

# CCWAA 2012 Application Packet



## Are you interested in becoming a site organizer?

Has Chiari affected you or someone you love? Are you interested in becoming a Site Organizer for the 5th Annual Conquer Chiari Walk Across America? Last year, more than 5,800 walkers helped raise over \$405,000 for research. These amazing numbers could not have been achieved without the Site Organizers who unselfishly gave their time to support our cause.

On September 22nd of this year, thousands of people across the country will gather to show their support in raising awareness and funds for medical research on Chiari Malformation. Site Organizers are critical to making this a successful event. They are the key to every step of planning, from picking out a site, to promoting the event, to signing up corporate sponsors, Organizers are completely responsible for their local walk.

This is not to say, however, that the Organizers must do this by themselves. Conquer Chiari provides materials and support to help create the best event possible.

New Organizers will be assigned a Mentor, to help with the planning process.

Mentors are experienced organizers who can answer a broad range of questions, provide invaluable advice and make sure that things are being done correctly.

If you would like to organize a walk in your area, please carefully review the information in this packet to understand what is expected of each organizer. It is a significant commitment of time and energy, and should not be taken lightly. If you think you are up to the challenge and want to fight back against Chiari, then simply fill out and submit the *Site Organizer Application* (attached to this packet).

Please note the *deadline* for applications is **April 15th**.

**NOTE:** In large cities there may be more than one person interested in holding a local walk. If you are not chosen to hold a walk this year, we encourage you to contact the local Organizer and offer to help them plan their walk.

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Thank you for your interest in Conquer Chiari Walk Across America, we look forward to working with you. Questions regarding being a Site Organizer should be emailed to:

Rick Labuda: [director@conquerchiari.org](mailto:director@conquerchiari.org) or Melissa Neff: [mneff@sssnet.com](mailto:mneff@sssnet.com)

## Site Organizer Responsibilities

Organizer responsibilities and expectations include, but are not limited to:

- Finding and securing a suitable site for the walk
- Solicit and sign up corporate sponsors
- Promoting the event via flyers, newspapers, radio, and TV
- Ensure the safe handling of all monies associated with the walk and sending all cash and checks to Conquer Chiari in a timely manner
- Entering all required information on the CCWAA on-line system in a timely manner
- Register walkers the day of the event, distribute T-shirts to those who pre-registered, recognize sponsors at the event and in general ensure a safe and fun time for everyone
- Abide by all local, state, and federal regulations
- Abide by the policies which Conquer Chiari has set forth
- Act in an ethical manner at all times
- Treat all participants and volunteers with respect
- Do not act in a manner which results in personal gain
- If able, pay for incidental expenses out of pocket (not required)

## Conquer Chiari Tools/Support

Conquer Chiari will provide materials and support including:

- CCWAA12 Organizers Handbook complete with policies and guidelines along with ideas from previous years organizers, checklists and more
- A mentor for new organizers. The first event can be overwhelming, mentor's have been there and will walk new organizers through the processes
- An On-Line Walk System for walker registration and fundraising, and for site organizers to enter and track data associated with their site
- Walk Flyers, Custom Letterhead (*optional*), Business Cards (*optional*), and Press Kits, sent as PDF files.
- Organizers are invited to the CCWAA Facebook private group (*optional*). A great place to ask questions, read about what works for others and additional help with walk planning
- Establish a budget of expenses to be reimbursed should an Organizer run into problems with incidental fees/expenses.
- Assistance with finding volunteers
- Register Conquer Chiari as a charity in your state
- Conquer Chiari strives to create and offer new tools and support options to help ensure a successful walk for all Organizers at the local level

## **Important Dates**

### **April 15th**

Last day to apply to be a Site Organizer

### **June 1st**

Last day to finalize site location

### **July 27th**

Last day to submit a corporate sponsor for inclusion on T-shirt.

### **August 12th**

Last day for walkers to pre-register (guaranteed T-shirt)

### **September 22nd**

Day of Walk!!

