

# Event Fundraising Guide

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# The Bigger Picture

## Why Do We Fundraise?

Our fundraising efforts go beyond providing aid—they are part of a larger mission to remediate the impacts of structural violence inflicted upon low-income countries. The disparities we seek to address are not accidental; they are the result of historical injustices, including slavery, colonialism, and economic exploitation, which have left lasting impacts on global wealth distribution and access to essential resources.

## Understanding Structural Violence

Structural violence refers to the systemic ways in which institutions, policies, and economic structures cause harm by preventing people from meeting their basic needs. Unlike direct violence, structural violence operates invisibly through:

**Historical debt and economic dependence:** Many low-income countries are burdened with unjust debt inherited from colonial rule and exploitative financial policies. [Learn More](#)

**Healthcare and education inequities:** Limited access to medical care and quality education is a direct consequence of colonial extraction and ongoing global inequities. [Learn More](#)

**Resource exploitation:** Multinational corporations continue to extract wealth from historically colonized nations while offering little in return to local communities. [Learn More](#)

## How Does Fundraising Fit Into Our Mission? Why Host An Event?

Fundraising is a concrete opportunity to bring new contacts into the community and form new connections based on shared values and interests. Fundraising is not only an opportunity to fund the lifesaving healthcare delivery efforts of Partners In Health; it provides a chance for us to bring people together in understanding and practicing pragmatic solidarity in repairing the wounds caused by a global history of injustice.

# Organizing a Group Fundraiser

STEP

1

## Hold A Strategic Planning Meeting & Set S.M.A.R.T Preliminary Goals

Start planning by holding a meeting with your team where you establish the groundwork for your event. The objective of this meeting is to set your goals. After determining this, you should discuss logistics and resources. Below are some questions to ask at your strategic planning meeting.

### SPECIFIC

What exactly do we want to achieve with this fundraiser?  
What type of fundraiser are we hosting (e.g., 5K run, bake sale, raffle)?

### MEASURABLE

How much money do we need to raise?  
How many total people do you want to participate?

### ACHIEVABLE

Is our fundraising goal realistic given our time and resources?  
Have you reached your fundraising goals each year? What contributed to your success? What held you back? What could you do differently?

### RELEVANT

Will this event engage our target audience effectively?

### TIME-BOUND

What is your target date?  
How will we ensure we stay on track to meet our goal in time?

# EXAMPLE OF A GOAL SETTING WORKSHEET

A blank worksheet can be found in additional resources.

## STRIDES IN SOLIDARITY GOAL SETTING

How many people do you want to participate? **100**

How much total money do you want to raise? **\$3,000**

What is your target date? **Sunday, April 23, 2014**

What is your target location? **The Track at George Washington Park**

What is your target distance? **5K (3.1 miles)**

What will be the registration fee to participate? **\$15.00**

	GOALS	TOTALS
PARTICIPANT REGISTRATION	(# of Participants: <b>100</b> ) x (Registration Fee: <b>\$15</b> ) =	Total from Participant Registration: <b>\$1,500</b>
PARTICIPANT PERSONAL FUNDRAISING	(# of Participants who Fundraise: <b>25</b> ) x (Amount each Fundraises: <b>\$50</b> ) =	Total from Participant Fundraising: <b>\$1,250</b>
BUSINESS DONATIONS	(# of Business that Donate: <b>2</b> ) x (Amount each Donates: <b>\$200 &amp; \$50</b> ) =	Total from Business Donations: <b>\$250</b>
	<b>TOTAL</b>	Total Raised: <b>\$3,000</b>

STEP  
2

## Choose An Event Structure & Theme

Deciding on a theme will help tie together various event elements, from location to guest speakers & more!

## QUESTIONS TO ASK WHEN BRAINSTORMING A THEME FOR YOUR FUNDRAISING EVENT

### What key members of our community do we want to work with?

Identify the individuals or groups within the community that hold significant influence. This may include community leaders, business owners, educators, healthcare providers, social workers, religious leaders, and activists, artists, creators. The list goes on...Don't be afraid to think outside the box.

