

CASANA Walk for Children with Apraxia of Speech
 Unlock our Voice, Open our Future
 2010 Timeline for Large Walks (100-500 people)

4-6 months prior to walkathon	Confirm Walk/Run Coordinator Consult with CASANA Walk-a-thon Coordinator Sue Freiburger at suef@apraxia-kids.org
	Secure date and location for walkathon. Obtain necessary permits.
4 months prior to walkathon	Circulate sponsor letters (provided by CASANA) Try to recruit a co-coordinator for Walk
	Fundraise for money needed for permit fees or to print posters, brochures, and signs*
3 months prior to walkathon	Solicit in-kind donations for walkathon (food, water, gift certificates for prizes)
	Begin on-line registration (website will be set-up by CASANA)
	Finalize sponsor contracts and send to CASANA
	Secure best pricing for printing posters, brochures, signs*
	CASANA will circulate information about walk on listserv and other online formats (time, date, location, contact person)
	Identify locations to post posters and brochures to advertise walk. Recruit volunteers to distribute posters and brochures.
2 months prior to walkathon	Finalize poster and brochure details with CASANA Contact CASANA if sponsors need added to t-shirts or materials
	Print and distribute posters and brochures to speech therapy clinics, pediatricians, early intervention providers, schools, and libraries *
	Recruit day of event volunteers
1 month prior to walkathon	Make signs to direct participants to event and to mark course
1 week prior to event	Organize t-shirts for distribution **
	Confirm volunteers for day of event
	Pick up in-kind donations
Day of walk	Set up directional signs
	Arrive at site early to set up and greet participants and hand out t-shirts **

*CASANA will design posters & brochures and will have them online for downloading.

*For Walks raising \$500 8 weeks before event CASANA provides 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

*CASANA may print and ship t-shirts to registered participants 2 weeks prior to the event. Please discuss arrangements with CASANA's walkathon chairperson, Sue Freiburger at suef@apraxia-kids.org.