



WALK-A-THON

Handbook



Sponsors

Credit Professionals International

Credit Education Resources Foundation

National Center for Missing and Exploited Children

WALK-A-THON HANDBOOK

So your local association is interested in organizing a Walk-A-Thon!
.....And you have a lot of questions:

- ✓ Where do I start?
- ✓ What materials do I need?
- ✓ Where do I get them?
- ✓ Where should we have the Walk-A-Thon?
- ✓ What time should the Walk-A-Thon start?
- ✓ Who's going to help me?
- ✓ What about publicity?
- ✓ What about insurance?

This handbook has been designed to answer most of your questions and guide you from start to finish in planning and carrying out your plans for a successful Walk-A-Thon. If you have questions this handbook doesn't answer, just contact the Corporate Office—314-821-9393 or creditpro@creditprofessionals.org.

In addition to this handbook, you will find all of the forms and materials you need for a successful Walk-A-Thon on the CPI website: www.creditprofessionals.org. Simply download what you need and reproduce them.

Why We Walk

Your Walk-A-Thon has a two-fold purpose—fundraising and education.

You are raising funds to help support the work of the Credit Education Resources Foundation, Credit Professionals International (CPI) and the National Center for Missing and Exploited Children (NCMEC).

The Foundation and CPI work to educate consumers on a wide range of credit topics—from budgeting to identity theft. NCMEC is widely known for its successful efforts in finding missing children, including its Amber Alert program. But it is also involved in educational and legislative efforts to prevent the abduction, endangerment and sexual exploitation of children. To that end, it has recently joined with leaders of the Internet and telecommunications industry to create a new Technology Coalition Against Child Pornography. The coalition is working to develop new, innovative technologies to identify and eliminate child sexual exploitation online.

As part of your Walk-A-Thon, you may want to distribute credit education materials, as well as educational materials from the National Center for Missing and Exploited Children (NCMEC). The CPI website makes it easy for you to find the professionally prepared educational materials you will need. Many of them are free.

Specifically, at www.creditprofessionals.org, you will find links to the websites of the

- **NCMEC—www.missingkids.com**
- **Federal Deposit Insurance Corporation—www.fdic.gov**
- **Federal Trade Commission—www.ftc.gov**

The latter two have a wide selection of credit education materials. You are certain to find something that will meet your needs. Most of these government materials are free.

How the Money Raised is Divided

All Walk-A-Thon funds raised are sent to the Credit Education Resources Foundation, which distributes the money as follows:

- 40% stays with the Foundation to help support its credit education programs.
- 25% is sent to the NCMEC
- 35% is returned to your local association to help support your credit education programs.

Walk-A-Thon Planning—Getting Started

Choose a date, time and place.

Look for a site that provides a good place for spectators, rest areas and water stations. A high school or college track makes it easier to gauge the number of miles walked. A local park, cycling/walking path, or a nature trail are other possibilities.

A walking route through your town is another option. However, there is a lot more work involved if you choose this type of route. You'll need to provide walkers with a map, indicating mile markers. You may also need to arrange for crossing guards at intersections, rest stops and refreshment stops. And you will want to notify local police of your event. Nevertheless, this can be a fun approach to take.

Determine length of time.

Some local associations have 10-mile walks but others are less. The length of your walk is up to your group. The average person can walk one mile in approximately 20 minutes. If your walk is long, you may need several rest periods. You don't want the walk to last all day so set a time limit.

Determine need for insurance

You can obtain insurance for your Walk-A-Thon, without charge, from the Foundation. However, you must complete the "Special Event Insurance Information Form" and send it to the Foundation no later than October 15 each year. You can download this form from the CPI website. If you don't have all of your details finalized, send in whatever information you have. The date is essential but it can be a tentative one. The insurer will allow you to give final details later. If you apply for insurance after October 15 of any given year, you will have to pay for it. Either way, the insurer can provide you with a certificate of insurance, which is sometimes required by the facility/location where your Walk-A-Thon will be held.

Determine if you want to present any awards.

You may want to present a Certificate of Award to every walker and worker who participates in your Walk-A-Thon. You can download this certificate from the CPI website.

You also may want to present prizes (donated by members, businesses or organizations) to the person who walked the most miles.

