

Have
a Heart,
Do Your Part

walk for childhood cancer
Planning Guide



Optimist International
Childhood Cancer Campaign

Dear Optimist,

Every great journey begins with one step and we're happy to have your Club taking that step with Optimist International. We appreciate your willingness to join us as we walk to help rid the world of childhood cancer.

Please use these materials as a guide to assist your Club in organizing a CCC Walk in your community. Remember this is your Club's walk and you are free to tailor it to fit the needs of your area. The following materials are samples to get your Club started thinking about how to organize and execute the event.

Be creative! Think outside the box! Have fun!

Optimist International is here to help you every step of the way. Feel free to contact the Programs Department at (800) 500-8130 or via e-mail at ccc@optimist.org if you have questions or would like to discuss an idea.

Thank you for having a heart and doing your part.

Yours in Optimism,

International Activities Committee

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Have a Heart, Do Your Part - Childhood Cancer Campaign (CCC) Walk

Frequently Asked Questions

- **Why should our Club participate?** Optimist Members have proven their dedication to providing the care and finding a cure. All Clubs are asked to sponsor a CCC Walk during June, Optimist International Childhood Cancer Awareness Month. This show of unified support demonstrates the Optimist International mission to “be the leading force to rid the world of childhood cancer.
- **How do the funds raised help childhood cancer?** Your Club can determine the best way for the funds raised to be utilized. They may be sent to the Optimist International Foundation designated for Johns Hopkins research or the general CCC fund. Your Club may donate the funds to a local hospital or cancer research center. The funds may also be used to cover the costs of a CCC project run by your Club.
- **How do we get started?** There is a “package program” available on the Optimist International website. Sample materials can be found at www.optimist.org/ccc. These materials are only suggested items and should be modified to fit the needs of your Club.
- **How do we report our plans to conduct a walk?** Clubs are asked to complete the CCC Walk Commitment Form available on the Optimist website once they have set their goals for number of walkers and funds raised. The form should be submitted to Optimist International, Attn: CCC 4494 Lindell Blvd. St. Louis, MO 63108.
- **How do we report the amount of walkers our event had and how much funds were raised?** Once the event is over, take a minute to share your success and complete the “CCC Walk Wrap-Up” form.” This form should be submitted to Optimist International, Attn: CCC 4494 Lindell Blvd. St. Louis, MO 63108 by July 30.
- **Where can we go for help?** You can contact your District CCC Chair or the Programs Department at Optimist International at 800-500-8130 or via e-mail at ccc@optimist.org
- **How can contributions be submitted to the Optimist International Foundation?** Funds can be sent via check or money order and should be made out to OIF-CCC. The mailing address is Optimist International, Attn: CCC 4494 Lindell Blvd. St. Louis, MO 63108. If your Club would like to designate the funds for Johns Hopkins, please note that on the memo line or in an attached letter.

CCC WALK TIMELINE

12 Weeks Prior

- Club decides to conduct a CCC Walk.
- Appoint a Team Captain and a few Co-Captains (depending on the size of your Club).
- Research possible sites for your walk.
- Set a walker goal.
- Set a dollar goal.
- Create a proposed budget for the event.
- Determine how the funds raised will be utilized (Optimist Childhood Cancer Campaign, Johns Hopkins, local hospital, Club CCC project, etc).
- Register your team and set goals with Optimist International.

10 to 12 Weeks Prior

- Print the CCC Walk materials off the Optimist International website.
- Decide on a walk location and complete any necessary paperwork to reserve the area for the day of your event.
- Complete the "Have A Heart, Do Your Part" Commitment form and submit to Optimist International, Attn: CCC 4494 Lindell Blvd. St. Louis, MO 63108.
- Create and display posters promoting the walk and inviting community members to participate.
- Send letters to community groups encouraging them to participate in the walk.
- Contact local businesses and ask them to sponsor a walker or donate funds or in-kind items (ex. water or fruit for the walkers) in exchange for promotion on race materials.
- Contact local bookstores, libraries, coffeehouses, recreation centers and places where active people spend time and ask if they will display information about the event.
- Optional – Host a kick-off event for your Club or community.

6- 8 Weeks Prior

- Encourage each walker to hit a specified goal (ex. \$200 or more).
- Optional – offer prizes to the participants who sign up the most sponsors each week.
- Ask for volunteers from the Club to assist during the walk (ex. hand out water, handle walker registration, security, etc).
- Have promotional items printed, such as race programs or brochures.

2-4 Weeks Prior

- Contact the local newspaper and ask them to include contest details in their Community Calendar section.
- Send press release to local media outlets – newspapers, radio and TV stations.
- Send out a reminder with date, time and location of the event to all registered participants.
- Encourage registered walkers to meet the funds raised goal.
- Use the goal poster to track your Club's progress.
- Arrange for Optimist materials to be displayed at event.

Week Prior to Walk

- Send last-minute reminders to all registered walkers.
- Determine which Club Members will be responsible for collecting funds and depositing in the bank.
- Ask for a volunteer to take photos of the event.

