



TEAM KISS

Kick In to Stop Sarcoidosis

Walk Leader Handbook



Brainstorming	6
First Steps	7-8
Next Steps	9-10
Make the Event Your Own	11
Week Before Your Walk	12
Day Of	13
After Your Walk	14
Creating a Fundraising Page	16
Timeline	17
Checklist	18
Sponsorship Levels	19
Social Media	20-21



Team KISS - Kick In to Stop Sarcoidosis

Welcome to Team KISS! We are so excited that you are interested in joining us for April's Sarcoidosis Awareness Month! Hosting a walk in your local area is a great way to unite fellow sarcoidosis warriors with your community to raise awareness and crucial funds for sarcoidosis research. Here at the Foundation for Sarcoidosis Research (FSR) we are proud to have volunteers who are willing to put so much time and effort into hosting a walk. FSR tries to expand this program every year, and we can't do it without your help! Thanks to volunteers like you, this annual event has grown into a global movement!

This handbook will make planning an Awareness Walk simple and fun. Read on to learn about resources we provide to walk leaders and tips on how to ensure your walk is successful!

Welcome to Team KISS!

Your Event at a Glance

- Once you have secured your walk date, location, and time, FSR will make and manage an event page for participants to register. This means you don't have to collect any money, registration information, t-shirt sizes, etc.
- Anyone who registers for your walk through the Team KISS walk registration page will receive our themed 5K t-shirt! FSR will ship all shirts to race participants OR to you to distribute the day of the race!
- You can also create a customized fundraising page using the online Team KISS fundraising platform which is now connected to your walk registration page! Invite your family and friends to create their own, individual fundraisers to help spread the word and raise funds for your walk. See pg. 16 for step-by-step instructions on how to do this.
- We will provide ongoing support including outreach tips, promotional flyer templates, social media resources and more for you event! For all of our walk leader resources, check out our Walk Leader Toolkit today!
- KISS walks that are being held alongside the official FSR 5K will take place on the same day as the FSR Walk/Run at 10:00 a.m. local time.
- Post pictures from your event throughout the day to FSR's Facebook page and include the hashtags #TeamKISS and #StopSarcoidosis to spread social media awareness!



Brainstorming

— Conceptualize Your Event

Prior to spending time on the walk logistics, think about what type of event you would like to host. Your event does not have to be a 5k! Don't be afraid to start small, especially if it is your first time organizing a fundraiser. For example, you could invite your close friends and family to walk the perimeter of a local park or lake or stroll through your neighborhood. If your location is not conducive to hosting a walk in an outdoor location, you might also be able to walk the indoor track of a local gym or simply power walk through the mall!

— Set a Fundraising Goal and Budget

Prior to your planning, commit to a fundraising goal so you have a concrete milestone to work towards. It can either be how much money you plan to raise or it can be based on how many attendees you would like to have at your event! Don't be afraid of a challenge but ensure it is manageable. FSR will not hold you accountable to match the difference of the amount you raise vs. what your goal is. Keep in mind, it is merely a starting point!

— Make April Impactful

To make Sarcoidosis Awareness Month as impactful as possible, we invite you to host your walk during the month of April. If you are able to host your walk on the same date as the FSR national walk, we will then be walking together as we **KICK IN TO STOP SARCOIDOSIS!**



TIP FOR TEAM CAPTAINS!

If you are able to make the first contribution toward your fundraising efforts, that is a great way to kick-start your campaign and show supporters you are personally committed!

First Steps

— Decide on a Location

When you first begin planning your walk, the most important aspect of your walk is to have a location picked out. Make sure you have a rough idea of how many people you would like to attend because, based on the number of people attending, certain locations have requirements for larger groups. For example, some parks require permits and insurance for gatherings exceeding a certain number of people. Researching this information is key to planning an accurate budget.