Assign These Tasks to Committee Members

Arrangements Coordinator:

- Make arrangements with the park, school or city where the Walk-A-Thon will be held.
- Notify local law enforcement agencies.
- Set up and staff rest stops to provide refreshments for the walkers.
- Recruit workers to keep track of the walkers on the day of the Walk-A-Thon.
- Set up markers for the route, if necessary.

Materials Coordinator

- Download Walk-A-Thon materials from the CPI website at www.creditprofessionals.org
- Visit websites of the Federal Trade Commission, Federal Deposit Insurance Corporation and the National Center for Missing and Exploited Children. Select handout materials to be distributed at the Walk-A-Thon. Either order quantities of these materials or download a master copy to reproduce. CPI's website has links to these websites:
 - www.ftc.gov
 - www.fdic.gov
 - www.missingkids.com

Recruitment Coordinator

- Organize and implement a plan to recruit walkers. Distribute the Sponsor Pledge/Release Form and Sponsor Mailer form to walkers. Download both from the CPI website. On the Pledge/Release form insert the date, location, registration time, beginning time and the name of a contact person. Then duplicate it on a bright yellow heavy paper stock. Be certain walkers sign the release waiver on the form. Sponsors may pledge to donate a specific amount for each mile walked. This requires the walker to contact the sponsor after the walk to collect the money. Or sponsors may make a one-time donation at the time they are asked. Either way, **checks should be made payable to the Credit Education Resources Foundation** to qualify for the tax deduction. A receipt to give donors can be downloaded from the CPI website.
- Ask CPI members to recruit friends, family members and co-workers.
- Approach local businesses, schools and community organizations, who can provide large numbers of walkers.
- Be creative. At schools, suggest the Track Team challenge the Debate Club. Ask the Lions Club to challenge the Rotary Club. Or have your CPI local association challenge the local Business and Professional Women's Club or other organization.
- Consider giving an award (t-shirt, cap, gift certificate) to the person collecting the most money.
- For people who want to walk but don't want to seek sponsors, charge a \$10 or \$20 entrance fee.

Treasury Coordinator

- Collect all the money from the Walk-A-Thon and deposit in your local association's bank account.
- Follow up with walkers to make certain all the money pledged is collected.
- Download the Walk-A-Thon Collection Report Form from the CPI website. Complete it and send it with the total amount collected (**checks only**) to the Credit Education Resources Foundation. Since these donations are tax deductible, all checks should be made payable to the **Credit Education Resources Foundation**. The Foundation will issue a check to your local association for its 35 percent share of the money donated. The form and funds should be submitted to the Foundation within 45 days after your Walk-A-Thon.

Public Relations Coordinator

- Handle all publicity for the Walk-A-Thon.
- Download the pre-walk and post-walk news releases from the CPI website. You will need to retype these releases. (**Do not make photocopies and just fill in the blanks by hand. Media people will throw them away.**)
- Call local newspapers and radio/TV stations and ask to whom you should send your news release. A daily newspaper, for example, may want the news release to go to the person in charge of the "Events" page. Most media people today prefer to receive news releases by e-mail. So get the recipient's e-mail address. You may be able to find this information on the newspaper's or station's website.
- Create a Walk-A-Thon flyer announcing your Walk-A-Thon. Post this on bulletin boards in grocery stores, libraries, places of employment, etc. A sample flyer can be downloaded from the CPI website. You can use it as a guide in creating your own.
- Bring a camera to the Walk-A-Thon to take photos for the local news media and for your local association's website.
- After the Walk-A-Thon is completed, send the post-walk news release and photos (if appropriate) to the news media. Report on the number of participants and the amount of money raised.