Day of the Walk

- Check in all walkers upon their arrival.
- Conduct the walk.
- Take photos!

CCC WALK TIMELINE con't

Immediately After Walk

- Send a “thank you” letter to all walkers and include information on where their contributions should be sent.

1-3 Weeks After Walk

- Follow up with walkers who have not submitted their contributions.
- Send a “thank you” note or letter to all the sponsors and businesses that assisted with your event.
- Calculate total amount raised and spread the word to Club Members and all participants.
- Send press release to local media outlets.
- Complete “Walk Wrap-Up” form and send it to Optimist International, Attn: CCC 4494 Lindell Blvd. St. Louis, MO 63108.
- Send press release and picture to local media about event.

Have a Heart, Do Your Part Walk Commitment Form

The _____ has scheduled a CCC Walk on _____.
(Club Name) (date)

Our goal for the number of walkers is _____.

Our funds raised goal is \$ _____.

Club Contact Person: _____

Address: _____

Phone Numbers: (business) _____ (residence) _____

E-mail: _____

Mail to: Optimist International
Attn: CCC
4494 Lindell Blvd.
St. Louis, MO 63108

Fax to: (314) 735-4125
E-mail: ccc@optimist.org



Participant Registration Form

Walker's Name

Address

City

State/Province

ZIP/Postal code

Phone

E-mail

Date of Birth

Emergency Contact Person

Address

City

State/Province

ZIP/Postal code

Phone

Relationship

Walking for or in memory of (if applicable)

Waiver, Release and Indemnification of Liability:

In consideration of this entry, I the undersigned intended to be legally bound, hereby for myself, my heirs, executors and administrators, waive and release any and all rights and claims for damages, actions and causes of actions against the sponsoring Optimist Club, Optimist International and their affiliates, subsidiaries, officials, representatives, employers, successors, volunteers and assigns for any and all injuries suffered by me in this event. I attest that I am physically capable to compete in this walk. I grant full permission for the free use of my name and/or photographs or any record of this event for any legitimate purpose.

Signature (if under 18 years of age, parent or guardian must sign)

Date

Have
a Heart,
Do Your Part

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Do Your Part

Funds Raised: _____



Optimist International
Childhood Cancer Campaign

Heart Goal Thermometer



Sample Letter to Recruit Walkers
(Print on Club or District letterhead)

Dear _____,

The Optimist Club of _____ is sponsoring a Have a Heart, Do Your Part Walk to
(Club Name)
help rid the world of childhood cancer.

We have set a goal of raising _____ and are confident we can reach or even exceed this goal.
(\$)
We need _____ walkers to participate.
(#)

Our event takes place on _____ at _____. Each walker will be
(date) (location)
asked to find sponsors to donate funds. All funds raised during the walk will be _____.
(how funds will be utilized)

Will you help us in our efforts to rid the world of childhood cancer? Signing up for the walk is easy! You will
need to complete the enclosed registration form and submit it to _____ at
(Club contact person)
_____ by _____.
(address) (registration deadline)

If you would prefer to make a donation to support our efforts, please make a check out to
_____ and send it to _____.
(Club name or designated institution) (Contact person and address)

Thank you for your consideration.

Yours in Optimism,

(Club President name)

Sample Letter to Businesses Requesting Donations (Print on Club or District letterhead)

Dear _____,

On _____, the _____ will be conducting a
(date) (name of Optimist Club)
Have a Heart, Do Your Part Walk to help rid the world of childhood cancer.

According to statistics from the American Childhood Cancer Association, there are approximately 12,400 children from birth through 19 years of age who are diagnosed with cancer each year. About one in 300 boys and one in 333 girls will develop cancer before their 20th birthday.

The Canadian Cancer Society reports that on average, there are over 2,000 new cases of childhood cancer and over 300 deaths per year.

Our Optimist Club would like to do something about this. We have set a team goal of _____.
($\$$)
The money we raise will _____.
(how funds will be utilized)

We are asking that _____ support our efforts with a contribution of
(company name)
_____ or an in-kind donation of items such as _____
($\$$) (suggest items like water)

or _____.
(suggest items for walker gift bags)

If your company would like to make a donation, please contact _____ at
(Club contact person)
_____ or _____. Checks can be made out to
(phone number) (e-mail address)
_____ and sent to _____.
(Club name or designated institution) (Contact person and address)

Thank you for your consideration.

Yours in Optimism,

(Club President name)

Walk Wrap-Up Form

The _____ conducted a CCC Walk on _____.
(Club Name) (date)

Number of walkers: _____

Funds Raised: _____

How will these funds be used? _____

Explain the publicity plan for the event. _____

Will your Club run this project again? Why or why not? _____

Mail to: Optimist International
Attn: CCC
4494 Lindell Blvd.
St. Louis, MO. 63108

Fax to: (314) 735-4125
E-mail: ccc@optimist.org