### Who is the target audience?

What are their interests and demographics? What kind of event would they be most likely to attend?

### What is the time of year?

Consider the weather and other seasonal factors when choosing a theme. Is there a holiday coming up?

## FUNDRAISER EXAMPLES

Below are some ideas for types of fundraising events.

Take inspiration and be as creative as you'd like!

Yoga  
Bike-A-Thon

FITNESS

5K Race  
Golf Tournament

Art Show  
Bake Sale  
Paint Night

CREATIVE

Yard Sale  
Fashion Show  
Craft Sale

Gala  
Trivia Night

SOCIAL

Karaoke  
Ice Cream Social



**Fashion Show**  
Bainbridge High School



**Strides for Solidarity**  
Brigham Young University

STEP  
3

## Decide On A Budget

After you set your event structure, theme, and goals, plan a budget for your event that is realistic and accurate for the size and type of event you plan to host. This may need to be done months (or even a full semester) in advance in order for you to secure funding through your institution. Be sure to check your institution's timelines for budget proposals.

### **If you don't have an institution-provided budget, consider...**

- Utilizing public, community, or free spaces for event venues, and asking local businesses for donations of certain supplies and materials to keep costs low
- Partnering with another organization that does have an institution-provided budget or other funding source.
- Applying for event funding via departments or offices at your institution (university, workplace, hospital, etc.) that might be willing to sponsor events. This may take some searching to find an opportunity that fits with what you need, but identifying these opportunities now can help your team develop long-term connections with programs that can consistently provide funding!

### **Check out this [sample fundraising event budget](#) to guide your own process.**

Reminder that because Engage teams are PIH entities, any money you fundraise at your event must be donated directly to PIH - it cannot go towards team or event expenses. If your team does not have a separate budget that is enough to cover event costs, consider trying out some of the cost-saving tactics in this guide, adjusting your event plan, or having members chip in out of pocket.

### **Stick to your budget.**

Don't lose focus and spend a ton of money trying to make your event the most popular or the coolest ever. It is important to have a fun and unique event, but remember to keep your eye on the final goal. Avoid any and all unnecessary costs. Try to get as much of your supplies or event costs donated as possible.

For example, if your event participants will be exercising and need water, don't go out and buy water coolers. Talk to a coach or an athletic trainer about letting you borrow theirs for the day, or get a local grocery store to donate bottles. Little things add up!

- We recommend that you reach out to local businesses to donate items or provide discounts. Because of PIH's non-profit status, many businesses may be willing to do so for the exposure and association with an organization like Partners In Health. You can provide [this 501C3 letter](#) as proof of PIH's non-profit status.
- However, PIH Engage teams cannot get tax exemptions for purchases for events; Engage teams are not legal entities of PIH, they are only affiliated by using the PIH Engage name and logo.

## Create Event Leadership Roles & Responsibilities

Expanding leadership will be critical in tackling logistics and planning. We have suggested three leadership teams with specific responsibilities to help you structure your community and delegate tasks. Consider assigning one, a few, or several people to each of the following project areas: Recruitment & Registrations Team, Logistics Team, and Fundraising Team.

### RECRUITMENT & REGISTRATION TEAM

The recruitment team and registration team is important to the success of your event. Your goal is to maximize the amount of attendees at your event. A major portion of this team will be holding each member accountable for reaching out to their networks in order to reach recruitment goal. Everyone on your PIH Engage Team should be committing to a certain amount of people they intend to recruit to your events, not just the recruitment team.

#### Some responsibilities of the registration team are as follows:

- Establish target goal of participants
- Identifying target audience for event (religious groups, community service clubs or Greek life at schools, other NGOs, book clubs, community groups such as running clubs)
- Create the materials necessary to communicate with the public, businesses, and media
- Hold every member of your team accountable on recruitment

### RECRUITMENT TIPS!



Encourage your leadership team and general members to commit to invite a certain amount of individuals.



Ensure that you recruit more people than your target goals. "If your goal is to have 50, plan to recruit at least 75 people."



