The Endometriosis Foundation of America (EndoFound), a 501(c)(3) not for profit organization, is committed to assisting you in organizing a successful fundraising walk/run in your community.

In return for submission and acceptance of this application, EndoFound will grant its permission to use the EndoFound name and logo to promote your event. Such use is not permitted without prior registration with EndoFound.

EndoFound does not assume any liability for claims or damages arising from fundraising walks/runs or associated activities.
Welcome to Team EndoFound!

The Endometriosis Foundation of America (EndoFound) is very excited that you are interested in organizing a walk to show your support in helping to conquer endometriosis! Organizing a fundraising walk or run presents a unique and exciting opportunity to raise endometriosis awareness within your community, and a chance to connect with other like-minded go-getters aware of the devastating effects of this disease. We are proud to have entrepreneurial friends like you. Together, we can educate the world about the fact that killer cramps are NOT normal.

Over the past ten years, EndoFound has become the leading source of information about endometriosis symptoms, diagnosis, and treatment. Through our work with lawmakers, EndoFound is working to make endometriosis education a part of high school health curricula. EndoFound’s education program, The ENPOWR Project, has provided vital endometriosis education to over 30,000 adolescents through schools and community-based organizations. In addition to the foundation’s education efforts EndoFound has given over $200,000 to endometriosis research worldwide. The funds you raise by organizing a walk/run will support these initiatives and greatly benefit the endometriosis community.

The steps outlined in this guide will assist you through the process of organizing a walk or run benefiting EndoFound. Please note you will likely want to download EndoFound’s "Events and Fundraising" Handbook as a reference for certain fundraising details, ideas, and templates.

Happy fundraising!

Best,

Kimberly Tronolone, MS
Development Coordinator, Endometriosis Foundation of America
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Getting Started

Organizing your own walk/run is no small feat, however breaking the process down into steps can make planning and execution of your event much easier! Please review the steps below to get started.

1. **Create an Organizing Committee** Finding a group of like-minded individuals is crucial in organizing a fundraising walk. By sharing your personal story, you will be able to engage friends, colleagues, and family members, but also look among people you may know who support other women’s health issues. Once you enlist your **Organizing Committee**, schedule weekly calls and bi-monthly meetings.

2. **Enlist volunteers.** Find supportive individuals who will assist in promotional efforts and the event’s logistics. Look among local students and identify local “fraternal” organizations and groups with a social focus. Make sure that the volunteers understand their roles, and that they feel needed and appreciated.

3. **Engage a local celebrity.** Working with a popular public servant, business owner, or local “Celebrity” spokesperson can help attract attention, sponsors and media to your event, and, most importantly, may encourage more participants to join your walk/run!

4. **Identify your fundraising goals.** Set an overall Event Goal. Also, you must establish required Team and/or Individual Participant goals. Setting specific goals will help keep you and your team(s) motivated. EndoFound recommends a minimum goal of $500 per participant, meaning each runner must try to raise $500 before the event date. While this number may seem overwhelming EndoFound often finds our Rock ‘n’ Roll runners, who have the same goal, meet and exceed this number quite easily. Your participants will be surprised at how eager their communities, friends, and family members are to support their run with a donation!

5. **Decide on the date and time of the event (at least 5 months prior).** Check for any similar events or holidays around your selected date. Weekends work best, but avoid any festivities (such as parades or big concerts, which will draw attention away from your walk).
6. **Choose the location.** Check whether any permits and/or payments for using the location are required. Define the walk’s distance, course and checkpoints. Check for parking availability and access to restrooms. Contact local law enforcements to check for ordinances, street closures, and security issues.

7. **Complete and submit an Endo Event Application Form.** In order to use EndoFound name and logo to promote your event, a completed application must be submitted to and accepted by EndoFound. This makes us aware of your event. Please submit your application via: [https://goo.gl/forms/AK4yg01JX5QBbsxM2](https://goo.gl/forms/AK4yg01JX5QBbsxM2)

8. **Name your event.** Research the name to ensure that it is not taken or too similar to that of another event. In best practice, we suggest that these walks be named “EndoWalk/Run (name of community or town or city)” to brand them and make them recognizable by the public as an effort to build awareness and raise funds for endometriosis.

