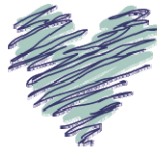


Community. Impact. Inspire.

Start Something That Matters...



THE MOYER FOUNDATION
Helping Children in Distress



A Step-By-Step guide to planning, organizing
and hosting your own walk/run to benefit
The Moyer Foundation.

Getting Started

Considering holding a walk or run to benefit The Moyer Foundation? Here are steps to take as you start to plan your event! Be sure to visit www.moyerfoundation.org for more inspiration and ideas!

1. Contact Kayla Tiscornia at The Moyer Foundation and complete a Partner Event Form. (Kayla@moyerfoundation.org)
2. Create a planning committee with friends, coworkers, and/or neighbors from your community. Set up meeting dates for once a month, beginning six months prior to goal date of the event.
3. As a team, decided the specifics of the event such as the name, date, location, goal number of participants, budget and fundraising goal.
4. Once a location is chosen, take the necessary steps to reserve the spot. Every city is different so it's *very important* to check with local authorities about permits, required insurance, etc. when hosting this type of an event.
5. Divide and Conquer! Assign specific tasks and expectations to individual committee members. Brainstorm ways to solicit participants and support from sponsors for your walk or run. Contact The Moyer Foundation for ideas!



TMF Tip:

Be sure to designate someone to take notes during your meetings. Email these notes out to members who could not attend the meeting. This way everyone is updated!

[6 Months]

Create a planning committee with friends, coworkers, or neighbors from your community. Set meeting dates for once a month.

[2 months]

Visit the chosen venue and test the route for the event. Testing the course will let you know whether it is better for walking or running. You may also adjust the route once you and your team have tried it out as a group!

[4 Months]

Market your event! TMF can offer promotional materials and social media advertising to boost awareness and support your event!

6 Months

Event

[5 Months]

At this point, you and your team should have a location set. The next step is to determine the date of your event. Contact the proper city authorities to reserve the space for the duration of the event. Check with the venue (i.e. school, park, etc.) to see if there are any particular guidelines to follow.

[3 Months]

Be aware of approaching registration deadlines. Many participants will choose to register early, while others may wait until later. Keep thorough records of all donations received during this time.

[1 Month]

Map out the route for your participants. Be creative by using colorful signs, balloons, or posters to show directions. Plan to have a registration table near the beginning of the route for participants to check in. Ask volunteers to line the route and cheer everyone on!

Forms & Information

Before holding your event, be sure to have a registration and waiver form ready to distribute. You will need to have every participant fill out and sign both forms before attending the walk/run. Your registration form should include:

- Event information such as dates, location, and fees.
- Areas for participant information such as name, age and contact information.
- “Early Bird Rate”: price paid if participants register before the event.
- Registration deadline for those who are signing up early.
- TMF logos: be sure to contact The Moyer Foundation regarding logo use and best practices.
- Give participant the option to choose their fundraising goals; offer levels of fundraising to choose.

As a committee, formulate a waiver form to distribute before your event. Waiver forms vary depending on participants, the type of location, and activities involved. Research what type of waiver form would work best for your event.



TMF Tip:

Check out TMF's example registration form. Use this for your event or draft your own. Be sure to contact TMF before dispersing materials with logos. We would be glad to assist!

Sample Registration Form

Your Event's Name



Date: TBD

Time: TBD

Location: TBD

Event Details: TBD

Join us in supporting The Moyer Foundation, a non-profit organization founded in 2000 by MLB Pitcher Jamie Moyer and his wife Karen. The Moyer Foundation supports programs that directly serve the critical needs of children in severe distress. The Moyer Foundation founded Camp Erin and Camp Mariposa, as well as created community partnerships that support initiatives that share in the mission of helping children in distress.

For more information regarding
The Moyer Foundation,
call 206.298.1217 or visit
www.moyerfoundation.org



THE MOYER FOUNDATION
Helping Children in Distress

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

E-mail: _____

Names Attending: _____

Fees:

\$15 per Individual

\$35 per Family

Total: \$ _____

If you wish to make a donation in lieu of attending or participation, please fill out the information portion of this registration form and return it to:

The Moyer Foundation
2426 32nd Avenue W., Ste. 200
Seattle, WA 98199

Please make checks payable to
The Moyer Foundation

Being prepared is the best way to ensure your event runs efficiently and is fun for everyone. Reference this checklist before your event to remind yourself of things to be done. This checklist has many helpful suggestions to keep your event on track. If you have questions regarding pre-event tasks, feel free to contact The Moyer Foundation for suggestions and references. Refer to this checklist after you have established a committee and the basic details of the event.

- Don't limit yourself to the items on this list. Add things that you and your team think are important!
- Have you downloaded and completed The Moyer Foundation's Partner Event Form?
- Did you or a team-member return the Partner Event Form to TMF?
- Have you contacted volunteers? Have you confirmed they will be attending the event?
- Have you organized all registration forms and fees received? Put these forms in a folder to take to the event & have them at the registration table.
- Did you call the proper contacts to confirm the venue and necessary forms? We recommend you do this at least one week prior to the event.
- Have you contacted TMF for promotional materials to have on hand at your registration table?

TMF Tip:

Assign different checklist points to members of your committee. Have everyone report back on the task that they are responsible for at every meeting.

Don't forget to advertise your event! The Moyer Foundation will gladly provide assistance and give you advice on how to get the word out about your walk/run.

Day of the Event

On the day of the event, follow these guidelines to make sure your event runs as smooth as possible. Remember that you can accomplish most of these suggestions well before the date of your event:

1. Make sure the route is clearly marked for participants. If volunteers are available, have them stationed around the course to direct runners/walkers.
2. At your registration table, have all received registration forms on hand to reference if a questions arises. Be sure to have a receipt booklet for those who request a receipt. Basic supplies such as pens, sharpies, and a money box for change will be useful. Consider having volunteers take turns staffing the registration table.
3. Prior to the event, contact local vendors to potentially sponsor or donate to your event. Suggested items to ask for include bottled water and healthy snacks.
4. After the event, make sure to account for all donations made through registration forms and those made on the day of the event.
5. Contact The Moyer Foundation regarding the donations from the event, as well as follow up materials and recognition suggestions.



TMF Tip:
Consider having *In Memory Of* signs for participants to pin on their shirts. They can write the name of a loved one for whom they dedicate the run.

The post-event checklist will guide you through the final steps of your event. Once the your event is finished, contact TMF for more directions.

The Moyer Foundation is grateful to all of the dedicated community volunteers, corporate sponsors, in-kind and individual donors who join our team— to help make a difference in the lives of children in distress.



- Be sure to thank your planning committee and those who dedicated their time towards making the event a success!
- Did you and your committee visit the venue to make sure all event materials were cleaned up?
- Have all registrations fees been accounted for? Do you have records of all donations made?
- Have you calculated a final total after all expenses have been paid?
- Have you contacted TMF regarding recognition materials for your volunteers? Be sure to thank everyone who participated in planning the event!
- Have you contacted TMF regarding proper forms and documentation for donating the funds your event raised?
- Did you contact the venue owners or administrators to follow-up & send a thank you?



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