— Receive Your Permits

One of the most time consuming aspects of organizing a walk involves obtaining all the requirements specific to your venue. Contact your local city, park, or village officials to ask about what approvals you need. Most likely you'll need approval from the city for everything from road closures (for large walks) to noise permits. This also includes getting approvals from local law enforcement. Once you have your walk date set, it is vital to then begin applying for permits as soon as possible. Planning for your walk six months in advance will ensure you have everything needed prior to the walk date.

— Decide on a Budget

Whatever your fundraising goal may be, it is important to remember that you want to keep costs as low as possible. Remember to budget for everything from park permits to event insurance. Developing your budget could require additional research now but knowing the costs upfront will prevent you from running into surprise expenses later. Once you have your budget set, stick to it! The lower the costs, the more money that is raised for research!

TIP FOR TEAM CAPTAINS!



Specifically for April Awareness Walks, FSR has a Awareness Walk Leader Mini Grant you can apply for. Funding is intended to cover costs necessary to plan, prepare, and execute a successful 5K Run/Walk. Limited funding is available so be sure to contact info@stopsaroidosis.org and apply before funding is gone!

First Steps

— Make a Timeline

In order to be fully prepared to host a successful walk, you will need to create a timeline. Use your walk date as a deadline and work backward to organize all your tasks that will need to be completed prior to the walk. For larger walks, planning may need to start up to six months in advance, for smaller walks you may need only 9 weeks to plan. Check out our planning timeline on pg. 17 to get an idea of what you will need to do!



— Complete Third Party Fundraising Agreement

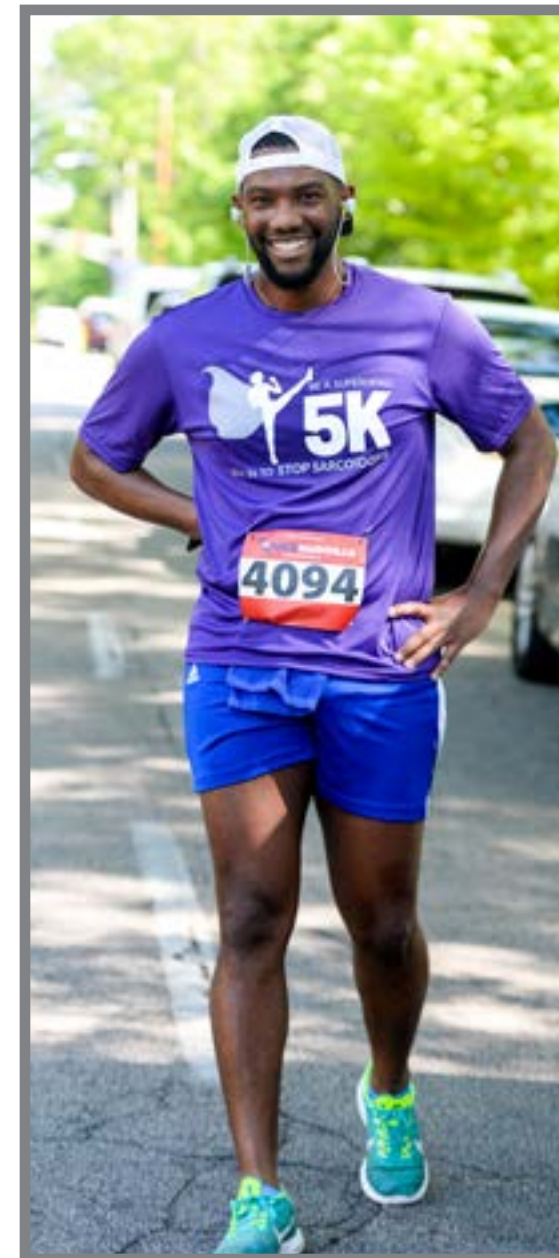
In order to preserve the integrity of the Foundation for Sarcoidosis Research's name and establish expectations for every third party event, FSR must approve all walks in advance. Please read and complete the Third Party Fundraising Agreement form online prior to promoting your walk. [Click here to download the form.](#)

We want to provide as much support as we can to your walk, however due to the high volume of requests we do not have the personnel to handle the organizational and administrative tasks associated with third-party events. Registration pages will not be posted until FSR receives the third party agreement and is processed for approval upon review. All approvals and denials will be emailed and mailed to the event organizer.

