

Walk/Run Planning

What is it?

This is your chance to have fun while raising funds for Children's Cancer Research Fund when you set up your very own walk or run event!

How does it help?

Every day, 43 kids in the U.S. will be diagnosed with cancer. That number is no fun. But the good news is, this is your chance to help change that! By dedicating your tournament to Children's Cancer Research Fund, you will be raising money to support amazing scientists looking for better, safer treatments to help children everywhere.

Getting Started—Before Your Walk or Run:

- 1. Set a fundraising goal** – How much are you hoping to raise?
- 2. Location and setting the date** – Figure out where you want your walk/run. How far do you want to 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 a permit from the police, city or 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.

As you select your route, be aware of hills because if it's too difficult some people that aren't as athletic might not want to sign up.

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.
- 3. Figure out costs** – A walk/run can be expensive to put on. Depending on your location, you might need to pay for permits or equipment. (Do you want to make announcements at your event? Do you need outdoor toilets? Pop-up tents? A timer for the finish line? Trash bins?)
- 4. 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.
 - **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 gets more people to donate to the event, even if they don't plan to attend.
 - **Charge registration fee** – Do you want to charge a one-time registration for individuals or groups? Make sure you set a price that covers your costs and also leaves enough to donate proceeds to the nonprofit.

- **Sponsorships** – Ask local businesses to sponsor your event to help pay for any event expenses like field rental, equipment fees, event merchandise or concessions. You can also ask businesses to make an in-kind donation for the winning team or gift baskets for raffles, contests, or door prizes.
 - **Raffles** – Did you get any items donated from a local business? Is it something you think your participant/attendees want? Create a basket of coveted items and sell tickets to be part of a drawing.
 - **Sell event merchandise** – Create t-shirts with your event name on it, sell them or include them with a registration fee. The cost of these eats into the money you could potentially give to the nonprofit, so you'll have to set your registration accordingly.
 - **Sell concessions** – Pick up snacks, water, and juice boxes in bulk and sell them at your event.
5. **Registration** – How will individuals/teams sign up for your event? Children's Cancer Research Fund has a fundraising platform that would make it easy for people to sign up and create a personal fundraising page, while showing real time fundraising results. Go to: [ChildrensCancer.org/Fundraise](https://www.childrenscancer.org/fundraise).
6. **Promote your event.** What's your connection to childhood cancer? Why is supporting research important to you? Be sure to always talk about why you are passionate about raising money for research. People will want to support you because they connect to your passion!
- **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 so they register and participate.
 - **School** – Ask your school for permission to post or pass out flyers at your school. Can you add updates to school announcements?
 - **Community/neighborhood sites** – Ask your parent of teacher if they could post to the school district site, newsletter or Nextdoor app.
 - **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.
 - **Social media** – Can you or your parents help spread the word about the event? If people can't attend, can they make a donation?
7. **Recruit volunteers** – You will need to figure out how many people you will need to help you with set up, during the race, at check-in and tear-down.
8. **Recruit a speaker** – Are you honoring a specific person at your race? Can you invite someone that's been affected by childhood cancer to speak at your event?

Walk or Run Day To-Do:

9. **Set up the course.** You'll need clearly designated start and finish lines. 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?

10. **Safety.** Be sure you have easy-access to a first aid kit.
11. **Check-In** - Assign a volunteer to coordinate a check-in area for participants arriving at the tournament. Have participants fill out and sign insurance waivers and medical release forms upon arrival.
12. **Educate** – As volunteers huddle while they receive their assignments for the event, have talking points provided to educate them on CCRF, why cancer research is important and thank them for their participation. Make sure you plan a time to welcome everyone at the start of the event, give them the same talking points as your volunteers and introduce your guest speaker (if you have one).

Post-Event Wrap-Up

13. **Empty** and remove trash and return all equipment/supplies.
14. **Thank supporters.** Be sure to thank your supporters. You can do it in person or with a thank you note. If you had a lot of donors and didn't keep track of those that donated, ask your school if you can add it to the school announcements, to an email to parents or use the same methods you used to promote your fundraiser to thank donors for supporting you.
15. **Once all costs are paid for,** you can write a check to CCRF or donate through the personal fundraising page you set up at ChildrensCancer.org/Fundraise. (If mailing in a check, please enclose a letter about your event – the name, date, and how many participants).

Send checks to:

Children's Cancer Research Fund
Attn: Community Fundraising Manager
7301 Ohms Lane, Suite 355
Minneapolis, MN 55439

If you created a CCRF fundraising page but mail in a check, we will add the check to your fundraising page totals.

*Thinking about having a walk in the month of September? Children's Cancer Research Fund has a walk with a virtual participant option if you don't live in Minnesota. Learn more at **TimetoFly.ChildrensCancer.org**.