## CCWAA Sample Checklist

### Preliminary

- \_\_\_\_\_ Review Site Organizer Application Packet
- \_\_\_\_\_ Complete and submit Site Organizer Application
- \_\_\_\_\_ Receive formal approval from Conquer Chiari to organize walk
- \_\_\_\_\_ Review Organizer Handbook
- \_\_\_\_\_ Review Site Organizer responsibilities with Conquer Chiari representative
- \_\_\_\_\_ Familiarize yourself with the On-Line System
- \_\_\_\_\_ Download Site Organizer Documents from Site Organizer Page

### Walk Site

- \_\_\_\_\_ Scout site possibilities, select first choice
- \_\_\_\_\_ Verify availability, check rules and insurance requirements
- \_\_\_\_\_ Identify exact start, finish, route, and length
- \_\_\_\_\_ Book the site
- \_\_\_\_\_ Enter site information into on-line system. Deadline is 6/1

### Publicize the Walk

- \_\_\_\_\_ Print and post flyers (black and white is fine)
- \_\_\_\_\_ Spread the word, tell friends, family, neighbors, etc.
- \_\_\_\_\_ Contact newspapers  
Newspapers contacted \_\_\_\_\_
- \_\_\_\_\_ Contact radio stations  
Radio stations contacted \_\_\_\_\_
- \_\_\_\_\_ Contact TV stations  
TV stations contacted \_\_\_\_\_

## **Registration**

- \_\_\_\_\_ Register yourself as a walker before the shirt deadline!
- \_\_\_\_\_ Enter checks sponsoring you into on-line system

## **Corporate Sponsors**

- \_\_\_\_\_ Review Corp Sponsor document
- \_\_\_\_\_ Print copies of Corp Sponsor document
- \_\_\_\_\_ Ask local businesses for sponsorship
- \_\_\_\_\_ If necessary enter corporate sponsor information into system
- \_\_\_\_\_ Send in checks as they are received
- \_\_\_\_\_ Deadline for inclusion on shirt is 7/27
- \_\_\_\_\_ Review final corporate sponsor list with Conquer Chiari
- \_\_\_\_\_ Approve site T-shirt design

## **Donated Items**

- \_\_\_\_\_ Get water donated for the event
- \_\_\_\_\_ Optionally, create goodie bags with donated items
- \_\_\_\_\_ Decide how to give away any larger donated items
- \_\_\_\_\_ Enter companies donating items into on-line system

## **Awareness Month**

- \_\_\_\_\_ Determine if there is an Awareness Month in your state
- \_\_\_\_\_ If not, contact Governor and/or state representative and request on
- \_\_\_\_\_ Try to make the Awareness Month SEPTEMBER

## **Leading Up To The Walk**

- \_\_\_\_\_ Organize local volunteers; be inclusive!
- \_\_\_\_\_ Arrange necessary police, ambulance, etc. for walk

- \_\_\_\_\_ Plan additional walk activities; get necessary permits
- \_\_\_\_\_ If necessary, give copy of insurance rider to walk site
- \_\_\_\_\_ Get signs made which recognize the corporate sponsors

### **1-2 Days Before The Walk**

- \_\_\_\_\_ Make a list of items to take to the walk (water, food, signs, etc.)
- \_\_\_\_\_ Make sure all volunteers know their responsibilities
- \_\_\_\_\_ Print list of pre-registered walkers from on-line system
- \_\_\_\_\_ Organize walk t-shirts and other giveaways
- \_\_\_\_\_ Print copies of waiver

### **Walk Day**

- \_\_\_\_\_ Arrive very early at site
- \_\_\_\_\_ Take water, shirts, registration list, tables, etc.
- \_\_\_\_\_ Set up registration station, hang signs, organize volunteers
- \_\_\_\_\_ Check-in walkers, hand out shirts and water
- \_\_\_\_\_ If walker is not pre-registered have them sign a waiver
- \_\_\_\_\_ Collect donations and forms; keep donations with the donor forms!!
- \_\_\_\_\_ Put donations in a secure location
- \_\_\_\_\_ Welcome everyone, verbally thank sponsors
- \_\_\_\_\_ Lead the walk and have fun!
- \_\_\_\_\_ Thank everyone for participating
- \_\_\_\_\_ Clean up the facility

### **After The Event**

- \_\_\_\_\_ Convert cash into money order or check
- \_\_\_\_\_ Enter walk details into Site Summary Form on Site Organizer Page
- \_\_\_\_\_ Send in the donations, form, and waivers within 7 days
- \_\_\_\_\_ Keep checks with donation forms