

CAH Awareness Walk

FUNDRAISING GUIDE



**A step-by-step guide to hosting and setting
up a walk with CARES in your area**



Thank you for your interest in our annual CAH Awareness Walks!

We are always eager to add new walk events to our calendar, and appreciate the opportunity to spread awareness in a new part of the country. Hosting a walk can be challenging, but with the right guidance, hands-on-volunteers, and a plan; you can make it work!

Let's Get Started!

Anybody can fundraise...You can do this!

Questions to ask yourself:

- **How much money do you want to raise?**
- **Who is going to attend the walk?**
 - **Your attendees could be family, friends, colleagues, and/or open to the community!**
- **Make a deadline and set a date.**
 - **When choosing a date, consider when would be a good time of year (i.e. warm weather, not rainy, etc.) to host such an event.**
 - **It is also wise to check into the local calendar and school calendar to avoid any conflicts that could potentially limit your turnout.**
- **Where are you going to hold the walk?**
 - **Think about places you go frequently, or you have a good connection with. Most of our walk events are held in local parks or recreation areas.**
 - **It is a good idea to pick one with a 1/4-1/2 mile walking path, a cover/pavilion, and a restroom facility with access nearby.**
- **How are you going to do this?**
 - **Gather any ideas you have for the walk, along with the above information and an estimated budget, and send it to CARES Foundation at **(CONTACT)**.**
 - **At any time during your planning, please feel free to contact our Executive Director for assistance (dina@caresfoundation.org).**
 - **Our Finance Director (Bea Pereira - bea@caresfoundation.org) will help with the park permit applications, as well as insurance forms.**
 - **Wait for approval of your walk event.**

We are happy to provide any assistance, and are excited and appreciative that you have chosen to help CARES and the CAH Community!

Ideas & Common Walk Event Practices

CARES Foundation's CAH Awareness Walks started back in 2012, with our first ever walk being held in Ridgefield, NJ. Since then, there have been walk events held in a large variety of places across the country hosted by various CARES supports, patients, parents, relatives, and medical professionals. Through our experience, we have gained helpful insight into what can make a walk successful.

Some helpful tips

Involve as many people as you can to help you spread the word. The more exposure you get, the higher likelihood of success when it comes down to attendance, donations, and fundraising for your event.

Plan activities for your walk that will attract more attendees such as:

1. Activities for kids (i.e. fun runs, games, contests, etc.)
2. Entertainment (DJ/Music, local band/school music group, musicians, etc.)
3. Silent Auction/Tricky Tray/50-50 raffles (Get Prices donated)
4. Refreshments - Often donated by local businesses (Breakfast bars, bagels, donuts, fruit, coffee, water, etc.)

Advertise your event

1. Local Media - Contact local TV Station (They may even send a reporter to the event!)
2. Utilize your social media accounts to share your event. Post on Facebook, Instagram, Twitter, etc.
 - a. Be sure to use hashtags (#CAH, #CAHAwarenessWalk, #CongenitalAdrenalHyperplasia, #[NAME OF WALK'S CITY/TOWN], #Events, #CARESFoundation)
3. List event in local print/online newspapers/publications
4. Post flyers/posters for schools, churches, office buildings, medical facilities, etc.
 - a. CARES in-house designer & Communications Coordinator, John Morgan, can help with this (john@caresfoundation.org)

Remember that the CARES Staff will support you every step of the way!

To stay on target, please use the following timelines:

TIMING	ACTION ITEM	RESPONSIBILITY	STATUS
6 MONTHS PRIOR	Contact local municipal building to find out permit requirements	Walk Chair/Co-Chair	
	Determine best location & date for walk	Walk Chair/Co-Chair	
	Contact Dina Matos at CARES Foundation to discuss location, date, permit requirements, fundraising guide, and other materials	Walk Chair/Co-Chair	
	Develop a list of potential volunteers. There may be a support group leader in your area that would like to be involved. For a complete list of support group leaders visit our Support Page .	Walk Chair/Co-Chair	
	Develop a list of potential sponsors	Walk Chair/Co-Chair	

