



Rachel Cooper Foundation Walk-A-Thon Project *Heal-A-Heart Step by Step*

Walk-A-Thon Guide

Thanks for planning a Rachel Cooper Foundation (RCF) Walk-A-Thon! We are happy to have your support. You will be joining schools and groups across the country to raise money to help save children's lives. Lots of small steps at your walk-a-thon will equal one big step in the fight against congenital heart disease in children!

Included in this guide are all the resources you will need to hold a successful walk-a-thon. Additionally, the Rachel Cooper Foundation is always here to help. Please feel free to call or email the walk-a-thon coaches with any questions that you may have.

RCF Office 1- 800-299-7613
info@RachelCooperFoundation.org

Step-By-Step Guide

Step 1: Pick a date for your RCF Walk-A-Thon; you can hold it anytime of the year!

Step 2: Set your goals

Participation: Setting a number of walkers and determining who your walkers will be is important in raising awareness and money. Decide if walk-a-thon participants will be people at your school, people from several schools, or open to others in the community.

Fundraising: Determine an amount of money you would like your walk-a-thon to raise. We recommend a goal. No amount is too small. Walkers can be sponsored by lap or mile or for a flat rate.

Sponsor A Life Saving Open Heart Surgery: Your school can sponsor a child and contribute to a specific youngster's operation. We will provide your students with pictures and information about the child.

Honor Walk-a-thons: One of your goals can also be to honor someone in your community. You can honor a sick student, or you can hold your walk-a-thon in memory of a child. You can also honor someone who works hard to keep many people in your community healthy, such as a doctor, nurse, or educator. You can hang pictures of the person you are honoring or remembering and add special touches to your walk-a-thon that reflect their interests and personality. Having an honor walk-a-thon is a great touch, but is not necessary for a successful walk-a-thon.

Step 3: Pick a location

Consider how many walkers and how much involvement your community will have. If only people from your school are involved, then holding the event at your school is a great idea. The walk-a-thon

can be held during physical education class, around the gym, track, or around the outside of the school. If several schools in your town hold a walk-a-thon together, a park or larger recreation center might be appropriate. If there is a specific business supporting your walk-a-thon, such as a fitness center or pediatrician's office, it might be appropriate to use a space (such as a field or blocked off parking lot) near that business.

Step 4: Develop a plan for the event

People: Create a plan for recruiting walkers. An entire class, grade, or school might participate or walkers might voluntarily participate. Students can be given "community service credit" for taking part in your event. You also may need volunteers to organize the walkers, serve refreshments, or hang signs. Decide who your volunteers will be and where you will recruit them from - at a school, PTA or community groups are usually great resources for volunteers.

Timing: Decide what time the walk-a-thon will be and how long participants will walk. You can plan a kickoff ceremony with a prominent community leader speaking or a post-walk celebration involving refreshments. All participants, volunteers, and press should be aware of the full length of time of the walk-a-thon.

Supplies: If you are making posters, having other activities at the walk-a-thon, or serving refreshments you will need certain supplies. Form a plan for how supplies will be donated or bought and who will be responsible for the supplies. Also, always make sure to have water available for your walkers!

Step 5: Promote your walk-a-thon

All registered walk-a-thons will be provided with a RCF banner for use at your event. In addition participants and volunteers can create signs to display at your school, local businesses, and community centers to let everyone know about the great work you are doing and how they can support you.

Remember to always ask before hanging a sign somewhere.

Let local media such as radio, newspapers, magazines, and television stations know what you are doing. Always remember to follow the guidelines of your school when promoting events and obtain parent/guardian permission when required by your school.

Each walker will need:

- A pledge form (provided by RCF)
- A copy of the "Step by Step" sheet to help your participants raise money (provided by RCF)
- A permission slip (as required by your school or community)
- An individual goal that will contribute to your overall goal!

Additional ways to raise funds for RCF

There are several additional ways to fundraise for childhood heart disease at your walk-a-thon. You could hold a raffle and ask for donations of prizes from local businesses. You could also recruit businesses to sponsor you and offer to display their logo or information at the walk.

Rachel Cooper Foundation Walk-a-thon Checklist

- ___ Pledge forms and Steps sheet to distribute to all walkers
- ___ Permission slips for all participants (as required by your school or community)
- ___ Posters, signs, and flyers advertising your walk-a-thon
- ___ Explain how friends and family can donate.
- ___ Information about the history and mission of the Rachel Cooper Foundation.
- ___ Decorations for the walk-a-thon site
- ___ Containers for any additional donations
- ___ Plenty of water to keep walkers hydrated

- _____ Cleaning up the walk-a-thon site
- _____ Submit all pledge forms and checks to the RCF after your event using the Walk-A-Thon Collection and Report Form
- _____ Take lots of pictures

Additional information and resources are available on our website under the walk-a-thon section of our homepage. Please visit www.Rachelcooperfoundation.org to learn more about us and for additional materials.

Additional materials available on our website at www.Rachelcooperfoundation.org

Pledge Forms (to be given to all participants)

Steps flyer for fundraising for walk-a-thon (to be given to all participants)

Sample Parent Letter

Walk-a-thon Summary Sheet (to return to RCF following the event)

Important Donation Information

All donations received during your walk-a-thon or event should be collected and transferred into a personal check, money order or bank check. That check should then be sent directly to the Rachel Cooper Foundation.

Send all proceeds immediately following your walk-a-thon to: **Rachel Cooper Foundation**
Attn: Walk-a-thon Project, 66-15 Thornton Place, Suite 1N, Rego Park, NY 11374

Checks should be made payable to “The Rachel Cooper Foundation.” Donations are tax deductible. Check donations will be confirmed by an acknowledgement and receipt from the RCF.