

## Steps to organizing a Walk

1. Establish the length of the walk. The length of the walk will also determine how much time is needed to allocate for the day.
2. Select a venue that meets the needs of the length of the walk. This could be a park, walking trails, church grounds, camp ground area, etc. It is always easier to select a public area away from city streets as you will usually need permission from the city if walking on or near roads. Keep in mind the level of difficulty of the route as not everyone has the same activity level abilities.
3. Establish policies and procedures for the day of the walk, including registration, media, volunteers, sponsorship, monetary goal, etc.
4. Approach sponsors to donate to the event. This could include grocery stores for water, energy or granola bars, and sports drinks to be handed out during and after the race. If the event includes a BBQ, you can also approach local farms for meat donations. Further, approach corporations such as Tim Hortons, Starbucks, or other local coffee houses for donations of coffee, tea and baked goods. Be sure to know policy on tax receipts. Sponsors will always want to promote themselves through your event. Plan to have something at the event to recognize their donations. This could be their corporate banner displayed, a big sign thanking all sponsors involved, a Thank You page on the event website, etc.
5. Approach media to help publicize the event. This includes radio, TV, newspapers, etc. Ask local news stations if they would either do a story prior to the event, or perhaps come out to the event and film a segment. Send letters or press releases to newspapers, and Public Service Announcements to Radio. Remember to send all sponsor and media letters at least 4 weeks before the event in order to have adequate time to be published.

### Sample Letter for Sponsorship and Media

Dear \_\_\_\_\_,

*My name is \_\_\_\_\_ and I have recently become involved with an organization called CNETS Canada (Carcinoid NeuroEndocrine Tumour Society).*

*On (insert date), CNETS Canada will be hosting a Walk for Research and BBQ with proceeds benefitting endocrine cancer research.*

*(Give information on the organization) - Neuroendocrine cancer is formed in the respiratory and digestive tracts. These tumours are rare. They represent less than 1% of all cancers. In Canada this means there are about 6 new cases of neuroendocrine cancer for every 100,000 people every year. Neuroendocrine tumours can be difficult to diagnose. Most have no known cause and are usually, but not always, slow growing. They may be present in a person's body for many years before they cause problems. It is common for patients to make many visits to the doctor over several years before an actual diagnosis is made. There is an estimated 12,000 Canadians affected by carcinoid cancer but only approximately 2,000 are diagnosed.*

*Proceeds from the Walk and BBQ will benefit research into diagnosis and treatment of this rare cancer. The details of the*

event are as follows:

**What:** (Name of Event) CNETS Walk for Research & BBQ

**When:** (Date of Event) Saturday September 25, 2010

Walk: (Start and End Time) 10 till noon

BBQ: (Start and End Time) 11:30 till 14:00

**Where:** (Location of Walk) Barrhaven Fellowship Christian Reformed Church 3058 Jockvale Road

(Give Specifics on the Walk)

**BBQ** – We will be serving and selling for \$1 each:

Hamburgers (meat & buns)

Hotdogs (meat & buns)

Drinks of Coke/ginger ale/juice boxes/water

Individual packages of chips

Individually wrapped granola bars or cookies or small chocolate bars

**Walk**

We are giving each walker a bottle of water and granola bar.

(For Sponsorship Donations)

I would like to ask for (Name of Corporation) support by donating some food and/or beverage items towards the walk and BBQ for neuroendocrine cancer research. To make the event successful we need up to (insert number needed) of each item.

There is also the opportunity to donate monetarily to offset the cost of putting on the event. For example, you may donate towards the purchase of these beverages and food items. Any help provided would be greatly appreciated by all involved in this event.

(For Television and Newspaper Media)

I would like to ask for your support by doing a story prior to the event to raise awareness for this rare type of cancer and also the Walk and BBQ. Further, coverage of the actual Walk and BBQ on September 25<sup>th</sup> would also be greatly appreciated.

Please contact me with any questions you may have.

Thank you for your time,

(Name)

(Title)

E-mail: (your e-mail)

Phone: (your phone number for contact)

Web: (website of organization)

CNETS Canada Head Office  
Carcinoid NeuroEndocrine Tumour Society Canada  
4103-3219 Yonge Street  
Toronto, Ontario  
M4N 3S1  
Canada

## Sample PSA for Radio

*Neuroendocrine cancer represents less than 1% of all cancers, yet there is an estimated 12,000 Canadians affected by these rare tumours.*

*The Carcinoid NeuroEndocrine Tumour Society Canada will be hosting a Walk for Research and BBQ with proceeds benefitting neuroendocrine cancer research. Join us Saturday September 25<sup>th</sup> between 10am and 2pm to walk, eat, or support the participants at Barrhaven Fellowship Christian Reformed Church, 3058 Jockvale Road.*

*CNETS Canada - Building towards a cure for Neuroendocrine Tumours and Cancers through Research, Education, Awareness and Support.*

6. Establish a date and time to pick up all donated goods from sponsors as well as promotional material.
7. On the day of the walk, be sure to take photographs as you may need these afterwards or next year for promotional material.
8. After the event, be sure to send a thank you note or e-mail to everyone involved who helped make the event a success.