9. **Create a budget.** Create an event budget, which includes all of the foreseeable expenses: permits, banners, posters and other promotional materials, paid advertising, tee shirts and other marketing gift bag items, refreshments, permits, etc. Find a sponsor -- a local company or retail business -- that can help cover some of these operational costs. For details on finding sponsors, please view the section: “FUNDRAISING.”

10. **Distribute the registration form (Appendix A)** Share the form with your constituents via mail/e-mail, by posting on your website/page and social media accounts, and distributing it among friendly organizations and businesses within your community. When mailing the forms, include self-addressed return envelopes.
Fundraising

Fundraising for Event Costs

1. Prepare a sponsorship kit. The sponsorship kit should contain information about your event, as well as about endometriosis. It should also mention what kind of exposure you can provide to sponsors. For example, if you are planning to print materials like posters and flyers, you can offer to feature the logos of sponsoring businesses.

2. Search for sponsors. Ask among the local business owners, organizations and groups. Determine which organizations would be the most likely to support your cause (e.g., healthcare organizations, women's groups, women-owned businesses). Try to find the main sponsor, who could cover all of the operational costs upfront. In addition to funding, ask for in-kind donations, like refreshments, printing and copy services, goodie bags, trophies, etc.

Fundraising for EndoFound

Each participant must meet a certain fundraising goal. In order to track and meet this goal they must set up a page on EndoFound's Everyday Hero site. They can then direct donors to their specific page via email and social media. The donations given through Everyday Hero are deposited directly into the EndoFound account, making this the simplest and most accurate way to track donations and ensure participants meet their goal. All participants should review more information about using Everyday Hero and fundraising techniques in our “Endo Events and Fundraising” Handbook.

Please note: Participants must return their completed registration form (Appendix A) before joining the Everyday Hero Team page.

To help them track their funding for your event they should set up an individual Everyday Hero page on your event’s Team Page on the EndoFound Everyday Hero site. Below are steps on how you can create an Everday Hero Team page for participants join.
1. Go to https://endofound.blackbaud-sites.com/

2. Select the fundraiser category “Run with EndoFound”

3. Select “Run Any Race”

4. Scroll down and select “Start A Team”

5. Follow the prompts to build your page. Endofound recommends titling your page the same as your EndoWalk/Run to make it easy for your participants to find your page. For example: “EndoWalk- Amherst, MA- 2018”.

6. Share this team page with participants who have returned their completed registration form (Appendix A) to you. They will be able to join your team and set up their own individual pages on it. This way you are able to view each participant’s individual fundraising progress as well as the Team’s as whole.

Please Note: You may be prompted to create your own, individual page before building your team page. For more information on building a team page and inviting participants to join download the Everyday Hero Step-by-Step instructions here: https://supporter.help-au.everydayhero.com/hc/en-us/articles/202302096-How-do-I-join-an-existing-team-
Getting the Word Out!

Below are tips for letting your community know about your event. The more people who know about your event the more participants and supporters you will be able to involve!

- Have your participants share their Everyday Hero pages via fundraising emails and social media posts.

- Create a registration package, flyers, posters, and press kits to be distributed within your community (e.g., on storefront windows). The EndoFound is pleased to provide you with our “Killer Cramps” poster to enhance your advertising. Contact us to place an order.

- Mail, email, and phone campaigns. Create a list of emails, mailing addresses, and phone numbers of members of your community. Outreach should begin as soon as your EndoFound application has been approved.

- Make use of social media platforms to spread the word about your walk. Create a hashtag to be shared by the participants (e.g., #MyEventName2018). Are there any blogs about your community? Contact the bloggers and ask them to share the news. You can also start a blog yourself.

