

Walk/Run Planning

1. **Location and setting the date** – figure out where you want your walk/run. How far do you want the walk/run? Will you have multiple lengths? Will it be a timed event? Fun Run? Walk-A-Thon. Have some dates in mind in case the preferred location isn't available.

If you are looking to create a route in neighborhoods, you will need to get permission/permit from the police/city/county if your route requires closing streets. Pick a few different routes to present to the city. It's possible that they will turn down your application for a permit if the route creates a lot of traffic or disrupt businesses. It's best to understand the criteria that will be considered when you propose your route.

You can use online tools or you can bike/walk/run the route to map the course and be sure the length is correct for what you'd like.

2. **Figure out costs** – Depending on your location, you may need to pay for permits or equipment (do you want to make announcements at your event? do you need outdoor toilets? pop-up tents? Timer for the finish line? Trash bins?).
3. **Fundraising strategy** – The more money you're trying to raise, the more time you'll likely need to organize your race. That gives you more time to build support, find sponsorships and promote. There are a lot of ways you can raise money for your event. Figure out where you want to spend your time and resources.
 - a. **Fundraise to participate** – ask your participants/teams to fundraise to be part of your event. Having participants fundraise helps to spread the word about your event and allows for more people to donate to the event, even if they don't plan to attend.
 - b. **Charge registration fee** – do you want to charge a one-time registration for individuals/groups. Make sure it is a price that includes your costs and fundraising.
 - c. **Sponsorships** – ask local businesses to cash sponsor your event, this can help pay for any event expenses like space rental, equipment fees, event merchandise, concessions. You can also ask businesses to donate an –in kind donation for the winning team or gift baskets for raffles, contests, or door prizes.
 - d. **Raffles** – did you get any items donated from a local business? Is it something you think your participant/attendees would be interested in? Create a basket of coveted items and sell tickets to be part of a drawing.
 - e. **Sell event merchandise** – create t-shirts with your event name on it, sell them or include them with a registration fee.
 - f. **Sell concessions** – pick up snacks, water, and juice boxes in bulk and sell them at your event.

4. **Promote Your Event**

- a. **Host Committee** – can you recruit a group to help you spread the word and get people to your event. Their job is to get people excited for the event and raise awareness.
 - b. **School** – ask your local school for permission to post or pass out flyers at your school, can you add updates to school announcements?
 - c. **Community/Neighborhood sites** – ask school or neighborhood contacts if they could post to the school district site/newsletter, promote Nextdoor.
 - d. **Media** – reach out to the local newspaper/news stations. Depending on what type of news day it is, they could cover your upcoming event leading up to your event day.
 - e. **Social Media** – spread the word on your social media channels including Facebook, Instagram, Twitter or LinkedIn.
5. **Recruit Volunteers** – you will need to figure out how many people you will need to help you with set up, during race, check-in, and tear-down.

Day Of: Walk/Run

6. **Set up the course.** You'll need clearly designated start and finish lines. However, you'll also need to set things up along the course, as well. Refer to your permit to see when you're allowed to begin setting up. You may be able to set up some things the night before, or you might need to do it all the morning of the race. Will you have mile markers?
7. **Safety** - Be sure you have easy-access to a first aid kit
8. **Check-In** - Assign a volunteer to coordinate a check-in area participants arriving at the tournament. Have participant fill out and sign insurance waivers and medical release forms upon arrival.
9. **Post Event Wrap Up** - Empty and remove trash, return all equipment/supplies, once all costs are paid for, you can send any cash or check donations to Children's Cancer Research Fund (please enclose a letter about your event – the name, date, and how many participants). Once received, we can apply it to your online fundraising page.

Send check(s) to:
Children's Cancer Research Fund
Attn: Donor Services
1650 W 82nd St., Suite 400
Minneapolis, MN 55431

10. **Thank Yous** - thank all donors, participants, sponsors, volunteers for all their efforts and share what you raised through the event