Next Steps

— Secure Volunteers

Ask friends or family to help you on the day of your walk. Make sure you have enough hands on deck and that everyone knows their responsibilities. This will help the day go smoothly.



TIP FOR TEAM CAPTAINS!

A good rule of thumb is to have at least one volunteer for every ten participants. Therefore, if you have fifty people registered, then you should have at least 5 volunteers.

— Invite Your Community

If your venue is large enough, invite local support groups, non-profit organizations, sports teams and spiritual groups to come join the event! Hosting walks/runs in your area is a great way to inform people about sarcoidosis and enrich the community as a whole.



TIP FOR TEAM CAPTAINS!

Customize our 5K Flyer Template which is included in the toolkit and post them in local businesses and community spaces. This is a great task to give to volunteers!

Next Steps

— Reach Out to Local Media

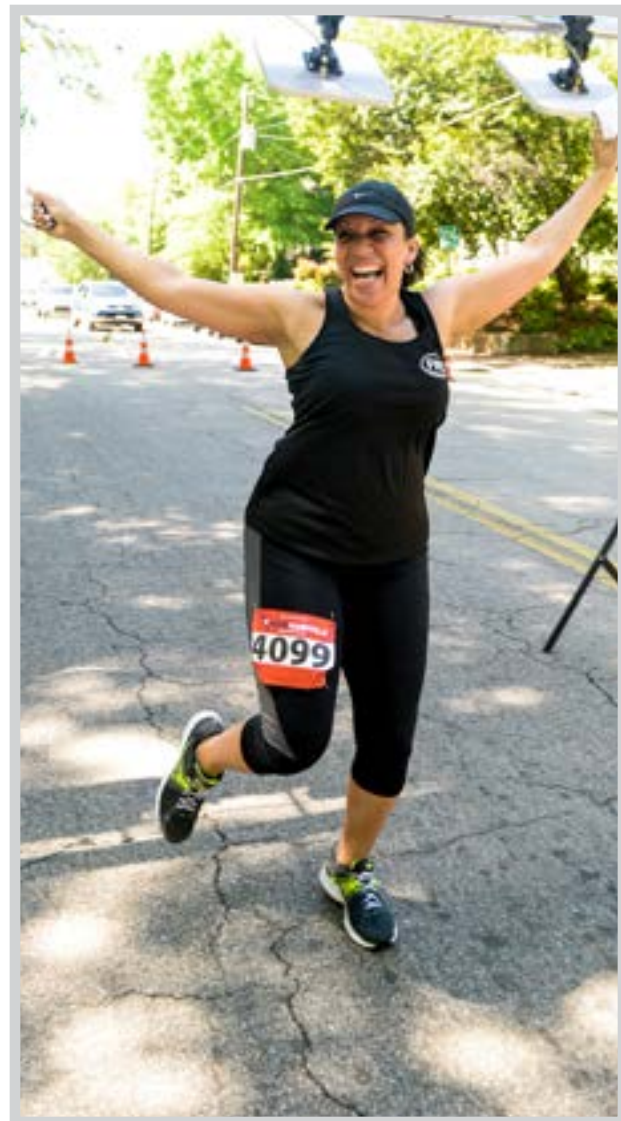
You can reach out to your local news station to see if they will promote your event. Also, see if your local newspapers has a community calendar for events and get your walk included!

— Plan the Walk Route

One to two months prior to the event, walk the route or have a volunteer walk the route for you. After all the time you have spent preparing for the walk, knowing small details about the course, such as where the start and finish line will be, and where the walker will go is essential to know. To be even further prepared, contact your local city representative to see if there is an existing course map to provide your attendees. If not, you may consider creating a course map using the park map.

