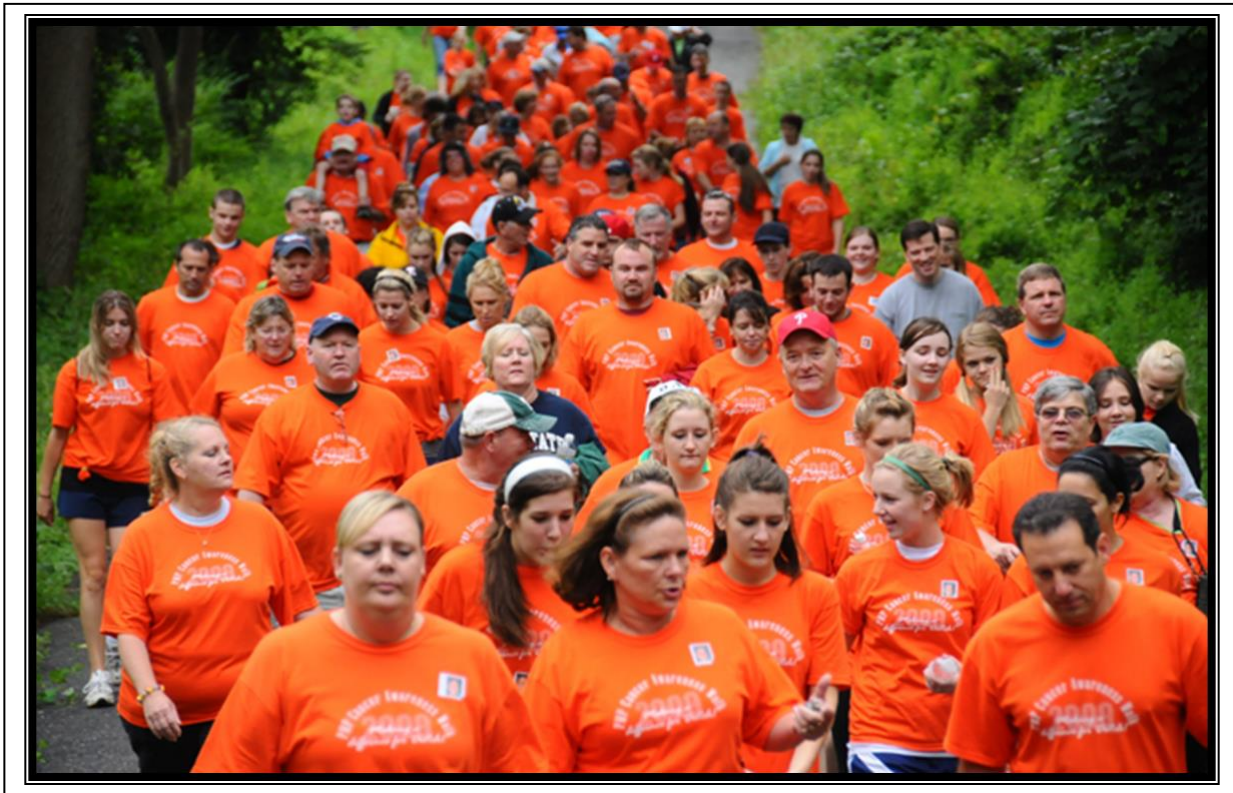




ACPMP Walk/Run Guidebook



*Inform.
Fund Research.
Cure.*

You Can Make a Difference!

Thinking about holding an Appendix Cancer/PMP Walk or Run? Don't feel helpless! Rare Disease Requires Rare Courage!

Holding a walk or run can be an outstanding way to support loved ones or friends affected by appendix cancer and/or pseudomyxoma peritonei (PMP). Whether you are supporting a patient/survivor, or holding the walk or run to honor the memory of someone that has lost their battle to Appendix Cancer/PMP, **You Can Make a Difference!**

An Appendix Cancer/PMP walk or run is an outstanding family event that will raise awareness for this rare disease and raise funds that will assist researchers and specialists in working towards a cure.

