



## Organizing a Fundraising Walk/Run

A walk/run is a great way to raise awareness as well as funds — the public nature of the activity will make it easy for you to spread the word about skin cancer, and local media and health agencies may help you promote the event. If you are participating in a walk or run and want to fundraise on behalf of The Skin Cancer Foundation, fill out our [Community Fundraising Event application](#).

Organizing a fundraising walk/run requires advance planning and coordination, so take into account the following:

- **Choosing the Date:**

When choosing the date for your walk/run, remember that mild weather will bring out the most participants, so, in most locations, spring or fall will be the ideal season. Weekends are usually the best time since most people are off from work and school. Also be sure to check religious calendars to make sure your event doesn't conflict with major holidays.

- **Create an Event Budget:**

Consider costs such as signage, medical/first aid stations (including sunscreen!), and branded items like T-shirts and water bottles for participants. Ask your local health department for advice and/or equipment—staff may be able to supply equipment, or even a nurse for on-site medical emergencies.

- **Promoting Your Event:**

Publicizing your event is the key to its success. If you set a goal of \$1,000 for your fundraising event, you can work with The Skin Cancer Foundation to create a personalized website for the event. Be sure to share the link to your personalized website with your friends and family through social networking and emails. Contact your local newspapers, neighborhood calendars, gyms, websites, blogs, and TV/radio stations in your area to find out how they can help promote your event as well.

- **Specify Where the Funds Go:**

If you are using event proceeds to cover the cost of the event, be sure to specify “\_\_% (the percentage) of net proceeds from the event will go to The Skin Cancer Foundation” on event materials.

- **Secure a Permit (if necessary):**

Contact town or city officials to find out if you need a permit, the cost for using the space, traffic/safety must-haves, and if there are any additional requirements for hosting a walk/run. Although rain or hot weather shouldn't deter most participants, make sure you can provide some protection from the elements with portable tents or shade structures.

- **Request Help from Local Businesses:**

Ask local businesses to donate food and drinks, prizes for the participants who raise the most money, gift bag items, or even funds. This can help lower your costs.