— Any Additional Materials

To help the event run smoothly, having signs posted at major check-points will help your attendees and when they are walking the course. For instance, having a 'Check-In,' 'Start'/'Finish' signs or route markers would be a great idea!



Next Steps

Make The Event Your Own

— Music

If you or any of your volunteers have a speaker or radio to play music on, invite them to bring it to your event! Music can be a fun touch to add to your occasion. Open a family-friendly and upbeat music station on Pandora or Spotify so you can let the music player run on its own!

— Themes

FSR's annual 5K walk/run is a superhero theme to represent all the everyday heroes battling sarc! If you are interested in having themed event, we invite you to match our theme or anything else that inspires you and your participants.

— Prizes

Prizes are a fun reward for your participants but, because prizes are optional, FSR does not provide prizes to walk leaders for their top finishers.

— Special Guests

Invite local celebrities or elected officials for extra publicity and awareness!

— Photographer

Have one of your volunteers take photos for you during the event so you are not distracted from leading. Also, in exchange for recognition at the walk, you could find a local photographer who might be interested in donating their time and services to the cause!



TIP FOR TEAM CAPTAINS!

Visit local businesses and invite them to participate in the walk by providing a gift card, service, or product as a prize so they can promote their business!

Week Before Your Walk

— Get Your Registration List

FSR will close your event registration page the Tuesday before your walk at 11:59 P.M. CST. On the Wednesday before your walk, FSR will email a final list of registered walkers who signed up for your event. This way you can be ready to check your attendees in the day of the walk. This list will include your attendees contact information, including first and last name, gender, age, phone number and email address. Anyone who wants to register after registration date has closed will need to wait until the day of the walk.

— Send Out a Reminder

Sending out email and social media reminders about the event is essential to ensuring everyone who registered attends the walk! FSR will send your registrants an email on the Monday prior to your walk reminding them about the upcoming event. These emails are customizable so if you have any specific event details you would like your participants to know, email a draft to FSR at least two weeks prior to the event. It's recommended that you include information about parking, how to access and get to your specific event location/course, day of agenda, and day of registration information.

— Plan the Schedule of Events for Your Walk

Prepare an agenda for the day of your walk to ensure your day runs smoothly. Include the time for set-up, when registration will open, when the walk will begin, when the walk will end, and any other events you may want to include! Be sure to be very generous with your time because on event days, things always take longer than you expect! To be safe, give yourself at least an hour for event day set-up, an hour for check-in/registration, two hours for the walkers to finish the course, and an hour for clean-up. See pg. 18 for a sample agenda.



TIP FOR TEAM CAPTAINS!

Have a volunteer be cleaning up and picking up trash throughout the duration of the event so it is not overwhelming to clean-up at the end!

Day of Your Walk

— Day of Check List

Be sure you have everything you need the day of the walk! See pg. 18 for a sample list of some of the items you may need and things that may need to be done.

— Day of Registrations or Donations

It is likely that you will have people show up the day of the walk to register for the event and want to make a day of donation. Be sure to have your own day-of registration form prepared or FSR's Day of Registration forms available when this occurs. Any day-of registration forms and donations can be mailed to FSR after the event.

— Set Up Course

If you are creating your own course you will need to mark the course with identifiable signs so your walkers and runners know where to go. This can be as simple as tying purple ribbon around trees or landmarks around the perimeter of the course. For more distinguishable course markings, signs can be used also.

— Announcements/Thank You

Before your walk commences, you may want to give a brief welcome to your attendees! This would be an appropriate time to thank everyone for coming to the event, volunteer time, and any sponsors who supported the event. Following the race, a few words may be need if you decide to present awards to the top finishers! Announcements are always optional. As a walk leader if you prefer not to include any announcements that is fine too!

After Your Walk

— Mail Money to FSR

All checks for event proceeds should be made payable to the Foundation for Sarcoidosis Research (FSR) and mailed to our address (see below). Contributions are tax-deductible only if they are made directly to FSR, not the walk leader. Event proceeds need to be submitted within 30 days after the event to receive proper recognition and tax information.

