



# ASF WALK 2023

ASF Walk Communication Begins!

## CONTEST! Jan. 10 through Jan. 13

Get your people ready!

**CONTEST!** Walk Registration opens to general public! Get \$5 off Tuesday through Friday, Jan. 13th! The Walk site with the most registrations by end of day, Jan. 13 will receive a Photo Booth & Props for their Walk site (or other entertainment valued at \$1,000).

### NOVEMBER 2022

2023 ASF Walk Theme Announced to Coordinators. Survey on color choices.

**Nov. 4** **Coordinator:** Book your Walk site now! Send location name/address to Kitty. Send park information, even if you cannot get application approved until January.

**Kitty:** Email New Coordinator Webinar link and slides to all Coordinators for review.

**Nov. 15** **Coordinator:** Pull together 1-3 people to help solicit sponsorships.

**Nov. 21** **Kitty:** Mail out sponsor forms, In-kind forms, letterhead, brochures, envelopes, sample fundraiser letter to Coordinators.

**Nov. 29** **Kitty:** Email Sponsorship & Fundraising Webinar link. Please watch and share with Sponsorship/Fundraising Team Members.

**Nov. 29** **Kitty:** Email each site's past sponsorship contacts.

**Nov. 30** **Sponsorship Team:** Begin soliciting Corporate sponsors. Sponsorship forms can be found on our Walk website now. You can also send them via email using the editable online version (emailed 11/22/22, or found in Walk Coord. Toolbox).

### DECEMBER 2022

Coordinator Toolbox Updated on website. Access and password emailed to Coordinators.

**Dec. 2** **DEADLINE!** All park/site agreements or reservation paperwork must be sent to Kitty, even if the location is not confirmed. We need this for website launch!

**DEADLINE!** Email directions to your Walk site location (and map if possible) to ASF Event

**Coordinator:** Email your registration start time, Walk start time and Walk distance to Kitty.

**Dec. 13** **New Walk Platform Training for Coordinators:** New system and overall Walk changes (new registration, new custom reports, etc.) It's best to attend live, however, a recording link will be sent to everyone.

*Coordinators: Please note ongoing*

Provide site updates to ASF Event Coordinator as needed and requested.

### JANUARY 2023

**NOTE: COORDINATORS TO GIVE VOLUNTEERS A CODE FOR FREE REGISTRATION. Encourage volunteers to fundraise using their Personal Fundraising Page.**

**Jan. 4-6** **Coordinator:** Check your fundraising site for accuracy. Email ASF with any corrections or updates.

**Jan. 4-8** **COORDINATORS & TEAM LEADERS!** Get your people ready! Get the word out about Registration Opening Week, discounted price and contest.

**Jan. 10-May 1** Yard Signs available with custom QR Code. Price TBA.

**Jan. 14-April 28** Early Bird Registration Fee is in effect until April 17. T-Shirts are optional this year (varying costs). Registrations with Walk t-Shirts are **guaranteed for home delivery before May 20th** during these dates. Pricing: \$30 adult with shirt, \$20 adult without shirt, \$20 kids with shirt mailed to home, \$10 kids without shirt, AS individuals are free.

**Jan. 17** **Kitty:** Email Raffle Webinar to Coordinators. Please watch and share with Raffle Team Members.



# ASF WALK 2023

## FEBRUARY 2023

**Feb. 7**

**Coordinator:** Have Team Leaders in Place: 1. Registration, 2. Publicity, 3. Raffle & Fundraising, 4. Sponsorship, 5. Refreshments. Be sure to forward "Team Leader Responsibilities" forms, which can be found in the online Toolbox. Or contact Kitty.

**Feb. 27**

**Raffle & Fundraising Teams:** Begin (if you haven't already) soliciting in-kind donations for raffle and food teams.

## MARCH 2023

**Mar. 7**

**Kitty:** Email Refreshments Webinar Link to all Coordinators. Please watch and share with Refreshment Team Members.

**Mar. 13**

**Refreshments Team:** Have names of all potential in-kind sponsors targeted and listed. Have a complete list of items needed for your Walk. Encourage team to make personal asks (rather than mailing).

**Mar. 20**

**Sponsorship Team:** Follow up all outstanding, prospective corporate financial sponsors. Close all the loops.

**Mar. 21**

**DEADLINE!** Kitty to have Public Service Announcements and radio spots out to Coordinators.

Publicity Team Webinar link sent to all Coordinators. Please watch and share with Publicity Team Members.

