



# 2009 Walk-a-thon for Children with Apraxia of Speech Saturday, October 17, 2009

## Walk-A-Thon Packet 2009

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 (CASANA)'s programs. We are excited to see these events grow from the first walk that was planned in Pittsburgh, PA in 2008. Last year, over 350 walkers in Pittsburgh, Seattle, and Chesapeake, VA raised over \$33,000 to help CASANA continue their 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 501c3 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. This year, we have added several incentives for your group's efforts and we look forward to working with you!

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-a-thon chairperson, at [suef@apraxia-kids.org](mailto:suef@apraxia-kids.org).

### **Step 1: Select a date**

For the 2009 Walk-a-thon for Children with Apraxia of Speech events, we are hoping to hold all walk-a-thons between Saturday October 17, 2009 and October 31, 2009. If you would like to hold your walk-a-thon 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 comfortable in organizing a larger event, CASANA will set up an online walk-a-thon 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.

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### **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 walk-a-thons 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. 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 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!

Refreshments, such as water, should be available for participants. Since these events are meant to be family friendly, consider having face-painting or crafts for the children.

### **Step 6: Promote your walk-a-thon**

CASANA will print 50 posters and brochures for event if \$500 is raised by 8/15/09. For events that have not yet raised this amount of money by this deadline, CASANA will provide posters and brochures in pdf format on its website that you can have printed locally at your expense. In early September, you can begin distributing posters and brochures.

CASANA will help you promote your walk-a-thon on CASANA’s listserv and among families in your local area that have registered on CASANA’s website.

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If \$2000 is raised by 9/15/09, CASANA will print a 3x5 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](mailto:suef@apraxia-kids.org).

### **Step 7: Raise money online**

Once your walk-a-thon is registered with CASANA, you will automatically have an online fundraising page set up. This page can be used to take online donations for your walk-a-thon. We highly encourage the use of your online fundraising tools to reduce the amount of funds you must personally handle. The online tools are also especially helpful for out of town family or friends who may want to contribute.

### **Step 8: Have Fun!**

The walk-a-thon 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.

### **2009 Walk-a-thon for Children with Apraxia of Speech Checklist**

- Pledge forms distributed to all walkers
- Registration and waiver of liability slips for all participants
- 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 CASANA
- Containers for any additional donations
- Plenty of water to keep walkers hydrated
- Garbage bags for cleaning up the walk-a-thon site
- Submit all pledge forms and checks to CASANA within two weeks of your event
- Take lots of pictures so we can display them on our online photo site

## 2009 Walk-a-thon for Children with Apraxia of Speech

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-a-thon website.

Additional materials available on our website will include:

- Pledge Forms (to be given to all 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)

### **Important Donation Information**

All cash donations received during your walk-a-thon 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-a-thon to:

CASANA  
1151 Freeport Road  
#243  
Pittsburgh, PA 15238