



# Lymphatic Education & Research Network

## Fundraising Event/Walkathon Tool Kit

Lymphatic Education & Research Network  
261 Madison Avenue, 9<sup>th</sup> Floor  
New York, NY 10016

Phone: 516-625-9675

Email: [LERN@Lymphaticnetwork.org](mailto:LERN@Lymphaticnetwork.org)

## Fundraising Event/Walkathon Check List and Planner

### **Approximately 8 - 9 months ahead**

\_\_\_ Invite people to be on your planning committee and hold your first meeting

\_\_\_ Name your event: i.e. \_\_\_\_\_ Chapter Walk to Fight Lymphedema & Lymphatic Diseases

\_\_\_ Ask people to help with the following:

- Publicity
- Information packets and mailings
- Logistics
- In-kind sponsorships
- Registration
- Set-up crew
- Refreshments
- Clean-up
- Volunteer Coordination

\_\_\_ Choose a date, time, location (parks, malls, school track) and distance of your walking course if hosting a Walk or Run

\_\_\_ Contact the venue to save the date of your event, complete paperwork, permits or fees

\_\_\_ Call the venue with questions like: are banners allowed, where, and is there disabled parking and ample parking, is there a sound system, enough restrooms, trash removal, are tents and tables allowed, any other local restrictions?

\_\_\_ Determine any insurance needs

\_\_\_ Contact LE&RN about setting up a fundraising website for your event: [LERN@LymphaticNetwork.org](mailto:LERN@LymphaticNetwork.org)

## **Approximately 6 - 7 months ahead**

- \_\_\_ Build committees with volunteers and workers
- \_\_\_ Create business and corporate sponsor solicitation letters
- \_\_\_ Finalize walking course/venue set up; confirm if it is disability, stroller, and pet accessible

## **Approximately 3 - 5 months ahead**

- \_\_\_ Hold a meeting with your volunteers
- \_\_\_ Put up posters
  - Local sports clubs
  - Religious groups
  - Local library
  - Local stores
  - Schools
  - Doctor and therapist offices
  - Community centers
- \_\_\_ Send out a pre-event press release
- \_\_\_ Deliver or mail corporate and business letters
- \_\_\_ Send out event website to interested attendees
- \_\_\_ Contact Police and EMTs
  - Notify them of the date, time and location of event
  - For larger walks, ask if they could be on location
  - Ask about parking and parking assistance
  - Ask if EMT or ambulance can be on location with First Aid Kit

\_\_\_ Invite the mayor or prominent person to give a motivational opening speech

\_\_\_ Establish a venue liaison to address concerns

- Ask when portable toilet services can be delivered and set up
- Ask when tents can be delivered and set up
- Ask about sound system
- Ask about special disabled parking

\_\_\_ Order tents and portable toilets as needed

\_\_\_ Create emergency contact sheet

\_\_\_ Retain Photographer

### **Approximately 1 - 2 months ahead**

\_\_\_ Send out another press release (any ads using the LE&RN logo must be pre-approved)

\_\_\_ Follow-up with businesses for sponsorships

\_\_\_ Continue to solicit walkers, attendees and sponsors

\_\_\_ Put up additional posters as needed

\_\_\_ Order signage

\_\_\_ Send out announcements to radio stations

\_\_\_ Forward walkathon info to cable TV to post on their community calendar

## **Approximately 1 - 2 weeks before**

- Collect water and snacks from businesses
- Have final meetings with volunteers
- Send out press release
- Call tent, table and toilet companies to confirm set up times
- Confirm details with venue, police, and EMT
- Continue to solicit walkers, attendees and sponsors
- Invite newspaper to cover the event
- Purchase supplies (include envelopes to collect donations, pens, scissors, ribbon for start line)

## **Day Before and Day of the Event**

- Arrive early to set up
- Pre-start meeting with volunteers
- Pick up perishable snacks
- Give pre-start motivational speech
- Ribbon Cutting
- Information and clean-up reminder to walkers and volunteers

## **Days and Week after the Event**

- Thank you letters to sponsors, donors, and volunteers
- Tally checks and cash
- Mail post event report, tally sheet, and checks to LE&RN

## **PRE-EVENT PRESS RELEASE** (sample)

### **The \_\_\_\_\_ Chapter of the Lymphatic Education & Research Network is Hosting a [Walk-a-Thon] in support of Lymphatic, Education, Research and Advocacy**

**Your Location, Release Date:** The [\_\_\_\_\_ Chapter] of the Lymphatic Education & Research Network (LE&RN) invites you to sign up for the [Event Name] Walk to Fight Lymphedema & Lymphatic Diseases on Saturday, September 19, 2015 at the Brooklyn Bridge, Cadman Plaza Park, Brooklyn, NY. Participants can register to walk by contacting (516) 625-9675, email [lern@LymphaticNetwork.org](mailto:lern@LymphaticNetwork.org) or by visiting [www.LymphWalk.org](http://www.LymphWalk.org). Opportunities for local businesses and corporate sponsors are available for this event.

The Walk to Fight Lymphedema & Lymphatic Diseases will benefit the Lymphatic Education & Research Network (LE&RN). LE&RN is an internationally recognized 501(c) (3) not-for-profit organization whose mission is to fight lymphatic disease and lymphedema through education, research and advocacy. We seek to accelerate the prevention, treatment and cure of the disease while bringing patients and medical professionals together to address the unmet needs surrounding lymphatic disorders.

*Include a personal statement by the person organizing the event.*

#### **Media Contact:**

Your Name

Address:

Email:

Phone:

## Event/Walkathon Tally Sheet for LE&RN

### Return to LE&RN's Business Office:

Lymphatic Education & Research Network  
40 Garvies Point Road, Suite D  
Glen Cove, NY 11542

Phone: 516-625-9675

Name of the Event: \_\_\_\_\_

Number of Teams in the Event: \_\_\_\_\_

Number of Walkers in the Event: \_\_\_\_\_

Number of Corporate Financial Sponsors: \_\_\_\_\_

Number of Business In-Kind Sponsors: \_\_\_\_\_

Highest Team Total: \$ \_\_\_\_\_

Highest Walker Total: \$ \_\_\_\_\_

Total Number Checks Enclosed: \_\_\_\_\_

**Total Amount of Checks Enclosed:** \_\_\_\_\_

**Checks payable to:** Lymphatic Education & Research Network

## Post-Event Report

We would like to report about your success in our LE&RN newsletter! Please complete and return the following form to the Lymphatic Education & Research Network upon completion of your event. We would appreciate photos (electronic versions are best), copies of promotional materials, programs, fliers, etc.

Please Print:

Organization/Group Name: \_\_\_\_\_

Chairperson's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

People deserving Special recognition:

Name: \_\_\_\_\_ Why? \_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_ Why? \_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_ Why? \_\_\_\_\_

\_\_\_\_\_

Amount Raised: \_\_\_\_\_

Level of Effort/Time Involved:  Minimal  Moderate  Significant



Tell us about your event:

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What recommendation would you have for someone else running a similar event?

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