TIMING	ACTION ITEM	RESPONSIBILITY	STATUS
4 MONTHS PRIOR	Confirm volunteers & assign tasks	Walk Chair/Co-Chair	
	Determine costs for food, paper goods, supplies, etc.	Walk Chair/Co-Chair	
	Gather a list of area businesses and vendors who would sponsor event/refreshments		
	Solicit breakfast refreshments, beverage, and paper goods donations		
	Solicit sponsorships		
	Contact local media for information regarding press releases/local story/having a reporter at your event		
	Post flyers at libraries, hospitals, schools, community centers, etc.		
	Partner with community organizations to recruit more participants	Everyone	
	Share your walk information on social media (Facebook, Twitter, Instagram, etc.), and encourage others to do the same	Everyone	

TIMING	ACTION ITEM	RESPONSIBILITY	STATUS
3 MONTHS PRIOR	Send periodic reminders to members, friends, and family	Everyone	
	Follow up with potential sponsors		
	Contact CARES for signage request	Walk Chair/Co-Chair	

TIMING	ACTION ITEM	RESPONSIBILITY	STATUS
2 MONTHS PRIOR	Reach out to your top fundraisers and thank them for their support	Walk Chair/Co-Chair	

TIMING	ACTION ITEM	RESPONSIBILITY	STATUS
1 MONTH PRIOR	Follow up with all sponsors and volunteers		
	Make sure that CARES has all sponsor info and logos for t-shirts	Walk Chair/Co-Chair	
	Continue spreading awareness for Walk & CAH	Everyone	
	Encourage as many as you can to attend and donate	Everyone	
	Begin to assign volunteer tasks for day of Walk		
	Complete layout of registration and refreshment area		

TIMING	ACTION ITEM	RESPONSIBILITY	STATUS
Week Prior	Confirm the delivery of the signage and t-shirts		
	Continue to contact top fundraisers and thank them for their support		
	Create checklist for day of the Walk	Walk Chair/Co-Chair	
	Keep up awareness efforts	Everyone	
	Send out final reminders	Walk Chair/Co-Chair	

TIMING	ACTION ITEM	RESPONSIBILITY	STATUS
Day Of	Assign volunteers task for the day of the Walk	Walk Chair/Co-Chair	
	Finalize Welcome Speech	Walk Chair/Co-Chair	
	Make sure sponsors are represented according to their level of sponsorship (see sponsorship form)	Walk Chair/Co-Chair	
	Ensure set-up is complete prior to start of registration (remember participants may arrive early)		
	Complete 'Day of Event' checklist	Walk Chair/Co-Chair	

TIMING	ACTION ITEM	RESPONSIBILITY	STATUS
Post Walk	Make sure photo releases are signed at registration/check-in & have volunteers assigned to take photos		
	Complete the <u>Day of Event Registration Financials</u>		
	Reconcile registration checks received		
	Send Reconciliation Report and checks received to CARES Foundation certified/return receipt		
	Request thank you letter template from CARES and/or send personal thank you notes to all sponsors and volunteers	Walk Chair/Co-Chair	

Please use the above the timetable to adequately prepare yourself for your CAH Awareness Walk. If you have any questions regarding any of these steps, please contact dina@caresfoundation.org to set up a call to discuss anything further.

How to register online for CAH Awareness Walks (User)

Go to our website and find the 'Walks' page. Find the event you are interested in registering for, click on it, and proceed to the 'Register' button. This will then take you to our registration page for that specific walk. (If you are already registered as a part of the CARES Community, then you should log-in via the CARES Community Login page with your username and password. This will make the registration process simpler for you. Complete the registration form and proceed to payment. A confirmation email will be sent with your registration information.

How large of a group can I register at once?

You can register up to 12 people per registration transaction.

Peer-to-Peer Social Fundraising

In conjunction with a walk event, we highly encourage supporters to participate in peer-to-peer fundraising. This is a great way to spread the word, raise awareness, and secure more donations towards your walk!

One of the great advantages of peer-to-peer fundraising is that you will be able to create your own and other fundraising teams for registrants to join. Friends and family will be able to register for the Walk, create their own personal webpage to fundraise, and they will also be able to join a fundraising team.

Checklist:

- Start your campaign by setting up a personal fundraising web page
- Make a personal donation
- This website will enable you to reach out to family, friends, and colleagues for their support. Ask them to be a part of your team!
- Track donations online
- Make reminder calls/emails
- Kick back and watch your team's donations grow!
- Thank your supporters

For information regarding Peer-to-Peer fundraising for CAH Awareness Walks, please visit this link: [CAH Awareness Walk Peer-to-Peer Fundraising Guide](#).

Best of luck when planning your CAH Awareness Walk!