Use this [Event Recruitment Spreadsheet](#) outline to help track team members' recruitment progress. Share the spreadsheet with your team and spend 10 minutes during a meeting where each team member brainstormers who they will invite.



The most effective form of recruitment will be in-person asks for participation. Use your community organizing skills (1:1's, Public Narrative, 4C's Model, Mobilizing Circle) to recruit participants. You can read more on these model of organizing in the additional resources section

## LOGISTICS TEAM

The Logistics Team will be responsible for coordinating all the logistical elements of your event. This includes securing the venue, running online and day-of registration, supplying safety needs, permits organizing products for participants, and coordinating food. The Logistics & Registration team should arrange all the details for the event, and manage the duties for the day-of to ensure the day goes without a hitch.

### Responsibilities:

- Work with city and local government or university to reserve venues and obtain permits if necessary
- Contact local police for safety and traffic needs (if necessary)
- Facilitate participant check-in on the day of the event
- If applicable, organize products for participants (goodie bags, T-shirts, food etc.)
- Plan any creative elements that will add to your event
- Recruit exciting speakers and communicate with them before, during and after the event
- Plan first-aid needs
- Create a solution for poor weather conditions
- Investigate parking availability for event day
- Manage set up, maintenance of, and take down of the course on the day
- Coordinate photography and/or video on the day of the event
- Find creative ways to connect to PIH's work

## FUNDRAISING TEAM

The Fundraising Team is responsible for maximizing the funds you bring in through your events. This team should be focused on encouraging participants to do personal fundraising and seeking sponsorships from local businesses in your community.

### Responsibilities:

- Create an incentive plan to maximize the number of participants doing personal fundraising
- Work with the Logistics & Communications team to advertise those incentives
- Identify businesses, stores and organizations in your community to donate resources
- Draft a budget and make a plan for how to cover the costs of the event
- Track which registrants use their personal fundraising page and strategize how to increase those numbers
- Ask for sponsorship or donations from the identified places
- Ask local restaurants or food providers if they would donate food or vend food
- Acknowledge all sponsor donations (i.e. personal thank you's or recognition at the event)

STEP  
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## Choose A Venue

### Make a list of what you need in a venue space:

- What is the space set up?
- Is it indoor or outdoor?
- How many people do you need to accommodate?
- Do you need equipment (tables, chairs, projector, microphones, etc.)?
- Will you need to be able to serve food and beverage?
- What decorations are needed?
- What space qualities will allow for the best flow of the event?
- What is the ideal location for your event?

### Search your local community for potential venue spaces.

Consider community centers, libraries, churches, schools, museums, local sports venues, local theaters, co-working spaces, parks, hotels, restaurants, or other public access buildings. For public spaces, you may need to secure a permit to host an event of a certain size

### Reach out to all potential venues to get a sense of cost and feasibility.

Be honest with the venue about what your budget looks like! It is always an option to negotiate, as in most cases, the venue will want to secure your business just as much as you want their space.

### Select a venue.

Make sure to read any agreements thoroughly before signing. If you're not sure about something in an agreement or contract, ask an advisor or email us at [engage@pih.org](mailto:engage@pih.org).

### Additional advice for finding free or low-cost venues:



Partner with another non-profit organization with an upcoming event & split the venue costs to run your events on the same day at different times.



Utilize spaces that team members own or have direct connection to (a family member's restaurant, a big backyard, a rooftop, a small business someone works at, etc.)



Secure sponsorships of other local businesses that can help you cover the cost. Read more about this in the next section!



Negotiate, negotiate, negotiate!

### Here are some negotiation tactics you could try:

Highlight the benefits a venue would get from securing your business. This could include advertising and exposure, supporting the work of a meaningful nonprofit, and supporting students and young people in their early career endeavors.

Find spaces, such as restaurants or bars, that will agree to give you a space for free if you're able to bring in a certain amount of profit for them during the event.

Ask a venue to match or improve upon another venue's pricing.

Ask a space to adjust pricing based on the number of people attending or hours needed to run your event.