Holding this type of event is not that difficult, can be a lot of fun, and usually has a great end result in terms of money raised! You will be amazed at the kindness and generosity of people willing to work hard for a great cause.

Whatever idea you come up with, we can help by creating a dedicated website for fundraising, registration and marketing the event on your behalf.

The ACPMP Research Foundation is an IRS-designated 501(c)3 charitable organization. The Foundation was created by a community of individuals affected by Appendix Cancer, Pseudomyxoma Peritonei (PMP) and related cancers.

You can find out more about how we spend the money we raise at <https://acpmp.org/donor-confidence>.

Getting Started

Preparation and Planning: Preparation and planning for your walk/run is critical to achieve a successful fundraising event resulting in both awareness of appendix cancer/PMP and funds raised for research to find a cure.

To begin, you should identify your main group of family, friends and volunteers that will assist you throughout your event. Your group will also be able to attract other volunteers and or sponsors and participants that will assist with the event. This core group may also have known relationships and resources that will be a great fit for one of the committees or tasks at hand.

| Event Committee | | | |
|-----------------|---------|------------|-----------------------------|
| Name | Phone # | Assignment | Committee |
| | | | Registration |
| | | | Event Promotional Materials |
| | | | Supplies |
| | | | Food |
| | | | Sponsors |

| | | | |
|--|--|--|----------------|
| | | | Media |
| | | | Volunteers |
| | | | Entertainment |
| | | | Communications |
| | | | |

Notes:

First Steps

Site selection and event date: Identifying your Walk/Run location and date availability is the first and one of the most important tasks that you need to accomplish. You may be aware of a location, or begin searching for a location that has held similar walk/run events (5K, 10K, etc.) for other causes. “Parks, State Parks, and known city race/walk locations” is a good place to begin your search. After identifying potential locations, determine the requirements to hold your event including: reservation requirements (time line), permit requirements and costs, insurance if needed, etc.

***Desirable locations may require reservations or permitting as much as a year in advance of the event! Lock in your reservation early.**

Event revenue and expenses: Establishing your fundraising goals depend on the scope of your event and understanding or anticipating your sources of fundraising revenue as well as expenses. Obviously the goal is to maximize your revenue and minimize your expenses by gaining donations for products and services. Some expenses may be unavoidable.

The following are examples of some of the most common sources of revenue and expenses incurred for a walk/run event.

- Revenue
 - Registration walk/run fees- adult, children, teams
 - Participant fundraising-pledges for walkers or teams
 - Sponsor donations-Any amount given
 - Sponsors- Tiered fee structures can be established- T-Shirt Sponsor, Mile Sponsor, Corporate Sponsors, Gold, Silver, Bronze, etc.
- Expenses:
 - Most if not all expenses can generally be T-Shirts, signs, permits, printing costs, etc.

| Example | | |
|---------------------|---------------------|-----------------|
| Adult Registrations | 300 @ \$20 each | \$6,000 |
| Child Registrations | 200 @ \$10 each | \$2,000 |
| Mile Sponsors | 75 @ \$100 each | \$7,500 |
| General Donations | | \$2,500 |
| Corporate Sponsors | \$500/\$1000/\$2500 | \$10,000 |
| Expenses | T-shirts, etc. | -\$1,200 |
| Total | | \$26,800 |

Planning

Timeline: If a walk/run site is available then this type of event could be planned and put together pretty quickly (60-90 days); however, starting 6 months out is more reasonable and even further out is beneficial for an even larger corporate sponsor participation.

Generally, obtaining donations such as food, product, gift card and services from local businesses and retailers to support the walk can be done pretty quickly and easily. Some businesses have longer turnaround times after submitting your request in writing (30-60 days) and some have fixed community budgets and there may be timing advantages such as earlier in the year or early in the month. Corporate sponsorships may take longer and may be more challenging, therefore initiate those requests as far out from your event as possible (1 Year).

Walk/run participants and personal sponsors (mile sponsors) can grow and register quickly through promotions by your core group of volunteers. Web, social media and e-mail communications can be extremely effective.

Planning Meetings: Invite your group for a pizza party, barbecue, dinner or snacks.....