- Contact your local TV and radio stations, as well as newspapers, and ask whether they could advertise your event. Utilize the media kit you have created. Engage a photographer who can send photos of the event to the media and provide a photo document of the day.

- You can order marketing collateral featuring the name of your event (and a logo, if available). Popular items include: canvas bags, tee shirts, ball caps, bracelets, water bottles and lanyards.
Miscellaneous

1. **Safety, waivers and insurance.** Plan for first-aid needs by having a first-aid kit. Engage a medical professional as an on-site volunteer. The local volunteer EMS/ambulance corps can be recruited, as well, to be available on the day of your event. Prepare injury waivers and photo release forms for participants to sign. Ideally, these documents should be included in the registration packets, but they can also be distributed at the check-in point on the day of the walk. Check whether any of your sponsors or supporters can cover the event under the umbrella of their company’s insurance policy if the location demands coverage.

2. **Prepare a “Rainy Day Plan.”** If the weather forces you to reschedule the event, be prepared with a contingency plan and have the proper announcements ready.

3. **Inventory.** Prepare a list of items needed for the day of the walk, examples below.

   - Permits
   - Waivers and release forms
   - Information packages for participants
   - Attendee list
   - Registration forms
   - Multimedia equipment
   - Cell phones
   - Refreshments
   - Goodie bags
• Award or trophy

• Traffic cones and tape

• Banners, signs

• First-aid kit

• Anything you need for organizing the check-in point, e.g. pens, a bowl for business cards, a lock-box to store donations, chairs, marketing collateral, etc.
Post-Event To-Dos

1. Complete all of the event’s financials; make final payments on any open invoices, etc. Send any check or cash donations you received to:

<table>
<thead>
<tr>
<th>Please make ALL checks out to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endometriosis Foundation of America</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Please send these gifts to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endometriosis Foundation of America C/O Kimberly Tronolone</td>
</tr>
<tr>
<td>205 E. 42nd Street, 20th Floor</td>
</tr>
<tr>
<td>New York, NY 10017</td>
</tr>
</tbody>
</table>

2. Send thank you notes to the event’s sponsors, staff and participants, emphasizing how much you appreciate their help and inform them of how much money was raised.

3. Within a week, organize a wrap-up meeting with the Organizing Committee and volunteers to debrief about the event -- praise and critique -- and update your files with suggestions for the next year.

Thank you for organizing an EndoWalk/Run. With supporters like you, we are getting closer to achieving EndoFound’s goals every day. Let's walk and work together and put an end to Endometriosis.
Appendix A- Participant Registration Form

Please have **ALL** interested participants fill out the form on the following page and return the completed form to you and the foundation via email. **Only after** you receive the participant’s completed form should you invite them to join your Everyday Hero Team page and build their own fundraising page.
<ENDO EVENT> REGISTRATION FORM

<Day of Week>, <Month> <Day>, <Year>

<Location>
<Address>

Please complete this form and submit it to an organizer and events@endofund.org (subject line: <Event Name> Participant) in order to participate their EndoWalk/Run Event <Event Name> and access the necessary fundraising tools.

First Name: ___________________    Last Name: ___________________

Street Address: _________________________________________________

City:________________________   State:__________   Zip:______________

Email Address:__________________________________________________

Phone: ______________________    Cell: __________________________

Event Waiver: I, the undersigned, know that the event I am entering carries the risk of personal injury or damage. I hereby waive and forfeit all rights I may have to file suit or make claims against <location>, <town>, The Endometriosis Foundation of America, any other sponsoring organizations, and all persons connected with the event for injuries I may suffer at this event on <Month> <Day>, <Year>. I understand that no refunds can be made if the event is canceled due to weather conditions or other circumstances beyond the control of the organizers.

_____________________________________________  Date: _______________

Signature (signature of parent/guardian if participant is under 18)

Questions? Contact (the organizers) at <Phone> and <Email>