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# 2010 National Walk/Run To Benefit PDSA Programs & Research for ITP & Other Platelet Disorders

## National Walk/Run Guide

Thank you for your interest in organizing a Walk/Run with the *Platelet Disorder Support Association* to benefit individuals affected by ITP and other platelet disorders! This is our 1<sup>st</sup> National Fundraising Event and we are so grateful that you would like to be a part of our mission to enhance the lives of those affected by ITP.

The *Platelet Disorder Support Association* was founded in 1998 and is a 501 (c) 3 organization. All donations are tax deductible. Each year, PDSA and dedicated volunteers, have had astounding results increasing funding for ITP education, support, research, and awareness through charity events. Our grassroots volunteers are PDSA's link to increase national awareness of ITP and other platelet disorders by connecting local communities. Your local Walk/Run will help facilitate the mission of PDSA to create national awareness and support. It's a great way to engage your community, have fun, and educate others about ITP!

The following is a guide to help you plan and execute a successful organized Walk/Run. Please contact Nancy Potthast, Director of Marketing, at [npotthast@pdsa.org](mailto:npotthast@pdsa.org) if you have any questions or concerns. We look forward to reaching our goal with your help!

### **1.) CHOOSE A DATE**

We are hoping to hold all Walk/Run events in the fall of 2010. Please contact us if you would like to hold your event at another time.

### **2.) SET YOUR GOALS**

Determine how many participants you would like to take part in your event. PDSA can help you connect with others affected by ITP and platelet disorders in your area.

Set a goal for the amount you would like to raise during your Walk/Run. We recommend that each participant set a personal goal of \$125.

### **3.) CHOOSE A LOCATION**

Keep in mind the number of participants you expect at the event when choosing a location.

The internet is a helpful tool in determining locations that other organizations have used to hold local Walk/Run events.

Check with local officials to determine if your event will require a permit. Large Walk/Run's will require a longer lead time in securing permits and locations.

Walk/Run events are often family events, so consider this when confirming a location. You may want to plan a short course for your participants and include family-friendly activities such as face painting and games as part of the event to raise additional funds the day of the Walk/Run.

### **4.) DEVELOP A PLAN FOR YOUR WALK/RUN**

Determine locations to advertise your event. Schools, Community Centers, and local businesses are great places to hang flyers and generate interest.

Recruit volunteers to ask for sponsorships and in-kind donations and to help man booths and run activities the day of the Walk/Run.

### **5.) PROMOTE YOUR WALK/RUN**

PDSA can provide you with templates to create flyers to distribute in early September and can help you set up an online fundraising page.

Contact local businesses that may provide volunteers and may also make a donation to the event. Many High Schools now require students complete community service hours and would be happy to help with a community event.

Water should be provided for participants. Select a volunteer to obtain donations of refreshments. PDSA can provide proof of 501 (c) 3 non-profit status if needed, in order to obtain refreshment donations. Large warehouse stores such as Costco, BJ's, and Sam's Club will often provide in-kind donations.

PDSA will promote your walk on our Web site, social networking sites, and among families in your area that have registered on our Web site.

Promote your walk on local radio, newspapers, magazines, and TV stations. PDSA can provide information on how to get press coverage for your event.

## **6.) FUNDRAISE ONLINE**

When your walk is registered with PDSA, your online Web site will be created. Participants can register online and will have an online fundraising page set up. The Personal Page can include a photo and information about the Walk/Run and will be capable of accepting online donations.

PDSA recommends using this online tool as often as possible. Not only will it reduce the need for volunteers to handle funds collected, but it's a great way to reach out-of-town family, friends, or coworkers who may want to contribute!

## **7.) PUT ON YOUR WALKIN' SHOES AND PUMP IT UP FOR PLATELETS!**

The PDSA Walk/Run is a great way to benefit from community support of individuals affected by ITP and platelet disorders. Have fun!

*Take lots of pictures of your Walk/Run and submit them to us so that we can continue to carry out our mission and create awareness through education, advocacy, and research.*

## **ADDITIONAL INFORMATION**

Additional pertinent information and resources are available on our Web site, [www.pdsa.org](http://www.pdsa.org).

- Pledge forms for participants
- Printable Flyers and Signs
- Sample Fundraising Letter/Thank You Letter