During your first planning meeting you should establish your timeline for the event. Invite ideas from your family and friends on how to make your charity walk/run a fun and exciting event that raises awareness and funds for ACPMP. You should also provide an overview of the steps and variety of tasks that are needed as outlined in this guidebook.

Establish how often your core group needs to meet or have conference calls.

Payment methods: Three primary methods of payment will generally be accepted throughout your event as follows:

- **Online payments through website:** This method is preferred because it enables participants to easily register for the walk/run and pay by credit card, they will receive an automated tax receipt, and we can provide registration reports. You can also capture needed participant data, including name, email, address, t-shirt size, team name, etc.
- **Checks:** Some participants and businesses find it easier or prefer to mail a check. Many participants bring checks the day of the walk/run, if day-of-registration is offered.
- **Cash:** Often participants registering the day of the event may pay in cash.

Tasks and Assignments

Identify the scope of tasks so that you can evenly staff committees and distribute volunteer assignments so that your event goes smoothly. The following are examples of tasks and assignments that should be considered.

Event Promotional Materials: The following promotional materials need to be created or personalized to enable your event committee to begin promoting sponsorship and participation in your event. Many businesses require that requests are made in writing with descriptions of the event, descriptions of the foundation and 501(c) 3 charity documentation.

- Website and social media (ACPMP will help with this!)
- Posters/Flyers advertising the event

- Business cards
- Promotional letters (paper copy or e mail) outlining your event and how people and businesses may get involved and participate.
 - Request for food sponsorship
 - Request for business donation
 - Request for corporate sponsorship
 - Request for Media Sponsorship
 - Public relations releases
 - Family/Friend support letters
 - Invitation for team participation

Media-communication plan: Identify your strategy for promoting your event to local media outlets including social media. Utilize any volunteer with contacts in the media:

- Social Media- Consider making an event page or posting about your event on all or any of these social media platforms: Facebook, Twitter, Instagram, LinkedIn.
- Newspapers
- Radio Station
- TV coverage
- Email

Volunteers:

- Set up (signs, tables, etc.)
- Registration
- Race Marshals
- Food
- Cleanup crew

Signs & Supplies: Identify companies that can provide donations for signs and supplies, tables, chairs, tents, etc. can generally be obtained by your core group and volunteers for your event.

- Event Day signage- Registration paid vs. unpaid
- Sponsor signs
- Office supplies (pens, clipboards, cash box, sponsor envelopes, etc.)
- Water tubs, coolers and cups
- Tables and chairs
- Tents
- Tool box, ropes, clamps, bungee cords, ladder if needed
- First aid kit
- Balloons

Food: Identify the food vendors that will support your event needs.

- Bottled water, sport drinks, juice, soda, etc.
- Coffee, cream, sugar, etc.
- Bagels, breakfast bars, bananas, etc.
- Snacks
- Soft Pretzels
- Ice
- Ice Cream

Sponsorship Opportunities:

- Identify potential sponsors

- Contact sponsors and request

Entertainment: Identify entertainment services that may create excitement and fun during your event.

- DJ or speaker systems
- Radio Station DJ, Mascot, etc.
- Professional Sports Mascot- Philly Phanatic, cheerleaders, etc.
- Face painting
- Bounce house
- Celebrity participation
- Games (cornhole or other yard games)
- Raffles

Timeline to Event day

6-12 months out: Planning, preparation, promotion of event, coordination of volunteer assignments, track registration, contact vendor partners, build participation and sponsorship.

3-6 months out: Same as above.

2 months out:

- Meet with core group of volunteers
- Check status of all of the above
- Assess needs or issues, areas of donation or sponsorship needing additional work.
- Track participation through registration and finances.
- Make media contacts to promote the event
- Contact EMT or fire department volunteers

1 month out:

- Meet with core group of volunteers
- Confirm support of vendors attending (entertainment, DJ, radio station, face painters, bouncy house, health awareness, etc.)

