

Walk-A-Thon: A Special Event for St. Jude

You Can Make A Difference

Walk-A-Thon is a great fundraising activity for individuals, groups and organizations that are looking for a fun way to support St. Jude Children's Research Hospital®. Here are some tips to help you get started and execute a successful *Walk-A-Thon*.

Set the Date

Weekends are probably best, but a weekday evening could work as well. Check local event calendars to make sure you aren't having your *Walk-A-Thon* on the same day as other events in your community.

Find a Location and Set Your Course

Look for a school track, a business with a large parking lot or a park that has a walking trail. All of these would make great locations for a *Walk-A-Thon*. Walks can be any length you choose, but typically are 1-2 miles or 5k (3.2 miles). Make sure you mark your course clearly with cones, stanchions or other markers.

Organize Volunteers

The number of volunteers you will need to help you with the event will depend on how many participants you have, what the age range is and the location of your event. Gather volunteers and distribute tasks in advance.

Promote the Event

Give your walk a name. This is the best chance to let people know what your walk is about and to bring recognition to your club or organization (e.g., Bolton Bobcats 3K Walk benefitting St. Jude.)

Hang posters around your community in schools, local businesses or on community bulletin boards. You can also create flyers for your event and pass them out at other community events and businesses, but make sure you get permission first.

Contact your local newspaper to see if your event can be put on their community calendar.

Create a website, social media page or blog to promote your event, and be sure to send e-mails to friends, family, co-workers and anyone else who would be willing to support your event.



Get Donations and Sponsorships

Ask local businesses to provide sponsorship for the event, or ask them to match what your group is able to raise. Businesses can also provide goods and services for your event such as water, food, volunteers, etc.

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Kick Off Your Event

Four to six weeks before your event, get your volunteer group together for a kick-off meeting. Show the DVD included in your kit to help your group learn about St. Jude. Assign roles and responsibilities for the upcoming event and pass out sponsor form envelopes—volunteers can earn prizes too.

Raise Money!

Participants can ask friends, family, coworkers and neighbors to support your fundraiser with a flat donation or by pledging a certain amount for every lap around the course

or hour of walking time. Collect pledges at the event.

You can also raise additional funds on the actual day of your *Walk-A-Thon* by auctioning off donated items.

Wrap Up

Send your total donation to St. Jude and order your incentives. Pass out incentives once they arrive. A post event party is a great way to reward your volunteers for all of their hard work. Send thank you notes to sponsors, donors and volunteers.



**St. Jude Children's
Research Hospital**

ALSAC • Danny Thomas, Founder

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