If you can be flexible with date, day, and time, work with the venue to find an "off peak" time where the pricing may be more affordable (most prices will fluctuate).

## Secure Partnerships & Sponsorships

A **sponsor** is a company that agrees to financially or materially support your event in exchange for advertising and exposure during your event to the attendees. Sponsors can be featured in the form of advertisements at the registration table, publicly announcing and thanking sponsors, using their logo on signs, t-shirts, or other publicity materials, & more!

A **partner** is an organization that may financially or materially support, but is also an active part of the planning team needed to execute the event. They may help to recruit their supporters to attend the event, carry out a part of the program, or provide another key service.

### IDENTIFY SPONSORS & PARTNERS

To determine which sponsors you should request, look for businesses that are local or otherwise tied to your community, familiar with PIH through employee, faculty, or volunteer connections, supportive of our work or have been supportive of similar causes or events, or have a positive reputation in the community.

### TAILOR YOUR MESSAGE

Centralize all of the information that sponsors need to know in one place, and send it to the prospects that you identified.

**This should include:**

- The details of the event, which should include information about your PIH Engage team and PIH overall, with specification that all proceeds will go to Partners In Health (they may need [this nonprofit certification letter](#) or PIH's tax ID (EIN) which is 04-3567502).
- A wide range of options for ways a company can sponsor, since different companies may have different capacities and needs. Provide material donation options (meals, snacks, water, t-shirts, water bottles, tote bags, first aid products, gift cards, goodie bags, etc.) and money donation options. Consider making sponsorship levels (i.e. silver, gold, and platinum level) that correspond with needed donation sizes. For example, you may reward a company's \$500 donation with signage at the event, and a \$1000 donation with their logo on marketing materials.

- How companies might benefit from sponsorship. Understanding and articulating exactly what your event will do for the companies that you seek sponsorship from will be very important. Benefits may include connection to a good cause, increased exposure in the community, new customers and business because of increased exposure, and alignment with company values and goals.

## FOLLOWING UP

If you don't hear back, follow up by visiting them in person, calling, or emailing. Keep potential sponsors updated on which other local businesses agree to sponsor, which may make them more interested in jumping on board. If companies agree to sponsor, be sure to still keep them updated throughout the planning phase leading up to the event.

## CELEBRATE YOUR SPONSORS & PARTNERS

Show appreciation for these companies and keep them in mind for future events.

## ADDITIONAL TIPS

-  Ensure that the sponsorship adds value to both the sponsor and the event.
-  Find the right contact within the potential sponsor's organization, such as someone in marketing.
-  Research the sponsor's marketing goals.
-  Use data to support your pitch to potential sponsors.
-  Build a relationship with the sponsor over time.

## Advertise Your Event

Here is a model used by some of the Network's successful team's fundraisers :

**Month 1:** Complete the Flyer for the event and share flyers online, community boards, website advertising, etc.

**Month 2:** Do more selected advertising: community organizations, specific networks, targeting audiences (explained earlier), etc

**Month 3:** Do personal and team marketing through text, phone calls, and door-to-door. Invite everyone you know!



*This is just one model and you can/maybe should be doing all these things at once; however, the point of it is a long period of advertising so more people can learn about the event and even if they don't immediately buy a ticket, they can think on it and change their mind.*

**Bainbridge High School**  
Sofia Fleischmann



## STRATEGIES FOR EFFECTIVE ADVERTISING

### Create a Compelling Event Description

Craft a concise and engaging description that highlights the key benefits and unique features of your event. Make sure to include essential details like date, time, location, and registration information.

### Leverage Social Media

Share a dedicated event page or hashtag on popular social media platforms. Encourage attendees to share their excitement and invite their friends by using interactive features like polls, giveaways, and contests.

### Send Targeted Emails

Send personalized emails to your mailing list with all the necessary event details. Include a compelling call-to-action, such as a "Register Now" button or a special discount code.

### Partner with Influencers

Share with local newspapers, wide school/campus listserv, faculty, student orgs or local community partners who align with your target audience who is willing to share their experiences and promote your event!

