

**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, ext. 2**  
**[www.dojiggy.com](http://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 or Fun Run.

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 pictures and videos, 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 peer-to-peer 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 your 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 reminder emails to your registered participants with a motivational message and advice on soliciting donations and 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 another confirmation email to participants including logistical information for event day, such as parking, registration and/or check in. Always include advice for soliciting donations and 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 Walk*

- \_\_\_\_\_ 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, charge per km. or mile donors, 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.