PLAN A

COMMUNITY LIVER LIFE WALK

ALF GLD Volunteer Walk Coordinator Manual

Created for
American Liver Foundation, Great Lakes Division
20 W. Kinzie, 17th Floor
Chicago, IL 60654
(312) 377-9030 | (312) 377-9035 (fax)
Taking Five Small Steps To End Liver Disease

We want to make planning a walk in your local community as easy as possible and will be with you every step of the way!

STEPS TO SUCCESS

1. PLAN AHEAD
Host an informal gathering of family and friends and share with them your plans to coordinate an ALF GLD Community Liver Life Walk. This will be an opportunity for you determine their interest and support.

2. FIND A LOCATION
Your next step will be to find an appropriate location with restrooms, parking, a safe walk path, a covered area and other ideal setup requirements.

3. RECRUIT WALKERS
Start your marketing and recruit walkers! Use the included tools to post flyers in hospitals, GI clinics, stores, churches, libraries, support groups, and other community gathering spots.

4. FUNDRAISE
The ALF Great Lakes Division will certainly help, but you will be asked to secure local sponsorships, encourage participants to fundraise and help raise funds to end liver disease!

5. HOLD A SUCCESSFUL EVENT
Ensure everything is set for a great event! You’ll need volunteers, a park permit, a walk route, water, light refreshments and more!
Plan Ahead

Thank you for joining the ALF Great Lakes Division as a Liver Life Walk Coordinator! With your help, we will make strides towards a world free of liver disease. This manual will serve as your how-to guide, outlining the important steps in planning a walk. Don’t worry, more material is available to steer you in the right direction!

As the walk coordinator, you are responsible for the event’s success and making sure things run smoothly. It may sound a bit overwhelming, but the ALF Great Lakes Division is here to help!

What does planning ahead mean?

- Talk to friends and family to gauge their interest and support.
- When will your walk be? Work with ALF GLD Staff to select a date. Create a timeline and don’t forget to take things into account such as season, holidays, and location availability.
- Set a goal! How much are you challenging your walk to raise? How many walkers will participate?
- ALF GLD will give you a $500 allowance for necessities, but the more you get donated, the more proceeds will go towards ending liver disease! (*All contracts must be signed by ALF GLD Staff*)
- It’s okay to ask for help! Feel free to communicate any issues you are having and we will support you as best as we can!
- Do you have the time and tools it takes to plan it by yourself? If not, form a Planning Committee!

Are you ready to commit?

Complete the Agreement Waiver and return to the ALF GLD Staff to get started!

Additional Resources:

- Volunteer Event Chair Agreement & Application
- Building a Planning Committee & Committee Roles
- Timeline, Checklist, & Logistics Guide
Find a Location

A few factors to consider when selecting your perfect walk venue:

- Is parking available?
- If in a major city, is there public transportation available?
- Are there restrooms on site or do we need to rent bathrooms?
- Does this facility require a permit?
- Are there any other events going on the same day?
- What is the distance of the walk route? Is it safe and easily accessible for individuals with disabilities?
- Is this in a safe area? Is the walking path clear of trees and debris?
- Can walkers bring their pets to this facility?
- Can families be encouraged to bike the path?
- Is this location accessible during all seasons?
- Where will your start/finish line be?

Are you a runner? Consider making your Community Walk a Walk/Run!

- Can the event site be a 5k?
- Does this mean doing a loop twice or going further? If so, remember to have water stations available!
- Will the run be timed or just for fun?

How ALF GLD will Help:

- Provide Insurance for Event

Additional Resources:

- Walk Site Checklist
Recruit Walkers

Where to recruit walkers:

- Friends & Family
- Local Businesses
- Clubs, Organizations, & Schools
- GI Offices
- Support Groups
- Local Hospitals

Posting flyers in local businesses and hospitals is a great way to let your community know about the upcoming event! Once employees are involved, they will invite their coworkers and friends and family to support them. Another way to let the community know about your event is posting about it through social media, creating press releases, and calling past walkers to participate again!

The first walkers to express interest in the walk, may also be interested in **captaining a team**. By having team captains for your event, they will be responsible for getting individuals to join their team and fundraising, a great way to help reach your goal!

**How ALF GLD will Help:**

- Provide Poster Design for Walk

**Additional Resources:**

- Social Media Guide
- Press Release Template
Securing sponsorships for your walk is a great way to reach your fundraising goal. Encourage participants to set a personal goal and introduce them to their fundraising center online so their friends and family can support them in reaching their goal.

**Set Goals.**

Let’s say your event goal is $10,000.

- 20 Walkers x Individual Goal of $500 = $10,000
- 50 Walkers x Individual Goal of $200 = $10,000
- 100 Walkers x Individual Goal of $100 = $10,000

There are a lot of different ways to reach your event goal, sponsorships, individual fundraising, and don’t forget about in-kind donations. These are gifts businesses give, such as water, bagels, donuts, coffee, for the event that may not be in monetary form, but still contribute to the success of the event.

Another way to fundraise is through matching gifts. Some businesses offer programs to employees in which they will match funds donated which can be directed towards the individual’s goal for the walk.

No matter the size of the gift, it is important to thank sponsors and donors for their generous gifts, and let them know with their help we are raising the critical funds to end liver disease!

Be sure to read about all of the fundraising ideas on our website.

**Additional Resources:**

- Sponsorship Proposal
- Fundraising Checklist
- Fundraising Letter
- 90 Ways to Fundraise
- How & Who To Ask
- Liver Facts and Where the Money Goes
Hold a Successful Event

You’ve put in the work, and the big day has arrived! Be sure to go over the packing list and logistics checklist to secure volunteers, have signs, and a way to collect donations day of.

You will also receive an ALF **Walk-in-a-Box** which includes:

- Access to Resource Guide including all relevant forms, guides, and documents
- One ALF GLD Liver Life Walk Banner
- ALF bracelets, balloons, and noisemakers
- Registration Forms & Waivers
- Incident Reports
- Donation Envelope— to be submitted after the event

It is important to recognize any sponsors who made the event possible and recognize participants who were high-achievers, and thank volunteers.

Post-event you will want to make sure you leave your walk site as you found it.

Thank you for all of your hard work and dedication to the American Liver Foundation in leading and coordinating this event. With your help we are stepping towards a future free of liver disease!

**Additional Resources:**

- Timeline, Checklist, & Logistics Guide
- Event day Packing List
- Submitting Donations