



Why a Walk?

In an effort to continue increasing the level of national awareness of scleroderma, the Scleroderma Foundation New England Chapter (SFNE) encourages individuals and support groups to consider incorporating the “Stepping Out to Cure Scleroderma” Walk program into their annual calendar of events. Plan your walk on the date that will work best in your community. However, since June is Scleroderma Awareness Month, it can be a great time for a walk if it works for you.

What is a Walk?

A Walk provides an opportunity for an entire community to come together to raise revenue and awareness for scleroderma. The event is perfect for individuals of all ages to participate in a scenic walk and post-walk success party. The event also provides the perfect occasion for neighbors to gather with families, friends, co-workers and clients to make a valuable contribution to the community.

How does the event raise money?

Committee members, team leaders and walkers are recruited to participate in the day’s activities and solicit donations prior to event day. Participants are asked to bring collected donations to registration on Walk day. Participants can also set up their own web page for online giving through the Luminate TeamRaiser program. This is a great way to raise money from local and non-local donors.

What are the expenses of the event?

You should plan to spend no more than 10-15% of the event’s gross revenue on expenses associated with the Walk event. *[Total Expenses ÷ Total Income = % revenue]* In order to keep expenses down, encourage committee members to contact local businesses to donate their products or services.

Do I have to recruit ALL the walkers for the event?

No! By embracing the principles explained to in this Walk manual and working with Scleroderma Foundation New England, you will learn strategies that help recruit committee members, team leaders and walkers.

How do I determine a walk route?

Make your walk fun! The walk route could be in a park, around a downtown area, or maybe at the local zoo. It is recommended that you choose a circular route, approximately 3 to 6 kilometers long (1.86 to 3.11 miles), so that your start and finish lines are in the same

Kilometers	Miles	Fast	Moderate	Easy
1	0.62	7 min	10 min	12.5 min
2	1.24	14 min	20 min	25 min
3	1.86	21 min	30 min	37.5 min
4	2.48	28 min	40 min	50 min
5	3.11	35 min	50 min	62.5 min

place. This will make organizing event day logistics easier and will require fewer volunteers on walk day. Work with your local police department in establishing a route.

Look for:

- Safety – a flat course with no obstacles.
- Parking availability is a must!
- Access to restroom facilities
- Water and emergency services must all be taken into consideration

Getting Started

Contact SFNE with your ideas for a walk. Put together a group of 6-10 people on a committee that may include SFNE staff, area support groups, friends and other local contacts that are willing to help you undertake this project. Make sure you have adequate support, manpower and resources to get the job done without having it all fall on the shoulders of one or two individuals.

Review this guide and determine how simple or complex an event your committee is prepared to take on. While some groups have large-scale walks with 500-1000 participants- chances are, they didn't start out that way. They started small and grew over the years as public awareness in their community increased. Don't feel overwhelmed at the thought of having a large Walk, start small and set a goal of 60 - 120 participants in your first year.

Major Budget Items

- Police
- Rental of facilities/Clean-up
- Rental of equipment (tent, canopy)
- Food and refreshments
- Raffle items

Overview

While we all know the fight against scleroderma is a worthwhile cause, we also know that most people have never heard of scleroderma. This event is an opportunity for you to change that in your community – but it will be a challenge, especially if you're heading into it for the first time. You may have noticed that there's at least one walk for a different good cause taking place every weekend somewhere in your area. Your participants come expecting a safe, quality, well-run event with attractive shirts and adequate refreshments. If you manage to provide that, then they will come back next year...and bring their friends!

Early Activities of Committee

- Explore local parks or areas that are accessible and fairly well-known to the community
- If the suggested Scleroderma Awareness Month dates conflict with another well-known event or another walk in your local community, check community calendars of your local paper and the Chamber of Commerce, choose another date and let the SFNE office know when and where your Walk will be

- Determine how long in distance the Walk will be, we recommend a 3 to 6K loop
- Apply for any permits/insurance needs necessary (check with SFNE if you need assistance)
- Work with SFNE to create brochures, flyers, posters and any other promotional materials needed to get the word out
- Make arrangements to borrow or rent any necessary equipment

Contact SFNE

If you feel you have a good base of people that would attend and a good location to hold a walk, contact Scleroderma Foundation New England with your ideas. We can work with you to help set up the walk and the many logistics involved. Send an e-mail ldesantis@sfnewengland.org, or call the office at (978) 887-0658. Let us know your location and what type of event you are interested in hosting.