (This happened to us!)
12. Have duplicate copies of the pre-paid T-Shirt list nearby in case one is missing or liquid spills on it.
13. Are tablecloths and tablecloth clips available in case of windy weather?

## Section XVII

## BROCHURES, PROGRAMS, FLYERS, POSTERS and SAVE-THE- DATE CARDS

It is probably a good idea to have some color and theme coordination between the brochure and the program, and even your flyers. Assign someone to investigate this. For each of these decide the color of the paper and the print color(s), thickness of the paper, and the size and shape of each, to entice people to read your message.

## BROCHURES

Some considerations are:

1. Directions to the walk location by auto and public transportation
2. Auto parking facilities.
3. List name of master of ceremonies and other program speakers
4. List names of all corporate and individual sponsors who have pledges or paid their donation.
5. Tell the date, registration time period and location of the walk.
6. Indicate time the walk starts and the walk route.
7. Indicate special features, e.g., massages will be available, any raffle drawing etc.
8. If you desire, include a short message like the number of new cases or deaths from prostate cancer this year.
9. You can indicate the institutional beneficiaries of the money raised.
10. Have a tear off registration form listing T-Shirt sizes and return address.
11. Do you wish to list the names of the Walk Committee?
12. Do you wish to list the names of the Advisory Board members?

We had not had responses from a number of corporations six weeks prior to the walk date, probably because we contacted them only 6 weeks before. There was a prostate cancer symposium where we wished to publicize the walk. We made as many brochures as required, and above the list of sponsors, stated "Not Final List of Sponsors". This list, even at that time, was impressive.

## PROGRAM

Some considerations are:

1. List the program events with names of speakers and their titles, if any.
2. You should thanked your sponsors, supporters, and walkers and list the names of your major corporate and individual sponsors. We did.
3. You may list the names of your walk committee. We did.
4. We listed as a sponsor, the organization that allowed us to use their Federal tax ID number.

## FLYERS, POSTERS, AND SAVE-THE-DATE CARDS

Some considerations are:

1. Decide what messages to have on these three types of documents.
3. The location and usual method of distributing these is:

- a. Posters may be any size and usually are placed in the retail store windows, waiting room tables and on counters.
- b. Flyers are often mailed but may be posted on bulletin boards, placed on waiting room tables, placed in wall racks and distributed at prostate cancer support groups or handed to people.
- c. Save-The-Date cards are usually used before the walk details are fully known, but the date, time, and event are known. They can be distributed like flyers. These are flyers with preliminary details.
- d. Consider using literature holders that will hold 30 or 40 flyers or Save-The-Date Cards. These hold the flyer in a vertical position so that magazines and newspapers, in waiting rooms, do not cover them. They come in 4 and 8 inch widths to hold different widths or folded flyers.

### Section XVIII SPECIAL ITEMS

Some events may have special features. These should be included in the mailings and literature to entice more people to participate. A few examples are:

1. Raffle. We received a donation of a restaurant gift certificate. If you have a few items donated., you may raffle them off. For one small one, it may not be worth the effort.
2. Massages. Our walk offered free massages by two certified licensed massage therapists. These were offered free to anyone wearing a walk T-Shirt.

### Section XIX BILLS TO BE PAID

You may be a charity, but you still have to pay your bills. These are the types of bills you may encounter:

1. T-Shirts, banners and signs, advertisements, postage, stationery, posters, ice.
2. Rental equipment (tents, chairs, portable toilets, sound system).
3. Park rangers and police security details, photographers (if any).
4. Office rent (if applicable).
5. Reimburse committee members for any advances and out-of-pocket expenses. (stationery, phone, labels, computer printer cartridges etc.)
6. Printing and copying costs.
7. Gifts to speakers and master of ceremonies etc., e.g., flowers, small desk sets etc. (no major honorariums).
8. City and or park department fees.
9. Beverages and snacks.

## Section XX VOLUNTEERS

Assign one committee member to coordinate the food distribution during the walk and another to coordinate the many other volunteer activities. The volunteer coordinators should generate written instructions for their volunteers and mail them in advance to allow time for the information to be absorbed. On-site meeting a week before the walk will resolve any questions. Last minute changes, if any, could be reviewed earlier on the day of the event.

