

Steps for a Successful Run/Walk Fundraising Event

Organizing a run/walk is a great way to bring people together while raising funds for and bringing awareness to the National Pediatric Cancer Foundation!

1. **Choose a Charity:** National Pediatric Cancer Foundation

2. **Set a financial goal, create a budget:**

Set a financial goal and create a budget. If you want to raise \$5,000 and your cost of organizing the race is \$2,000, you'll need to raise \$7,000 to make your fundraising goal.

3. **Determine a timeline and set a date:**

Smaller races should be able to be organized in about 9 weeks provided you have a working committee that is able to dedicate time each week to organizing.

Check event schedules (not just run/walk schedules) as other events might be competing with your event and may draw participants from your race.

4. **Choose a name and a theme:**

Include the National Pediatric Cancer Foundation in your event name as it will bring additional awareness to the organization and will assist in recruiting participants as many people love to "run for a cause"! If you choose a theme, make sure your name reflects the theme. The event name and theme should be included in all promotional materials.

5. **Determine a route, obtain permits and insurance:**

You may need event permits or licenses from city or county, depending upon where event will be held. This may include local police for traffic control or road closures. You may also need insurance coverage for the race and your own organization.

6. **Approach potential sponsors:**

Sponsorships are a great way to offset the costs of the race and businesses may be enthusiastic about supporting your efforts when you explain that the race is benefiting the NPCF! Develop a sponsor package with levels corresponding to rewards. For example: "for a \$200 donation, we'll put your logo in all of our e-mail blasts. For a \$500 donation, we'll put your logo on our official T-shirts." Businesses may not be able to donate money but may be able to donate "in-kind" products (food, drinks, services, or rental equipment).

7. **Develop a marketing plan to promote your race.**

Get the word out about your race through as many avenues as possible: in-kind radio, tv, newspaper, social media, community and running calendars and local running store.

8. **Organize Volunteers:**

Assemble a core planning committee of 5-7 people, be clear about their expectations and make sure each person has the skills and resources to handle their role.

Coordinator roles include: sponsor recruitment, volunteers, marketing/social media, on-line registration, procurement (shirts, race bibs, medals, awards, food/beverage).

Meetings make great deadlines for coordinators to provide progress updates.

9. Participant Registration:

Set up an on-line registration platform to collect participant information and money. Races typically charge a fee to participate, require each person to raise a minimum dollar amount, obtain pledges per mile or a combination of all!

10. Race Day Preparation:

Order amenities: event shirt, finisher medals, awards, bibs, etc. Don't overspend but don't skimp as giveaways provide marketing for your event long after the event is over.

Reserve equipment including a timing company, portable toilets, pop-up tents, PA system for music or announcements, etc.

Schedule EMT's or first aid depending on municipality/venue requirements.

Set up the course: start/finish lines, mile markers, water/aid stations.

Set up the post-race/celebration area with refreshments, vendors (charge a fee for them to be on-site), entertainment, awards, etc.

11. Post-Race Clean Up:

Remove all waste from event site and course. All waste should be bagged up and either thrown away or recycled appropriately. Make sure you have a plan for disposing of the trash once it's gathered--rent a dumpster or take garbage to the dump on your own.

Return or have rental equipment picked up on time, in working order and clean.

12. Post-Race Administrative:

Pay all bills and once all costs have been covered, the rest of the money will be donated to the NPCF! Let them know how much you raised and make arrangement for them to receive the money.

Say THANK YOU! Let everyone know how much you appreciate their efforts and donations. A "thank you" card, email or phone call goes a long way in building support for future events! For larger corporate sponsors you may want to deliver a plaque that can be displayed in their place of business.

Thank your participants via mass e-mail!

Evaluate the event for future reference by asking your participants, sponsors, volunteers and committee for feedback to ensure your event is even better next time!

Organizing your first race is a big accomplishment...be proud of yourselves!