

WALK for Lupus Ontario

COORDINATOR PLANNING GUIDE



Thank you for joining the WALK for Lupus Ontario.

We hope this package will help you, whether you are an individual walker or you are planning a larger event. Lupus Ontario wants to ensure you feel supported throughout your planning process and that your WALK is a success.

Dear WALK Coordinators,

Your support of Lupus Ontario and commitment to organizing a fundraiser is greatly appreciated.

Throughout your journey as you plan your WALK, we will be there to assist along the way.

We will:

- Regularly connect with you and support you as you move forward with planning.
- Organize any park permits or rentals for you.
- Reimburse you for associated costs.
 - The costs should be discussed before the walk.
 - Receipts must be provided to Lupus Ontario to receive reimbursement by September 15th, 2024. **If you haven't been reimbursed within a week, please contact us. **
- Publicize your event and provide posters you can distribute/share.
- Invite potential speakers such as local politicians and rheumatologists.
- Provide Lupus Ontario materials and signage.
- Have a representative of Lupus Ontario attend your event – scheduling permitted.

We recommend:

- Asking Friends/Family to help you at the event.
- Provide water/beverage and snacks to participants.
- Once event is completed, please return Lupus Ontario signage/products, and submit all donations collected.
 - Donations must be submitted to Lupus Ontario by September 15th, 2024.
- Make it your own – and have fun!

We look forward to supporting you as you host this wonderful event on behalf of Lupus Ontario.

Regards,

Anne Brooks
Fundraising and Marketing Manager

WHAT?

This year is the 23rd anniversary of the WALK for Lupus Ontario.

The WALK for Lupus Ontario is an opportunity to come together to raise funds and provide hope to the millions of people living with lupus.

WHERE?

The WALK for Lupus Ontario can be at any safe location of your choice. You can host it at an indoor location (such as a mall or school) or at an outdoor venue, depending on the needs of the walkers. Outdoor venues can include neighbourhood streets, walking trails or a community park. Permission from venue owners or the local municipal government is often required. Please discuss this process with Anne Brooks, Fundraising & Marketing Manager.

WHO?

This year is the 23rd anniversary of the WALK for Lupus Ontario. The WALK for Lupus Ontario is an opportunity to come together to raise funds and provide hope to the millions of people living with lupus.

WHEN?

May, June, July and August 2024.

Join a WALK location or plan your own WALK in your community.

WALKS take place rain or shine.

WALK Planning Suggestions



The **Individual WALK** is the easiest to organize and works well for individuals who want to contribute to the cause.

- Set a time and location for your WALK.
- Register online by visiting support.lupusontario.org
- Collect donations from family, neighbours, schools, co-workers and your community, using the donation form provided, and/or utilizing your personal fundraising page created when you register.
- Complete your WALK and submit your offline donations to Lupus Ontario.
- **Please DO NOT send cash in the mail.** Lupus Ontario can arrange for a courier to pick up donations.

The **Small Team WALK** serves not only as a fundraiser but can function as publicity for lupus. A small team of people walking together for a common cause will attract the attention of the public. Venue choice will factor into how many people will actually witness the event while it is taking place.

- Set a time and location for your walk. Some small walks can be done on your home property, but we still need to have the information for insurance purposes, and we will provide an insurance certificate. Your personal home/land must be recognized by the city/town to allow a walk to take place on your property. Meaning, we have to make sure your property is covered by the insurance. Please call Lupus Ontario if you wish to have a small walk so we can make the necessary arrangements to help you have a successful walk.
- Register online by visiting support.lupusontario.org
- Gather a small team of friends, family, work associates, or lupus support group members.
- Have each team member register online and collect donations from their network of family, friends, neighbours, school and/or work associates.

OR

- Collect donations from family, neighbours, schools, co-workers and your community, using the donation form provided, and/or utilizing your personal fundraising page created when you register.
- At the time of your WALK, gather your team together to complete your walk. The purpose of your team walk can be communicated to the public with banners, posters or balloons. Ensure that you have extra donation forms and lupus brochures along on the WALK as bystanders may want to contribute to the cause. Once the WALK is complete, donations can be sent to Lupus Ontario. **Please DO NOT send cash in the mail.** Lupus Ontario can arrange a courier to pick up donations.