Walking the Walk

On the day of the walk:

- Arrive at the walk site at least one hour prior to starting time.
- Bring a first-aid kit
- Set up refreshments at the start site and at rest stops.
- Assign someone to log the names of walkers as they arrive. You will need this list to keep track of the number of miles walked, the amount of money donated by each walker, and the amount of money still to be collected from sponsors.
- Assign one worker for every 10 walkers.
- If the course you are walking is more than a mile, set up markers to indicate the distance walked. A sample of these mile markers can be downloaded from the CPI website—**www.creditprofessionals.org**
- Be sure to tally the miles walked throughout the day. One method: pin a 3x5 index card to each walker's clothing. Each time a walker completes a mile, punch a hole in the card or put a sticker on it. When the walker is finished, just count the number of

- holes punched or the number of stickers for their total miles.
- As walkers finish, indicate how many miles they walked on their sponsor pledge form. Return their pledge forms to them if they need to collect their pledges. If they brought their money with them, keep the form.
- **Thank the walkers for their participation.** You may also want to give them a Certificate of Award. Download this from the CPI website.

After the Walk

Here is a checklist of things to do after your Walk-A-Thon.

- Let all the participants (walkers and workers) know the tally of total miles walked and total dollars pledged.
- If you decided to give out awards, now is the time to do it.
- Take down all posters. Clean up the area.
- Send thank-you notes to any person, business or organization that donated any items, including drinks, snacks and awards.
- Send a letter to the editor of the local newspaper thanking the community for its support. Learn and follow the newspaper's guidelines for "letters to the editor."
- **Send a report, including photos, of your Walk-A-Thon, to the CPI Corporate Office.** Use the Walk-A-Thon Recognition form, which you can download from the CPI website. If you send photos, remember to identify the people in the photos. These reports will be published in *The Credit Connection* newsletter.
- **Complete the "Report of How Walk-A-Thon Rebate Proceeds Were Spent" and send to the CPI Corporate Office.** You can download this report from the CPI website. This report gives details on the project you financed with your Walk-A-Thon rebate, the amount of money used and the date it was used.
- If your local association challenged another organization and you won, wait for your prize. If you lost, get your prize to them as soon as possible.
- Send all money collected to the Credit Education Resources Foundation, 10726 Manchester Road, Ste. 210, St. Louis MO 63122. You will receive 35 percent back to use for community credit education.

Ways To Use Your Share of Your Walk-A-Thon Proceeds

You can use your share of the Walk-A-Thon money for almost any activity related to credit education.

The primary purpose of the Walk-A-Thon is to educate consumers but, in order to do that, your members, themselves, may need continuing education to keep abreast of developments in credit-related industries.

Here are some ways to use Walk-A-Thon money for consumer education:

- Purchase copies of the "Take Charge of Your Life" CD from the Credit Education Resources Foundation to distribute to schools; libraries; or community programs working with abused women, immigrants, the working poor, or soon-to-be released prisoners. The CDs are \$15.00 each (1-5 copies) or \$12.00 each (6+ copies).

- Purchase credit education materials in bulk from other organizations for distribution to consumers in your community.
- Pay for the copying/printing of consumer credit education materials you have created or have downloaded from a government website. *(Note: Be careful not to reproduce copyrighted materials from another organization's website. You are free to duplicate materials from government websites, such as those of the Federal Trade Commission or the Federal Deposit Insurance Corporation.)*
- Sponsor credit education programs in your community. You may, for example, need to rent a meeting space or audio-visual equipment for a presentation.

Here are some ways to use Walk-A-Thon money for continuing education for your members:

- Send one or more of your members to the International Conference.
- Pay a stipend to a speaker to present a program at your local association's meeting.
- Rent space to hold a seminar for members and prospective members.
- Sponsor a training program for members and prospective members.
- Finance a scholarship for a member or members to attend a continuing education course at an area college or university.

If you have any questions concerning Walk-A-Thons, please contact us:

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**LIST OF WALK-A-THON MATERIALS
AVAILABLE
ON THE
CPI WEBSITE
www.creditprofessionals.org**

Walk-A-Thon Handbook

Credit Education Resources Foundation "What and Why Bulletin"

Special Event Insurance Information Form

Certificate of Award

Walk-A-Thon Sponsor Pledge/Release Form

Walk-A-Thon Sponsor Mailer

Walk-A-Thon Donation Receipt Form

Walk-A-Thon Collection Report Form

Pre-Walk-A-Thon News Release

Post-Walk-A-Thon News Release

Walk-A-Thon Flyer

Walk-A-Thon Mile Markers

Walk-A-Thon Recognition Report Form

Walk-A-Thon Proceeds Report Form