



Walk Standards

Details

- All Walks will occur between the weekend after Labor Day and the weekend before Thanksgiving
- Walk for Apraxia utilizes a peer to peer fundraising model in which participants are encouraged to create teams and fundraise at the individual level to achieve the over all walk goal.
- Registration is free for all.
- All Walks are noncompetitive, family-friendly, and approximately 1 mile long.
- All Walks will remain open for registration and fundraising until December 31st.
- It is suggested that 80-90% of the revenue be participant dollars and 10-20% sponsorship.
- All Walks will promote the Champions Club and Grand Champions Club programs.

Branding Guidelines

- All materials must adhere to the branding guidelines set forth by Apraxia Kids and usage of the Walk for Apraxia brand will be determined by those guidelines.
- Volunteers are not permitted to create a handle/social media profile with the express purpose of promoting the Walk for Apraxia without organizational approval. Login information for existing accounts must be shared with Apraxia Kids.

Sponsorship

- All Walks must adhere to sponsorship levels set forth by Apraxia Kids.
- Sponsorship levels are to be upheld without exception unless given express consent by Apraxia Kids. Apraxia Kids cannot accept sponsorships from companies that market supplements directed at children with apraxia of speech or other companies in disagreement with the mission of Apraxia Kids.
- Apraxia Kids will not add sponsor logos to materials until all paperwork is received. Deadlines for sponsorship are not flexible and must be maintained to ensure contract is upheld and materials arrive on time.
- Only businesses that provide in-kind donations of goods and/or services that benefit
- ALL Walk participants can be considered sponsors.

Planning Team Structure

- Walks should operate with a volunteer-led and staff-supported committee structure.
- A minimum of three non-related committee members (including the coordinator) are required to begin a Walk.
- Planning team members must be at least 18 years old.
- The Walk Coordinator will serve as the direct contact with Apraxia Kids and provide supplemental materials and resources directly to planning team members.

Day of Experience

- Every Walk will have an Apraxia Kids resources table and display print materials provided by Apraxia Kids. Every Walk will utilize a sound system appropriate for the location.
- Apraxia Kids will provide details on how to handle cash onsite and provide onsite paperwork and procedures for collection of registration forms and donations on Walk Day.