### VOLUNTEER TASKS BEFORE THE WALK

Volunteers are needed to perform the following tasks **before** the walk date:

- 1 Distribute walk literature weeks and months before the event from various locations. Specifically: During morning and evening rush hours at major subway stations, noon hour at downtown shopping areas or malls, outside any sporting event stadium, at the start or end of the game, any town event where adults would attend and obviously at any prostate cancer symposium, etc.
2. Place flyers on automobile windshields at ball games and malls.
3. Fold, stuff, and address labels for various mailings. It is possible an institution that is a recipient of the research money may have volunteers to help with this task. Many do.
4. The volunteers may make phone calls to organizations they belong to, to increase awareness about the walk, and perhaps obtain donations.
5. Some may be able to make introductory contacts to possible corporate sponsors to determine who should be contacted within the corporation.
5. Place posters and flyers in all the locations mentioned in this manual including places where they work or volunteer.
- 6.

### VOLUNTEER TASKS ON THE DAY OF THE WALK

Volunteers are needed to perform the following tasks **on the day** of the walk:

1. Guide the walkers along the walk route
- 2 Register walkers who have pre-paid for T-Shirts and give them the correct size and number of T-Shirts.
- 3 Register and sell T-shirts to people who have not pre-registered. This could account for a very large percentage of your walkers, especially for the first walk.
- 4 Direct people at nearby bus and train stations and nearby parking garages to the registration area.
- 5 Direct people to rest areas, bathrooms, refreshment stations, etc.
- 6 Set up tables, chairs, tablecloths, banners and signs on any reserved seats.
- 7 Serve beverages and snacks to walkers from the refreshment locations
- 8 Refill beverage and snack supplies and ice at the refreshment stations from a central walk depot.
- 9 Purchase and deliver ice to the event and place it in insulated containers.
- 10 Distribute brochures and programs to the attendees.
- 11 Bring insulated containers and dollies to transport the beverages and snacks to the refreshment stations from the walk depot location.
- 12 Volunteers and every committee member are part of the clean up team

Volunteers may not have to, or be expected to walk. We had people on crutches and canes who registered the walkers. In fact, many people who cannot walk desire to help, and they

should be encouraged. By wearing your event T-Shirt, the volunteers are increasing awareness.

A teenager or adult child, of a survivor, can volunteer to do some of the above tasks.

## Section XXI

### AN EVENT PLANNER?

An event planner or planning firm will do many of the tasks that are required and listed in this document. They will obtain the license, and often have contacts to get the best publicity and where to get the best prices for services, such as printing, or firms that manufacture T-Shirts or caps or rent tents etc. They plan dinner functions, have good hotel contacts and know about flowers, musical groups and travel arrangements. They are skilled and have time to do your project.

For these services they take either a percentage of the money raised or a fixed fee. If you and your committee are too busy and cannot undertake all or many of the tasks listed, you should consider an experienced event planner.

The event planners that I contacted had no experience with doing a walk. Event planners **DO NOT RAISE MONEY!** For this you need a fund raiser or fund raising firm. These usually take a large percentage of the money raised.

For the Prostate Cancer Walk 2001, my all volunteer committee acted as the event planner and fund raiser. As a consequence, ninety five percent (95%) of the donated money was awarded for prostate cancer research. This is an extremely high percentage.

Section XXII  
THE PAYOFF  
DISTRIBUTE THE DONATIONS

Distribute the net donation money to the institutions awarded the research funds! That was one of the two goals, wasn't it?

Wouldn't it be wonderful if one of your contributions resulted in something good?

Ask the winning institutions to use their newsletters and to contact the media to have a ceremonial award event Everyone benefits by this.

INCREASED AWARENESS

Every one of the following helped to increase awareness, which was the other goal:

1. Every letter that is sent increases awareness, however, the meaning of the awareness is to alert men who do not have prostate cancer and people in general to be aware of prostate cancer and to tell our legislative leaders that we want our fair share of research dollars. When a prostate cancer survivor sends a letter to his friends and relatives, he is alerting them to this illness.
2. Posters, flyers and ads increase awareness as does any media coverage or article about someone involved with the walk.

The following should be done:

1. Have friends and relatives of all ages, men and women, participate and wear the prostate cancer walk T-Shirt. This helps us and pleases your major corporate sponsors.
2. Make it a fun day. Have balloons, perhaps music to your taste.
3. Urge men to come out of hiding and denial.

Section XXIII  
CELEBRATE YOUR SUCCESS

To celebrate your success your committee could go to a restaurant and spend \$30 or \$50 per person of the money you worked so hard to raise. After all, there are only 30 or 40 of you (with mates). The \$1200-\$1600 bill is deductible.