Foundation for Sarcoidosis Research
1820 W. Webster Ave, Suite 304
Chicago, IL 60614

— Send out Thank Yous

All donors and registrants will receive an acknowledgment letter from FSR. You may choose to also thank everyone who participated in your event, especially if you plan on hosting a walk annually!

— Share Pictures with FSR and Social Media

We love sharing your photos with our social media network to illustrate international the impact of Awareness Month! Posting photos quickly will create buzz around Awareness Month and will build up the hype! If you are interested in submitting your photos, send them to info@stop sarcoidosis.org. Also, remember to use #TeamKISS and #StopSarcoidosis in your posts!

— Relax

After the race, you will need to take some time to rest! FSR recognizes most of our walk leaders are also patients are our priority is always to ensure our patients come first. If you do have plans to pursue the “second annual” version of your event, you will need to note what worked and what did not work for your race. Making notes while it is still fresh in your mind is important to remember all the details that will help your event success next year.



Creating a Fundraising Page

– Step One

Use the link provided to begin the registration process and be on your way to creating an online fundraising campaign through FSR's website: stopsarcoidosis.rallybound.org/Account/Register

– Step Two

Enter your team information and click 'Next'.

– Step Three

Team Options:

- Fundraise without a team: Click 'Solo'
- To join an existing team: Click 'Join Team'
 - Search for the team you'd like to join by typing the team name or clicking 'see list' and selecting the team name
- To create a team: Click 'Create Team'
 - Type your team name
 - Enter a fundraising goal for your team to collectively raise
 - Click 'Create Team'

– Step Four

Detailed Information

- Enter your own personal fundraising goal
- If applicable, read the waiver, and select 'Agree to Waiver'
- Select 'Continue'

– Step Five

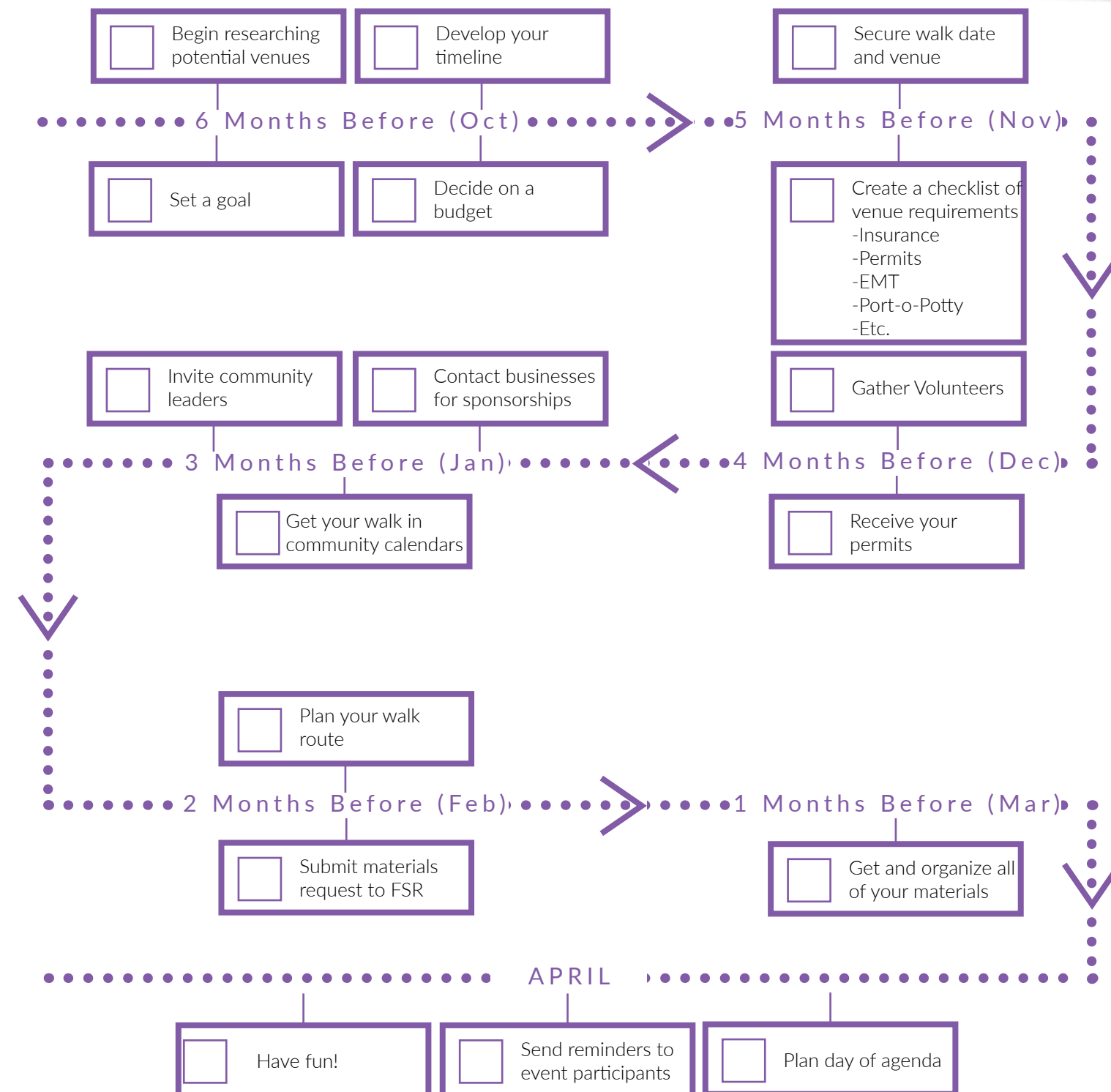
Customize your page by following the step-by-step 'Getting Started' instructions which will include creating the following:

