

DOJIGGY COOL TOOLS FOR NON-PROFITS



How to Organize a Walkathon: Timeline & Planner

Provided by

DOJIGGY COOL TOOLS FOR NON-PROFITS

For more information on our walk-a-thon software, contact us today.

(888) 436-1999
www.dojiggy.com

Introduction

We have provided this Timeline & Planner to get you started on the road to a successful walk-a-thon. Be sure to also see our paper, *How to Organize a Walkathon: A Complete Guide to Managing Your Fundraising Walk*, for a comprehensive guide to planning your walk-a-thon.

When it comes to walk-a-thon software, DoJiggy can help! With DoJiggy Pledge, every facet of your event can be managed easily and with efficiency. DoJiggy Pledge software provides tools for streamlined registration, event tracking, and report building. Upon registration, each of your walk-a-thon participants can create and customize a personal fundraising page with their picture, personal statement and a thermometer that goes up as they reach their fundraising goal.

Please visit our website or contact us today at (888) 436-1999, ext. 2, for more information on DoJiggy Pledge for your next walk-a-thon or fundraising event.

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Planning and Organizing a Successful Walk-a-thon: Timeline & Planner

9-12 Months Prior to Your Event

- ___ Designate an event chairperson or co-chairs.
- ___ Begin recruiting your leadership team & forming committees.
- ___ Determine high level walk-a-thon objectives.
- ___ Start a walk-a-thon file where you will store all relevant data for your event, for reference in the future.
- ___ Select date, time, location, walk distance and walking course.

6-8 Months Prior to Your Event

- ___ Brand your event: Design a logo and slogan.
- ___ Create Corporate Sponsorship Packet and begin approaching prospective donors.
- ___ Establish a DoJiggy Pledge website.
- ___ Determine a rain day plan (or set a 'rain or shine' policy).
- ___ Apply for permits through local city/county/campus governing bodies.
- ___ Determine liability and insurance needs.
- ___ Determine schematics of event day registration and expo area.
- ___ Set fundraising and participation goals.

3-5 Months Prior to Your Event

- _____ Begin recruiting walkers.
- _____ Continue soliciting corporate sponsorships.
- _____ Ask for in-kind donations for goody bags and prizes.
- _____ Coordinate with local police department for safety needs.

- _____ Incorporate Corporate Sponsor logos into design of print media: Use print media deadline to encourage early commitment on behalf of your sponsors.
- _____ Produce promotional flyers and any print media.
- _____ Contact local media for information about submitting press releases or obtaining event coverage.
- _____ Start posting signs and distributing print material.
- _____ Partner with other community organizations and sponsors for recruitment support.
- _____ Finalize event course, pit stops, insurance needs and permits.

1-2 Months Prior to Your Event

- _____ Continue recruiting walkers.
- _____ Send out a reminder email to your registrants with a motivational message and advice on soliciting pledges.
- _____ Determine logistics for registration, event set up and break down, etc.
- _____ Assign volunteer roles and responsibilities.
- _____ Plan for first-aid needs.

- _____ Submit a community calendar/public service announcement to local newspapers/radio/TV stations.

2-3 Weeks Prior to Your Event

- _____ Assemble goody bags and information packets for participants.
- _____ Repost flyers and print media for event (be sure to include any additional sponsors).
- _____ Send a second confirmation email to participants including logistical information for event day, such as parking, registration and/or check in. Always include advice for soliciting pledges!
- _____ Confirm participation of sponsors and donors.
- _____ Secure communication resources (such as walkie talkies) for race day and any materials needed, such as traffic cones and or tape.

One Week Prior to Your Event

- _____ Send final confirmation email to participants. Report fundraising leaders to excite last minute fundraising.
- _____ Complete a final check-in with volunteers to make sure all assignments are covered.
- _____ Be sure that all emergency items, such as water, snacks, camera, and first aid are on hand.

Show Time!: The Day of Your Event

- _____ Arrive early for set up. Delegate responsibility evenly among leadership team.
- _____ Establish easy to find help table(s) for last minute problems with registration and/or check in.
- _____ Make sure that all sponsors are thanked and recognized publicly.

- _____ Check in with any representatives from the media.
- _____ Thank and recognize all participants and contest winners.
- _____ Document the event with photos and memorable quotes. Since you will be busy with logistics, designate photographers for this purpose.

Immediately Following Your Event

- _____ Organize a wrap up meeting with the entire leadership team to critique the event and update your files with suggestions for next year's event. This should be done within a week of the event (if possible), so that everything is fresh in mind.
- _____ Complete all event financials - determine actual monies raised, make final payments on any open invoices, etc.
- _____ Send thank you acknowledgements to all event sponsors, walkers & volunteers, detailing the amount raised for your organization.
- _____ Update your DoJiggy Pledge website with event pictures, thank yous to your sponsors, and total funds raised.