

# Spring Relief Walk

## Any Saturday from March 21 to April 25

### City Coordinator Action Items

1. **Pick a date** - check local schedules through newspapers and websites to make sure another event is not scheduled that could pull participation from your event.
2. **Pick a location** – High Schools, Parks, Colleges/Universities are a good start. A track field will provide an easy way to determine length a person walked, stands for others to watch/cheer on their favorite walker, common areas for local sponsors to set up tents to advertise their products/services.
3. **Recruit a steering committee** – Use the steering committee to help select other committee personnel to insure the success of your event. Your steering committee should consist of at least two people for each action item. Remember, this is a volunteer effort. If something happens in a volunteer's life you will need a back-up. This should be fun and profitable, not overwhelming.
4. **Recruit Walk-Day Volunteers** – Oversee walk day activities. Make sure all sponsors, walkers, and spectators have what they need for a successful event. Coordinate with the city coordinator to handle issues as they arise.

### Steering Committee Action Items

1. **Publicity** – The main responsibility is to get the word out well in advance. Contact businesses, your local chamber of commerce, civic organizations, write and send TV and local radio press releases, contact volunteers you may have worked with in the past on other projects, and contact local “celebrities”. Provide speaker(s) to keep everybody excited about the event, properly recognize any local “celebrities”, dignitaries, and volunteers, and thank all for their participation. Obtain banners and signs from sponsors where possible.
2. **Registration** – Responsible for properly registering all participants as they enter. Hand out T-shirts to participants after they are registered. Collect monies and sponsor forms. Report the amount raised at the event. Help set up a database so that all donations are accounted for and all pledges are recorded.
3. **Walk Team Organizer**– Work with local organizations, groups and media to identify team leaders that will recruit teams of walkers. Identify as least 20 team leaders that can recruit at least 10 walkers each.
4. **Sponsorship** - Identify businesses that can donate materials for the event such as tents, chairs, bottled water, audio visual equipment, food, sunscreen, first aid materials.
5. **Hospitality** – Set up a Home Base where participants can gather before during and after the event. This should provide comfort, information, and help with specific needs. Music/entertainment, large amounts of healthy snacks, bottled water/sports drinks, and fruit should be provided.
6. **Traffic Control** – Contact the police and city officials to obtain the proper permits. Recruit volunteers to help manage the route, identify parking for all, secure walkie talkies to communicate with city coordinator, etc., and manage medical/police personnel. Orange cones, signs, and tape can be used to designate parking areas, walk route, and common areas.