Event week:

- Provide your final T-shirt order (count and sizes) and sponsor listing to your T-shirt vendor. Know the printer's cutoff date so that you can pick up several days before the event.
- Hold a meeting to review event day responsibilities and times.
- Confirm and re-communicate event day assignments and adjust as needed.
- Evaluate food, product and promotional product inventory and confirm who is bringing what the day of the race. Re-distribute to several volunteers as needed. It may be easier for 3 different people to bring 5 cases of water and 3 tubs each.
- Evaluate supply inventory from tents and tables to registration supplies.
- Pick up final food donations, supplies, and T-shirts.
- Send mass email to all participants with important details such as times, directions, weather forecast, and attach (or send link) to a waiver to ensure all participants have completed a waiver online or bring to event. All participants 18 and older must sign their own waiver, and only a parent/guardian can sign for their minor participant.

Day Before: Don't Panic! There's not really a lot that can go wrong! Get excited!

- Print the final payment and registration lists to utilize for the registration desk. Make a list of who has completed waivers and who has not. Make copies of Registration lists as needed (3-4) so that several volunteers can assist at check in.
- Make copies of blank waivers and ensure that those who have not completed online do so at the event. All participants 18 and older must sign their own waiver, and only a parent/guardian can sign for a minor participant.
- Redistribute supplies as needed (if needed) to make it easier for all involved. Registration lists, water, tubs, tables, t-shirts, etc.
- Last minute details as needed.

Day of Walk / Race:

Registration at 8:30am, Walk/Run kickoff at 9:30am - adjust the timeline to the start time of your event.

Morning set up: 6:30am-8:00am - early volunteers arrive at the event site (10-15 volunteers depending on size of event).

Sign crew:

- Directional signs on streets or highways (if needed), and parking signs can be placed either the day before if possible or as you arrive at your event location. (Early morning) 1-2 volunteers.
- Registration related signs should be set up: Registration: Registered & Paid, New Registrations, Teams, etc.
- Walk/run route signs including Mile Sponsor signs, directional signs, water station, etc.
- **Water stations with coolers** can be set up on the route by the sign crew.
- "Start" signs and any related sponsor or signs.
- VIP signs: ACPMP families, team meeting areas, survivor tent, etc.

Food Crew

- 6:30am-7:00am early volunteers pick up ice, coffee, etc. on the way to the event. (2 volunteers pick up 80 lbs. of ice, 1 or 2 volunteers pick up coffee, etc.)
- Several volunteers bring food and water, tubs and coolers.
- Ice all drinks/cold items
- Set up tables and chairs, tents if needed

Registration crew

- Set up tables and chairs as needed
- Set up tents as needed
- Utilize registration spreadsheets to confirm payment, waivers, and issue t-shirts
- Separate t-shirts by size and any other promotional items
- Responsible for safety waivers and all cash/check collection

Trash and recycles

- Set up disposable containers and recycle bins near the breakfast and start/finish area


Safety Crew

- Volunteer fire department staff and EMT's whenever possible as needed





Start the ACPMP Walk/Race

Starting the Walk/Run - Walk Director/Coordinator:

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- Thank all participants, sponsors and supporters for their support of the worthy cause
 - Briefly explain the goals and the purpose of the walk
 - Highlight some of the accomplishments and progress towards finding a cure
 - Recognize and thank volunteers
 - Recognize and thank VIP's such as any doctors/ACPMP specialists
 - Recognize and thank current patients and families in attendance
 - Recognize those ACPMP loved ones who have lost their battles
 - Provide directions for the event: route description, water stations, those in charge etc.

Walk/Race/Marshals



- Volunteers to lead the way on the route
 - Walkie-Talkie communication in the event of an emergency
 - Water station volunteers
 - Volunteers to follow behind: pick up route signage and trash
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Clean Up Crew

- Complete thorough cleanup after the event

Following the Event:

Post Walk:

- Store all reusable supplies and assets for next year - coolers, tubs, signs, supplies
 - Review the event with the entire team for issues and improvements for the next year
 - Finalize registration and donation information. Deposit Cash.
 - Thank participants, sponsors and volunteers via email, website, social media and provide final outcome (money raised) and post pictures.
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