



2011 National Walk/Run To Benefit PDSA Programs & Research for ITP & Other Platelet Disorders

National Walk/Run Guide

A *Pump It Up For Platelets!* event is so much more than just a fundraiser - it's a life-changing experience. It gives community members, family, and friends a chance to celebrate the lives of those who ride the ITP rollercoaster, remember loved ones lost, and fight back against this debilitating disease. Every individual who participates in a local *Pump It Up For Platelets!* event joins others as part of a national movement to raise awareness for ITP.

There are many reasons to organize or participate in a local event. You can experience comfort, support, and share stories with others who deal with the frustrations of ITP or who have lost a loved one to the disease. You will celebrate with individuals who are passionate about spreading awareness, so that one day, ITP will be as well publicized, researched, and understood as cancer. It's a day to gather together with friends, family, and colleagues to laugh or cry, and create lasting memories.

Regardless of why you decide to take part in *Pump It Up For Platelets!*, one thing is clear: With each step, you are helping PDSA help those affected by ITP. With your help, PDSA can continue to expand the information, member services, awareness, and research we provide. Each person who shares in this experience can take pride in

knowing that they are working to create a world where ITP will no longer be an unknown disease or negatively affect another year of anyone's life.

The *Platelet Disorder Support Association* was founded in 1998 and is a 501 (c) 3 organization. All donations are tax deductible.

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 if you have any questions or concerns. We look forward to reaching our goal with your help!

1.) CHOOSE A DATE

Choose a date that will work well in your community to attract the most participants.

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 to promote your event 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 in the National Walk section on our Web site, www.pdsa.org.