- Your personal URL which is a direct link to your fundraising page
- Upload your personal image from your computer or import an image from Facebook or Twitter
- Choose one of the following options based on how you plan to use your fundraising site, 'Join an Existing Team', 'Start a New Team' or 'Stay Solo'
- Personalize your page! Click 'Personalize Your Page' to bring you to your Team KISS HQ. On your HQ landing page you will need to customize the following information to make your fundraising site impactful.
 - Find your 'Edit My' box on the right of the HQ page
 - Click 'Message' to create a page title, and personalize your welcome message that is the featured text on your home page
 - Click the 'Photo' button to upload a profile photo for your page
 - The 'URL' button will populate your unique fundraising page's URL to share with your network!
 - Click 'Goal' to update your fundraising goal, when individuals start to donate to your page, your total amount raised will automatically update!
- Add media to your page by clicking the blue '+' button on the HQ page, you will be given the following media options to add:
 - YouTube Video
 - Vimeo Video
 - Image

– Step Six

Begin sharing your personal fundraising campaign URL with your friends and family!

Timeline



Checklist

MATERIALS

- | | |
|--|---|
| <input type="checkbox"/> Required Permits (Assembly permit, park permit, noise permit, etc.) | <input type="checkbox"/> Pens |
| <input type="checkbox"/> Awards (optional) | <input type="checkbox"/> Registration lists |
| <input type="checkbox"/> Clipboards for registration check-in | <input type="checkbox"/> Ribbon/string |
| <input type="checkbox"/> Course map copies (optional) | <input type="checkbox"/> Rubber bands |
| <input type="checkbox"/> Name tags (optional) | <input type="checkbox"/> Scissors |
| <input type="checkbox"/> Copy of insurance policy | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Large trash bags for park clean up | <input type="checkbox"/> Volunteer activities guide/directive |
| <input type="checkbox"/> Packing tape or duct tape | |

8:00 AM - Begin Event Day Set Up

- Mark course
- Set up registration/donation area

9:00 AM - Registration Opens

- Check people in
- Distribute t-shirts
- Designate someone to time the race

10:00 AM - Walk Commences

- Get everyone to the start
- Let the race begin!

