

Using Your Feet to Beat Childhood Cancer with an Alex's Lemonade Stand Foundation Walk-A-Thon



Thanks for planning an Alex's Lemonade Stand walk-a-thon. We are thrilled to have your support! You will be joining groups throughout the country to raise money and awareness for childhood cancer research. Lots of small steps at your walk-a-thon will equal one big step in curing childhood cancer!

Step-by-step guide to planning your ALSF walk-a-thon

Step 1: Pick a date

Step 2: Set your goals

- Determine how many walkers you will seek to participate, and who will be helping you raise awareness and money. Decide if walk-a-thon participants will be friends, family, co-workers, schoolmates, or open to the public.
- Set a fundraising goal based on how much money you would like your walk-a-thon to raise. We recommend a goal of \$5 per participant, though no amount is too small. Plan how you will raise that money - through walker sponsors, a raffle, business sponsorships, etc. Walkers can be sponsored by lap or mile or for a flat rate.

Step 3: Pick a location

- Consider how many walkers you will have and how much involvement your community will have. For example, if only people from your school are involved, then holding the event at your school is a great idea. You can hold a walk-a-thon in a park or larger recreation center that might be more centrally located to your participants. Lastly, take into consideration businesses that may be supporting your walk-a-thon; it might be appropriate to use a space (such as a field or blocked off parking lot) near their business.

Step 4: Develop a plan for your walk-a-thon

- Create a plan for your event. Consider how much support you will need to prepare for your walk-a-thon. You may need volunteers to help you with requesting donations, recruiting walkers, set-up, running the event, and clean-up. Establish how many volunteers you will need and from where you will recruit them.
- Decide on a starting and ending point for your walk-a-thon. You will also need to consider on how long you will require participants to walk. All participants, volunteers, and press should be aware of the full length of time of the walk-a-thon.
- If you are having other activities at the walk-a-thon or serving refreshments (such as lemonade), you will need certain supplies. Form a plan for how supplies will be donated or bought and who will be responsible for the supplies on the day of the event. Also, always make sure to have water available for your walkers!

Step 5: Promote your walk-a-thon

- All registered walk-a-thons will receive an ALSF banner. You can, and we encourage you to, create signs to promote your walk-a-thon and display them at schools, local businesses, and community centers. Remember to get permission before hanging your signs.
- Let local media such as radio, newspapers, magazines, and television stations know what you are doing. For support with contacting local media, please email Gillian Kocher, our ALSF Public Relations coordinator, at Gillian@AlexsLemonade.org. Always remember to follow the guidelines of your school when promoting events and obtain parent/guardian permission when required by your school.
- Utilize social media to promote your event. For support with broadcasting your event via Facebook, Linked-In, Myspace, and Twitter, please email Melissa Jones, our social meadi coordinator, at Melissa@AlexsLemonade.org.

Each walker will need:

- A pledge form (provided by ALSF)
- A copy of the “Step By Step Guide” sheet to help your participants raise money (provided by ALSF)
- A permission slip (as required by schools or your community)
- An individual goal that will contribute to your overall event goal! We recommend \$5 per walker but every donation counts and everything raised is important!

Raise money online:

Once your walk-a-thon is registered on the ALSF website, you will automatically be given an online fundraising page. This page can be used to take online donations for your walk-a-thon. This is especially helpful if you have out of town family or friends who may want to contribute. To access your page, login to our website using the email and password you registered with, and then click on “My Fundraising Pages.”

Additional ways to raise funds for ALSF:

- You could hold a raffle and ask for donations of prizes from local businesses.
- Selling paper lemons is a great way to raise money before your event and display your ALSF pride (see below for more paper lemon resources)!
- You could also recruit businesses to sponsor you and offer to display their logo or information at the walk.
- Another way to raise funds, especially if your walk is in a public place, is to hold a lemonade stand at your walk-a-thon.

Consider having your walk-a-thon in honor or memory of someone special:

Honor a cancer survivor, a cancer patient, or hold your walk-a-thon in memory of a child cancer warrior. You can also honor someone who works hard to keep many people in your community healthy, such as a doctor, nurse, or educator. Having a tribute walk-a-thon is a great touch, but is not necessary for a successful walk-a-thon.

Important Donation Information:

Checks should be made payable to “Alex’s Lemonade Stand Foundation.” Donations are tax deductible. Donations made by check will be confirmed by an acknowledgement and receipt letter from ALSF. Credit card donations are only accepted online at www.AlexsLemonade.org or by calling our office at (866) 333-1213, and your supporters can let us know they are donating to your walk-a-thon.

All cash donations received during your walk-a-thon should be collected and transferred into a personal check, money order, or bank check. That check should then be sent directly to Alex’s Lemonade Stand Foundation **within two weeks** of your walk-a-thon.

Send all proceeds immediately following your walk-a-thon to:

Alex’s Lemonade Stand Foundation

Attn: Walk-a-thon

333 East Lancaster Avenue, #414

Wynnewood, PA 19096

Materials and Checklists

Alex's Lemonade Stand Foundation Walk-a-thon Checklist:

- “Walkers Guid to Fundraising” and a Pledge to distribute to all walkers
- Permission slips for all participants (as required by a school or community)
- Posters, signs, and flyers advertising your walk-a-thon
- Explain how friends and family can donate online at your fundraising page
- Information about the history and mission of Alex's Lemonade Stand Foundation
- Decorations for the walk-a-thon location
- Containers for any additional donations
- Plenty of water to keep walkers hydrated
- Take lots of pictures to upload to your event page on our website
- Cleaning up the walk-a-thon location
- Submit all pledge forms and checks to ALSF after your event using the prepaid envelope included in your mini-pack

Additional information and resources are available at our website under the resources section on our homepage. Please visit www.AlexsLemonade.org to learn more about ALSF and for additional materials.

Additional materials available on our website:

- Pledge Forms and “Steps By Step Guide” to fundraising for walk-a-thon (to be given to all participants)
- Strategies flyer for taking the next step in school and individual fundraising
- Printable banners, signs, and lemon cut outs
- Sample Personal Fundraising Letter/Personal Thank You Letter
- Sample Business Donation Request Letter/Business Donation Thank You Letter
- Walk-a-thon Summary Sheet (to return to ALSF following the event)
- Merchandise such as t-shirts, water bottles, and other ALSF items

***Remember as a walk-a-thon host you receive 30% off all ALSF merchandise! A 30% off participant discount coupon code will be provided once you ave registered your event.*

ALSF staff is here to help, please feel free to call or email the walk-a-thon coaches with questions.

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