OR

You could preserve your money and have a potluck barbecue in someone's back yard and mingle with everyone and have a great time, joking, and telling each other how much better you will do next year. --- We did, and we will.

There were people, who we put in an "Honor Roll" category, who solicited their friends, relatives and work associates to raise many hundreds of dollars for the cause. These non-committee individuals deserve some recognition. It is a good idea to have a second celebration barbecue with them and your committee.

By the way, we are donating 95 percent of our contributions to the researchers whose proposals are selected.

Section XXIV  
EVENT SEQUENCE

The following sequence of events is offered to guide you in planning your event. It is based on our six month experience. Many tasks should be done in parallel by your sub-committees, and the size of your committee will affect your schedule. The week number is when the task should start. If a task appears to take more time to complete than your schedule will allow, start it earlier to avoid impacting the next task.

| No | TASK                                                                                                        | Start Week |
|----|-------------------------------------------------------------------------------------------------------------|------------|
| 1  | Select committee and a co-chair. Decide when to meet                                                        | 1          |
| 2  | First committee meeting- decide goals- review management tasks (See Section VI )- form sub-groups           | 2          |
| 3  | Select date, time, location and type of event                                                               | 4          |
| 4  | Will an event planner be hired?                                                                             | 4          |
| 5  | Request permits and a tax ID number                                                                         | 4          |
| 6  | Phrase many letters, Sign-On Sheets and Return Forms (See Section VIII)<br>( Complete last letter week 16 ) | 5          |
| 7  | Locate Data Processing help to record donations and other information                                       | 5          |
| 8  | Invite people to be on Advisory Board                                                                       | 5          |
| 9  | Decide donation brackets                                                                                    | 5          |
| 10 | Request institutions to submit research proposals                                                           | 6          |
| 11 | Generate list of corporations and individuals to be major sponsors (This task never ends)                   | 6          |
| 12 | Decide minimum donation to receive a T-Shirt                                                                | 6          |
| 13 | Generate list of everyone else to solicit for donations                                                     | 6          |
| 14 | Obtain and design a Website. ( Task ends week 10 )                                                          | 6          |
| 15 | Design and order Save-The- Date Cards                                                                       | 7          |
| 16 | Select and open bank accounts                                                                               | 8          |
| 17 | Send Save-The-Date Cards, Press Releases & Public Service Announcements                                     | 8          |
| 18 | Pay bills as incurred                                                                                       | ----       |
| 19 | Start soliciting major donors ( Task never ends )                                                           | 8          |
| 20 | Design flyers and posters                                                                                   | 9          |
| 21 | Locate and hire T-Shirt manufacturer and start layout                                                       | 9          |
| 22 | Select and invite a Master of Ceremonies and program speakers                                               | 10         |
| 23 | Release first mass mailing soliciting donors, participants and volunteers                                   | 10         |
| 24 | Start publicity campaign be distributing flyers and posters                                                 | 12         |
| 25 | Plan details for Day Of The Walk ( Section X). (Task ends week 21)                                          | 13         |
| 26 | Design and order banners and signs                                                                          | 14         |
| 27 | Design and print brochure with best information available                                                   | 16         |
| 28 | Send instructions to volunteers ( Section XX )                                                              | 18         |
| 29 | Plan and detail Pre-Walk Program (Section XVI ) (Task ends week 22)                                         | 18         |
| 30 | Release second mass mailing, including brochure                                                             | 20         |
| 31 | Send updated Press Release and Public Service Announcement, including                                       | 20         |

|    |                                                                                               |    |
|----|-----------------------------------------------------------------------------------------------|----|
|    | brochure.                                                                                     |    |
| 32 | Send reminder to institutions with proposal due date                                          | 20 |
| 33 | Place advertisements in media outlets                                                         | 21 |
| 34 | Layout and order T-Shirts with both donors and your name and logos                            | 23 |
| 35 | Complete and print final brochure                                                             | 23 |
| 36 | Design and print program                                                                      | 24 |
| 37 | DO YOUR EVENT                                                                                 | 26 |
| 38 | Release thank you letters to everyone. Include the final program, brochure and press release. | 28 |
| 39 | Send post event Press Release to the media                                                    | 28 |
| 40 | Conduct peer review of proposals and select the winners                                       | 35 |
| 41 | -Award the research money                                                                     | 40 |
| 42 | Submit tax return                                                                             | 44 |

Stan Klein 8/01