12:00 PM - Walk Ends

- Award ceremony
- Recognition of sponsors

1:00 PM - Clean Up

Corporate Sponsorship Levels



\$100

- Opportunity to distribute company's informational flyers or coupons at race
- Verbal acknowledgment pre-race and at awards ceremony
- Free entry for one race participant



\$250

- All benefits from Bronze Level
- Logo recognition on individual race registration website with a link to the sponsor's website
- Free entry for two race participants



\$500

- All benefits from Silver Level
- Logo recognition in local race promotions on FSR's website
- Free entry for four race participants



\$1,000

- All benefits from Gold Level
- Logo recognition on individual race registration website with a link to the sponsor's website
- Logo recognition on local race posters and race brochure/entry form
- Opportunity to have informational booth at local race
- Free entry for six race participants

There are simply guidelines/ideas to follow. Corporate level sponsorships subject to walk leaders discretion.

Social Media

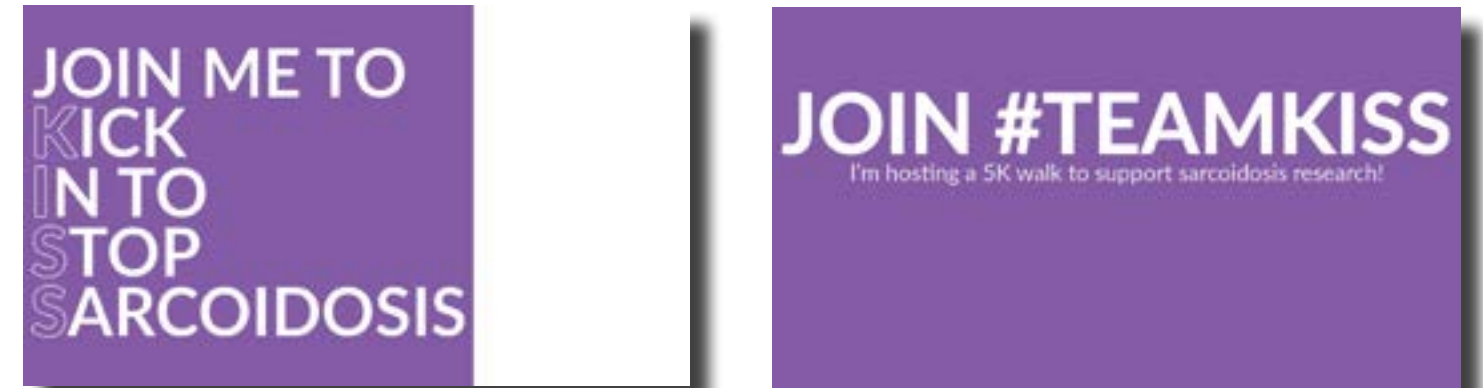
Facebook/Instagram

- Help us Kick In to Stop Sarcoidosis! Invite your friends, family, and community to the Foundation for Sarcoidosis Research and Team KISS's 5K Run/Walk! stopsarcoidosis.rallybound.org/5kwalkrun
- Be a superhero in the fight against sarcoidosis by joining the Foundation for Sarcoidosis Research and Team KISS's 5K Run/Walk! stopsarcoidosis.rallybound.org/5kwalkrun
- Make a difference in the lives of those with sarcoidosis and join the Foundation for Sarcoidosis Research and Team KISS's 5K Run/Walk. stopsarcoidosis.rallybound.org/5kwalkrun
- In the United States an estimated 200,000 people have sarcoidosis. Join the Foundation for Sarcoidosis Research and Team KISS in fighting towards a cure. Together we can make a difference! stopsarcoidosis.rallybound.org/5kwalkrun
- Help me Kick In to Stop Sarcoidosis! Invite your friends and family to my 5K Run/Walk to support sarcoidosis research! **(Put the URL of your walk here!)**
- Be a superhero in the fight against sarcoidosis by joining my 5K Run/Walk! **(Put the URL of your walk here!)**
- Make a difference in the lives of those with sarcoidosis by joining my 5K Run/Walk. **(Put the URL of your walk here!)**
- In the United States an estimated 200,000 people have sarcoidosis. Join me and the Foundation for Sarcoidosis Research in fighting towards a cure. Together we can make a difference! **(Put the URL of your walk here!)**

