



WALK FOR THE WORLD

Guidelines

Alliance Women Ministries (AWM) is sponsoring a national walkathon called "Walk for the World" to raise funds for the 2010-11 National Project that benefits ministries in Creative Access Countries. The following guidelines are only suggested tips to help you as you promote, plan and carry out your local walkathon.

1. Plan a date (AWM has chosen April 30, 2011 as the national walkathon date, however if your church and community cannot do that date, please pick a different date), time and location to hold the event. When choosing a venue, consider local high school football stadiums (people could walk laps and get sponsors per lap), local parks (you may need to designate a specific path throughout the park), your church gym, city blocks, etc. The possibilities are endless. Choose your venue early so that you can get the necessary approval from the school, park officials, etc.
2. Once your venue and date are secured, start promoting it several months ahead of the event so that participants have a chance to get pledges. There are posters available to download on the Alliance Women's website. Hang posters in your church and around the community to get as many walkers as possible. Make sure there is contact information if you hang them in the community so that they can get sponsor forms from you. Encourage everyone in your church to participate. The walkathon is sponsored by Alliance Women Ministries but should be an all church and community event!
3. Consider getting local businesses to sponsor your event to help provide funds so that you can have water stations, snacks, t-shirts for the event and more and not have to take money out of the proceeds collected by walkers. There are walkathon logos online that you could use to have t-shirts screen printed or create iron-ons.
4. Distribute as many sponsor forms as possible. Remember that people can sponsor per lap or a fixed amount. Have people collect money ahead of time if possible and applicable (if they are giving a fixed amount) and return this to you at a set date or the date of the walkathon.
5. The day of the walkathon, arrive early and set-up water and snack stations, check-in tables, course markers (if necessary), etc. Make sure to have plenty of volunteers to help. Have all walkers check-in and if you have not already, collect sponsor forms and money and give instructions for the walk.
6. Hold a successful walk! Make sure to keep all walkers hydrated and consider having some entertainment (local sports celebrity), worship time at end of walk, etc. Make it a fun event.
7. Make sure to let all walkers know the deadline for any uncollected money to be returned to you. Collect money and submit it to your district treasurer as soon as possible to be added to the National Project total.
8. Rest...you pulled off a great walkathon!

Sponsored by Alliance Women Ministries