



2010 Walk for Children with Apraxia of Speech



Thank you for your interest in planning a walk or run for children with apraxia of speech to benefit the Childhood Apraxia of Speech Association of North America's (CASANA) programs. We are excited to see these events grow from the first walk that was planned in Pittsburgh, PA in 2008. Last year, over 2500 walkers in dozens of cities raised over \$200,000 to help CASANA continue and expand its mission of strengthening the support systems in the lives of children with apraxia so that each child is afforded their best opportunity to develop speech.

CASANA, founded in 2000, is a 501(c)3 public charity. It is the only national charity exclusively dedicated to children with apraxia and their families. Each year, CASANA must raise at least 50% of its budget through donations in order to continue with its programs and research. Volunteer sponsored events help CASANA reach this goal. Last year's Walk for Children with Apraxia enabled CASANA to continue to fund the Apraxia Treatment Research Fund; new multi-media educational programs and products; a new Apraxia Research Registry to assist researchers in uncovering the causes and underlying nature of childhood apraxia of speech; and training of future SLPs to assure that they receive proper education about our kids.

We have put together a guide to assist you as you plan your fundraising event. If you have any questions or concerns as you plan your event, you can reach Susan Freiburger, CASANA's Walk Coordinator, at suef@apraxia-kids.org.

Step 1: Select a date

For the 2010 Walk for Children with Apraxia of Speech events, we are hoping to hold most of the walks between August 1, 2010 and October 31, 2010. If you want or need to hold your walk at another time, please let us know.

Step 2: Determine what type of event you would like to have

You can plan an event to be as large or as small as you would like. For those people who would like to start with a small event with your immediate family and friends, we are recommending that you plan a "virtual walk". This event can be as small as one person and CASANA will assist you in setting up an online registration site for your event. If you are

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comfortable in organizing a larger event, CASANA will set up an online walk web site for your event and help you to advertise your event to families affected by apraxia in your local area.

Step 3: Set your goals

Set a goal for the number of walkers you would like to have at your event. CASANA can help you to connect with other families affected by apraxia in your local area. Set a goal for the fundraising amount you would like to achieve with your event. Network with other parents or professionals in your area to try and recruit a co-chair for the walk and volunteers to help plan and help the day of the walk. CASANA can help you network with other families in your area.

Step 4: Pick a location

When picking a walk location, remember to consider your goals for how many walkers you expect at your event. You can “Google” search for walks or runs in your local area to see where similar events are commonly held. Contact local officials to determine if permits are required to host an event. Sometimes there are fees to reserve a facility. CASANA cannot reimburse you for these fees, so check into several potential locations and compare expenses. Your local walk planning committee can hold small fundraisers to raise funds for any walk expenses that you will incur. For example, one walk organizer held a garage sale to raise funds for the venue fee. CASANA can provide proof of 501(c)3 nonprofit status and certificates of insurance if the park requires this information. If you are planning a “virtual walk” you may be able to walk at a local park or in your neighborhood without reserving a location. If you are planning a larger walk, it is important to determine your location and reserve it early to ensure that it will be available and able to accommodate the number of walkers that you expect. These events should be family friendly, so if you are planning a run, you may also plan a short course in which families can walk together.

Step 5: Develop a plan for the event

Identify locations where you may want to advertise your walk (speech therapy clinics and early intervention offices, for example).

Begin recruiting volunteers who are willing to obtain sponsorships or in-kind donations or to help out on the day of the walk.

Contact local universities that offer Master’s degree in Communication Sciences and Disorders or Speech-Language Pathology to see if they have an

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active National Student Speech Language Hearing Association (NSSLHA) chapter. If so, see if they would like to participate in your event. Remember that students currently studying speech pathology are the future helpers for our children! Past walk organizers can attest to the value of these students as volunteers. The NSSLHA website is <http://www.nsslha.org>

Contact local businesses who may provide volunteers. For example, in past walks Kohl's has provided not only volunteers but sometimes also makes a donation to the walk.

Simple refreshments, such as coffee and/or water and small snacks for the children, should be available for walk participants. Walk organizers should try to obtain donations of refreshments for their event. CASANA cannot be responsible for expenses incurred for refreshments purchased for individual walks, but we can provide proof of 501(c)3 non-profit status, if needed, in order to obtain donations. Sometimes large warehouse stores such as Costco and Sam's Club are willing to provide gift cards for their store to purchase refreshments for your event.

Step 6: Promote your walk-a-thon

CASANA will print and ship posters and brochures for the following:

- For \$500 raised 8 weeks before event – 25 posters and 50 brochures
- For \$1000 raised 8 weeks before event – 50 posters and 100 brochures
- For \$2500 or more raised 8 weeks before event – 75 posters and 300 brochures

For events that have not yet raised this amount of money 8 weeks before the event, CASANA will provide posters and brochures in PDF format that you can have printed locally at your expense or if local printing is donated. Four to five weeks before your walk you can begin distributing posters and brochures.

CASANA will help you promote your walk on CASANA's listserv, Facebook, and among families in your local area that have registered on CASANA's website.

If \$2000 is raised by 8 weeks before your walk, CASANA will print and ship a banner to display the day of the event.

Let local media such as radio, newspapers, magazines, and television stations know what you are doing. For more information on how to get press coverage for your walk-a-thon, email Sue Freiburger at suef@apraxia-kids.org.

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Step 7: Raise money online

Once your walk is registered with CASANA and your online website is created, those who wish to walk will register on the walk site, be eligible for a Walk T-shirt and will automatically have an online fundraising page set up. This Personal Walk Page can be tailored with a photo and text and is used to accept online donations. Donations received for registered walkers in your walk will be tallied on your Walk web site homepage. We highly encourage the use of the online fundraising tools to reduce the amount of funds which Walk volunteers must personally handle. The online tools are also especially helpful for out-of-town family, friends, or coworkers who may want to contribute.

Please note that donors who make a contribution to sponsor a registered walker do not receive t-shirts. Only individuals who register as actual walkers receive the walk t-shirt.

Step 8: Have Fun!

The Walk for Children with Apraxia of Speech is a wonderful opportunity to benefit from the show of community support for our children with apraxia. Enjoy yourself! Also, we are offering a special incentive for walk-a-thon sites raising at least \$5,000. The site which raises the most funds over \$5,000 will receive a free CASANA sponsored Apraxia 101 Workshop (3 hours) in their local community. Other incentives will be announced in the future!

Be sure to take lots of photos of your Walk and submit them to us so that we can continue to raise awareness online and at the Apraxia-KIDS website!

Additional Information

Additional information and resources will be available throughout the next months at our website, Apraxia-KIDS.org, under the resources section on CASANA's walk website.

Additional materials will include:

- Pledge Forms (can be given to participants)
- Printable banners, signs, and brochures
- 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 CASANA following the event)

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Important Donation Information

All cash donations received during your walk or event should be collected and transferred into a personal check, money order or bank check. That check should then be sent directly to CASANA.

All checks should be made payable to, "CASANA". Donations to CASANA are tax-deductible to the full extent of the law. CASANA is a 501c3 registered public charity, as per the Internal Revenue Service. Our EIN is: 25-1858159.

Send all proceeds immediately following your walk to:

CASANA
1151 Freeport Road
#243
Pittsburgh, PA 15238