



### **Organize A Walk & Fun Run in Your Community – as easy as 1, 2, 3!**

Raise awareness and funds to *Get Depression Out of the Dark* by supporting Erika's Lighthouse.

#### **1. Rally Your Team and Form Your Event Committees**

Host an informal gathering of family, friends, club members, and teachers and share with them your plan to organize "A Circle of Hope: Walk & Fun Run for your community. This will be an opportunity for you determine their interest and support in helping you!

#### **2. Kickoff Event: Set Your Date & Activate Your Committees**

Erika's Lighthouse recommends you give yourselves at least 3 months to plan a successful event. Even more time, 4-6 months, is best. Gather your volunteers and supporters for an all-call kickoff event. When choosing your ideal event date, take into consideration local events and activities that may conflict or benefit the Walk & Fun Run. Ensure your preferred location is available. Your event committees will be doing most of the work. Be sure you have committed event chairs and enough volunteers to make the event successful!

#### **3. Host a Successful Event**

If you follow the guide and have great committees – you will have an amazing event! This is where you can raise awareness in your community to bust stigma and promote positive mental health – all while raising funds for Erika's Lighthouse and your local club!

WEEKS UNTIL WALK	PLANNING & LOGISTICS	RECRUITMENT	FUNDRAISING	MISSION
12	<input type="checkbox"/> Rally Your Volunteer Team with Informational Meeting <input type="checkbox"/> Identify Event Chairs			
10	<input type="checkbox"/> Host Your Kickoff (see template agenda)			
9	<input type="checkbox"/> Finalize Date <input type="checkbox"/> Reserve Location <input type="checkbox"/> Submit Agreement Form & Website Request <input type="checkbox"/> Update In-Kind Requests	<input type="checkbox"/> Identify prizes for top recruitment team contests <input type="checkbox"/> Identify incentives for recruitment competitions	<input type="checkbox"/> Identify prizes for top fundraising team and individual contests <input type="checkbox"/> Identify incentives for recruitment competitions <input type="checkbox"/> Update Sponsorship Proposal & Letter Template <input type="checkbox"/> Begin contacting local businesses for financial sponsorship	<input type="checkbox"/> Begin requesting mission stories from local students
8	<input type="checkbox"/> Inform local police about the event <input type="checkbox"/> Solicit a nurse or healthcare worker to be on-site for emergencies	<input type="checkbox"/> Update & Distribute Posters <input type="checkbox"/> Implement Social Media Strategy <input type="checkbox"/> Utilize community calendars, emails and other forms of promotion <input type="checkbox"/> Recruit volunteers for day-of	<input type="checkbox"/> Contact local businesses for financial sponsorship <input type="checkbox"/> Ensure sponsor benefits are being activated (logo on website, flyer, email, etc.) <input type="checkbox"/> Begin contacting local businesses for in-kind donations	<input type="checkbox"/> Identify potential mission-moments throughout the event
7	<input type="checkbox"/> Map out Walk & Fun Run Route (5k?)	<input type="checkbox"/> Promote recruitment competition between community clubs, organizations, churches, sports teams, business, gyms	<input type="checkbox"/> Promote fundraising competition between teams and individuals	<input type="checkbox"/> Identify 3-5 local mission champions willing to share their story
6	<input type="checkbox"/> Reserve stand-by ambulance	<input type="checkbox"/> Search for local media partner to help promote/support walk	<input type="checkbox"/> Partner with mission committee to drive mission messages	<input type="checkbox"/> Identify mental health expert to be on-site for any intervention/support
5	<input type="checkbox"/> Ensure toilet facilities are available	<input type="checkbox"/> Assist Fundraising Committee on sponsorship/ participation outreach	<input type="checkbox"/> Work with Mission/ Recruitment Committees on sponsorship/ participation outreach	<input type="checkbox"/> Assist Fundraising Committee on sponsorship/ participation outreach
4	<input type="checkbox"/> Finalize food/drink in-kind partnerships <input type="checkbox"/> Order banners, signs, etc	<input type="checkbox"/> Secure/Order recruitment incentives (if any)	<input type="checkbox"/> Secure/Order fundraising incentives (if any)	<input type="checkbox"/> Secure/Order necessary mission moment materials
3	<input type="checkbox"/> Set event-day agenda, activities and awards	<input type="checkbox"/> Promote incentives, mission and impact of participation	<input type="checkbox"/> Promote incentives, mission and impact of fundraising	<input type="checkbox"/> Promote importance of mission
2	<input type="checkbox"/> Create volunteer schedule <input type="checkbox"/> Have first aid kit available	<input type="checkbox"/> Visit community and school groups to promote walk	<input type="checkbox"/> Visit community and school groups to promote walk	<input type="checkbox"/> Visit community and school groups to promote walk
1	<input type="checkbox"/> Print race-day registration forms <input type="checkbox"/> Print list of pre-registered participants	<input type="checkbox"/> Final check that all recruitment awards/activities are in place	<input type="checkbox"/> Final push for fundraising <input type="checkbox"/> Final check that all fundraising awards/activities are in place	<input type="checkbox"/> Final check that all mission activities are ready
0	<b>HAVE AN AMAZING EVENT!</b>			
-1	Thank all your partners, walkers and supporters that made the event happen and provide a recap of your success!			