The **Large Team WALK**, with some planning, can provide a venue for all walkers in the community to gather together. A planning committee may be required to help with organizing and publicizing the event efficiently.

- Call Lupus Ontario with your information, time and location along with 2–3 dates. Lupus Ontario will call the town/city to book the event.
- Register yourself and team members online by visiting support.lupusontario.org or call Lupus Ontario.
- Recruit volunteers to help with the planning of the event.
- In cooperation with your volunteers, local lupus groups, friends, family or co-workers, form a WALK for Lupus Ontario planning committee. Here is a list of suggested tasks, depending on your needs:
 - o Venue acquisition
 - o Securing sponsorships and/or donations
 - o Volunteer recruitment
 - o Marketing/Material distribution – distributing brochures/posters around the community.
 - o Media Relations – Are you inviting media to your WALK?
 - o Silent Auction – Do you want to organize a silent auction or raffle at your event?
- The committee should gather together and decide how their event is going to be conducted, and if sub-committees are needed to support the previous task suggestions.
- Collect donations from family, neighbours, schools, co-workers and your community, using the donation form provided, and/or utilizing your personal fundraising page created when you register.
- Complete your WALK and send donations to Lupus Ontario. **Please DO NOT send cash in the mail.** Lupus Ontario can arrange a courier to pick up your donations.
- Follow up on the success of your event by writing to your local newspapers and adding a comment on your social media/networking pages. Send in pictures and a small story to indicate how much was raised. Be sure to thank your community for their support. Consider calling in a “thank you” to a local radio phone-in show.
- After the event is over, and you have had a chance to relax, have a committee meeting to evaluate the event – what went well and what needs improvement for next year.

GETTING STARTED



A direct link to the WALK for Lupus Ontario event page can be found on www.lupusontario.org.

You have three options:

- Create your own event page
- Join an existing WALK
- Create your own team and join an existing WALK
- Register as an individual walker

Once you register, you or your team will have your own personal WALK page.

- Your page can include a photo and a story to help promote your WALK.
- You can set up a fundraising goal and track your progress with a personal thermometer.
- Direct donations by emailing the link to family and friends.
- Donors can make a secure electronic donation supporting our WALK directly from your page. Online donations will receive an instant tax receipt to their email address.

For more information on how you can support the WALK for Lupus Ontario, please contact Anne Brooks, Fundraising & Marketing Manager:

abrooks@lupusontario.org

905-415-1099 ext. 2

Here are some helpful functions of the WALK for Lupus Ontario event page!

- Recruit additional team members to join your event.
- Record payments and pay with your credit card.
- For online donations the credit card must match the donor name and address.
- Send Thank you emails to your donors.
- Send an email to all of your contacts to let them know about your event with a link, so they can make a donation.
- Send group emails to your team with updates and encouraging words to keep everyone motivated.
- Solicit donors by sending emails from the site so they can donate to you or your team through a secure, online donation.

Manual Donation Form

- Please encourage online donations as much as possible.
- For donors who want to donate by cash, cheque, or credit card you can record the donations on the manual donation form.
- Donation forms are available through the WALK for Lupus Ontario event page.
- Tax receipts will be issued for donations of \$20.00 or more.
- Print clearly.
- Note Team name and Team Captain on donation form.
- **Include a full address and postal code for each donor.**
We cannot issue a tax receipt if we do not have this information.

Mail all cheques with the completed donation forms to Lupus Ontario.

DO NOT MAIL CASH DONATIONS.

We can arrange to have your donations picked up by courier.

Contact Karen Furlotte, Office Manager:


kfurlotte@lupusontario.org

905-415-1099

1-877-240-1099

CHECKLIST



Checklist for organizing a WALK for Lupus Ontario:	
Set a date, time, and location for your WALK.	
Call Lupus Ontario for park permits and WALK Kit	
Register online to create a personal page for your team.	
Recruit members to participate.	
Solicit donations with sample letter provided.	
Advertise your walk on social media.	
Alert local media with press released that will be provided by Lupus Ontario.	
Participate in the WALK for Lupus Ontario.	
Submit any physical donations to Lupus Ontario.	