

Walk-a-thon Participant Timeline

3-5 Months Prior

- Set personal and fundraising goals
- Create your personal fundraising website
- Identify “target prospect” list for soliciting pledges and donations
- Reach out to local businesses for donations or sponsorship
- Create Check-lists to help you prepare

1-2 Months Prior

- Solicit donations
- Set up weekly targets and goals (who will you target each week)
- Continue to update your progress online
- Post announcements on Facebook, Twitter, and other social networks & continue to update
- Send email donation requests and/or letters
- Distribute flyers at community events, local business establishments, etc.
- Post announcements on community bulletin boards, your break room at work, etc.

1 Week Prior

- Post final announcements / deadlines for donations on all your online channels
- Send final email donation requests to those that have not donated
- Update your goals & inform people how far you are from reaching your goal to help spark last-minute support
- Begin to prepare for the event

Day of the Event

- Arrive early (no need to be late on your big day!)
- Eat a good breakfast
- Stretch so you don't get hurt
- Bring plenty of water, and wear comfortable shoes/clothes
- Take pictures so you can post “day of event” photos on your website and share with all who contributed
- Have Fun!

Following the Event

Conduct an evaluation: do this while it is fresh in your head...it will provide guidance for future walk-a-thons

- Did you achieve your goals? What worked & what didn't?
- What would you do differently in the future
- Tell people about the success of the event!
- Post pictures and share stories on your fundraising page & through your social networking channels
- Send Thank You emails to all of your donors and supporters