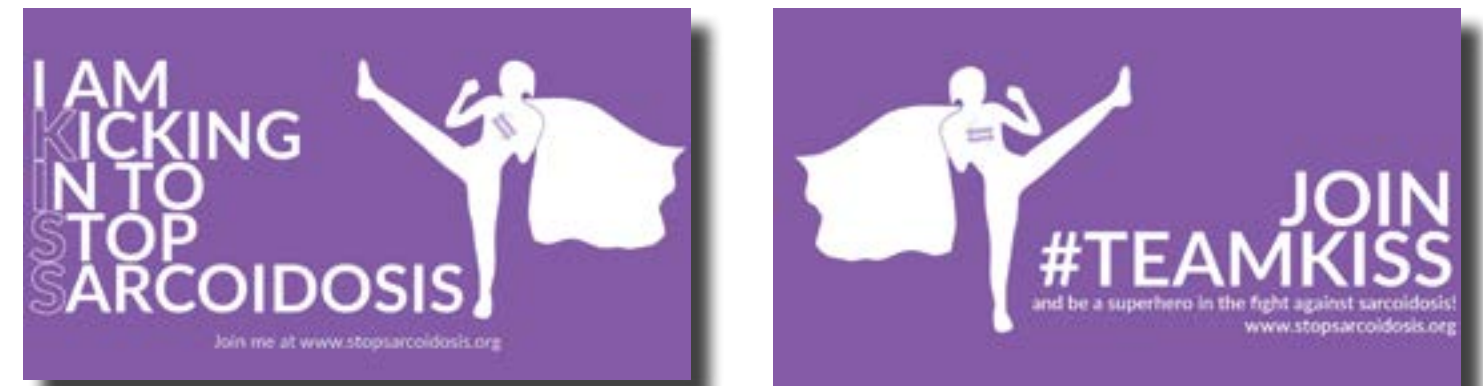
Twitter

- I'm participating in @StopSarcoidosis's 5K Run/Walk to find a cure for #sarcoidosis. Join me on my journey. stopsarcoidosis.rallybound.org/5kwalkrun
- I committed to @StopSarcoidosis's 5K Run/Walk because I want to help kick in to find a cure for #sarcoidosis. Join me today and together, we can find a cure! stopsarcoidosis.rallybound.org/5kwalkrun
- [I'm running/walking/cheering] in the Foundation for Sarcoidosis Research's 5K Run/Walk Series on April 27th, 2019 to help find a cure for #sarcoidosis. Please consider a contribution to my fundraising efforts to support research. stopsarcoidosis.rallybound.org/5kwalkrun
- Help kick in for a cure for #sarcoidosis by joining me at @stopsarcoidosis's 5K Run/Walk Series on April 27th, 2019. stopsarcoidosis.rallybound.org/5kwalkrun
- It's time to put an end to #sarcoidosis. Join me and @StopSarcoidosis's for a 5K Run/Walk. Find an event in your area: stopsarcoidosis.rallybound.org/5kwalkrun

Customizable Facebook Cover Photos



National Facebook Cover Photos



Profile Pictures/Instagram Posts





FSR Contact Information

Any questions about fundraising, event details, or your registration page, please contact:

info@stop sarcoidosis.org
(312) 341 - 0500

Foundation for Sarcoidosis Research
1820 W Webster Ave
Suite 304
Chicago, IL 60614

www.stop sarcoidosis.org



FOUNDATION FOR
SARCOIDOSIS RESEARCH

TEAM
KISS

Kick In to Stop Sarcoidosis