## APRIL 2023

**Apr. 4**

**Kitty:** Registration Team Training Webinar. Live training session for volunteers. A link will be sent to all Coordinators by April 7,

**Apr. 17**

**COORDINATOR RAFFLE!** Coordinators with the most interactive Walk Facebook page will be entered into a raffle to receive a Photo Booth & Props for their Walk Site (or other entertainment valued at \$1,000).

**SPONSOR DEADLINE** for appearance on national ASF Walk t-shirts. Sponsorships received after this date will not appear on Walk t-shirts. All other benefits still in place.

**LAST DAY for guaranteed home delivery before ASF Walk**

**EARLY-BIRD DEADLINE!** Prices increase tomorrow!

**Apr. 18-  
May 20**

Price increase and registrations with t-shirt not guaranteed for home delivery before Walk day! Prices: \$35 adult with shirt, \$25 adult without shirt, \$25 kids with shirt mailed to home, \$15 kids without shirt, AS individuals are free.

**Apr. 25**

**Publicity Team:** Set up and/or update local media contacts. Come up with stories to pitch to local media. Get your local contacts.

### Have an idea for an event?

We are so grateful for people who plan and host their own events as fundraisers for ASF. If you have an idea, contact Kitty Murphy [kmurphy@angelman.org](mailto:kmurphy@angelman.org).

For more information, visit [angelman.org/make-an-impact/fundraising-for-asf](https://angelman.org/make-an-impact/fundraising-for-asf)





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## MAY 2023

**May 1** **GUARANTEED SPONSORSHIP SIGNAGE DEADLINE.** After this date, we cannot guarantee that sponsorship signs will be on display at event. All other benefits still in place.  
**DEADLINE! Publicity Team:** Send press releases out if not done already. Send twice this month.

**May 2** **DEADLINE! Coordinator:** Ensure all volunteers are registered online.  
**DEADLINE!** Kitty to send second (final) mailing to coordinators

**May 3** **CHECKLIST DUE! Coordinator:** Event day site layout finalized. ASF Walks happen rain or shine. Be ready with a rain plan (i.e., go inside or meet under pavilion).

**May 15** **Refreshment Team:** Supplies assessed, team trained and final plan of action ready for weekend. Send confirmation email to all volunteers.  
**Raffle Team:** Prizes ready, team trained and final plan of action ready for weekend. Send confirmation email to all volunteers (one person on team should attend registration training).  
**Registration Team:** Attend online training. New procedures, new check-in system with financial link to thermometers. Meet this week to get logistics set for the Walk. Put a first-aid plan in place. Send confirmation email to all volunteers.  
**Publicity Team:** Final calls and pitches to local media contacts.

**May 19** **All Team Leaders:** Friday evening setup (if possible) with volunteer-specific assignments.

## MAY 2023

### May 20 – WALK DAY

Have a blast!! You have earned it!

Asf Walk t-shirts available by order. T-shirts are NOT available on site. Walk-up registrations fees: \$25 Adults, \$15 Kids under age 12, AS individuals are free. Walk t-shirts must be ordered separately.

**Coordinator:** Be sure to bring City/Site permits and certificate of insurance with you to site. Keep in safe place, in case you need them.

### END OF DAY *Before going home!*

**Registration Leader:** Prepare ASF FedEx Box (Include: All checks, cashier's check for total amount on report, check endorse stamp, match gift forms and any other documentation/notes for ASF. Bring FedEx box to a drop off location immediately, or Monday at latest!

**May 24** **DEADLINE!** All Walk FedEx Boxes must be received by ASF. Contact Kitty ASAP if delayed.

**May 30** **Sponsor & Fundraising Teams:** Thank you letters to all sponsors are sent.  
**Coordinator:** Fill out your expense reimbursement form and turn in all receipts. Expense reimbursement forms are in located in the Coordinator Toolbox.  
**Coordinator:** Schedule your wrap-up meeting with leaders. Thank them for their dedication and sacrifice. Get feedback on ways to improve.

## JUNE 2023

**Jun. 12** Top 2 Walk sites announced. Coordinators each receive a \$500 Visa gift card, plus another \$500 Visa gift card to spend thanking leaders and volunteers.

Top 2 highest individual fundraisers announced. Each will receive something to bless the AS individual with an experience you can enjoy together. Valued at \$750, Two rooms at nearest Kalahari Resort?

Top 2 highest fundraising teams announced. Each will receive (thoughts? — A fancy team trophy and photo shoot? \$750 to go toward team party?

**Jun. 30** **Coordinator:** Contact ASF to sign up to coordinate 2024 Walk.

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