### Offer Early Bird Discounts

Offer early bird discounts or limited-time promotions to incentivize people to register early. This can create a sense of urgency and encourage immediate action.

### Leverage Event Hashtags

Create a unique event hashtag and encourage attendees to use it when sharing photos and updates on social media. This can help foster a sense of community and increase visibility.

**STEP**  
**8**

## Follow Up Post-Event HANDLING DONATIONS

### Online Donations (*Preferred*)

1. Have all team members and event participants create a personal fundraising page and make a suggested contribution if they can.
2. Ask all team members to ask friends and family to sponsor their participation in the event, or donate to help your team reach its event goals. You can create incentives to get as many members as possible to do personal fundraising, and utilize our Fundraising 101 Guide for more detailed guidance.
3. At the event, have a computer available with a fundraising page pulled up for day-of donations using a credit card.

### Mail-In Donations (*Check*)

1. Collect checks that are payable to "Partners In Health" with "PIH Engage" on the memo line.
2. Fill out the [Donation Reporting Form](#) and include this when you mail in the money. Include any related [Donor Thank You Forms](#), as well.
3. Mail your check and donation form to:  
  
Partners In Health  
Attn: Samantha Kelts  
PO Box 996  
Frederick, MD 21705-9942

### Mail-In Donations (*Cash*)

1. Collect cash at your event and hold it in a safe place.
2. Immediately after the event, bring the cash to a local bank and have them create a cashier's check made out to "Partners In Health" with "PIH Engage" on the memo line. Cash cannot be mailed in.
3. Fill out the [Donation Reporting Form](#) and include this when you mail in the money. Include any related [Donor Thank You Forms](#), as well.
4. Mail your check and donation form to:  
  
Partners In Health  
Attn: Samantha Kelts  
PO Box 996  
Frederick, MD 21705-9942

## FREQUENTLY ASKED QUESTIONS

### What should I do after someone donates?

Take time to express gratitude to all participants and donors and communicate the impact and outcome of the fundraising efforts. Additionally, make sure to keep donors informed of any upcoming projects or other opportunities to take action.

### Are my donations tax deductible?

Yes. If a person donates to an online PIH fundraising page, their receipt will acknowledge the donation. If a person donates by cash or check, they can fill out a donor thank you form.

### What percentage of donations goes to Partners In Health?

More than 90% of donations go directly to our programs, and less than 10% is allocated to overhead (fundraising and administrative efforts).

### Will I be reimbursed for fundraising event expenses?

Unfortunately, due to a limited budget, we ask that you fund any materials that you need for your events from your team's budget or out of pocket. We recommend that you reach out to local businesses to donate or provide discounts because of PIH's non-profit status. Be creative to keep costs low, and always feel free to reach out to your PIH Engage coach to get advice.

# Fundraising Tips for Success



Start Early. Planning a fundraiser may take 3-5 months. We recommend starting to plan for your event at the beginning of your campaign year for a spring group event in parallel with your other campaign peaks



Set time for constant and regular planning meetings within the committee and across committees. You want to make sure you are on the same page with logistics for your event. This will also help to address any challenges



In addition to ticketing for your event, have other fundraising streams at your event. Some suggestions include donations of jars, and a silent auction during the event.



Celebrate! Planning a fundraiser takes a lot of work. Take time to reflect and debrief your event as a team and commend yourselves on a job well done!

## GENERAL EVENT PLANNING CHECK LIST

### 3 Months Before Event

<b>EVERYONE</b>	<ul style="list-style-type: none"><li>• Hold Strategic Planning Meeting</li><li>• Select a date, time, distance and location for your event</li><li>• Set a total fundraising goal and decide on the participation fee</li><li>• Organize leadership teams and read over all responsibilities</li></ul>
<b>RECRUITMENT TEAM</b>	<ul style="list-style-type: none"><li>• Establish amount of people each team member should recruit</li><li>• Create a tool to help team members brainstorm people to invite and track their recruitment progress</li><li>• Create group presentations, seek out venues, and present</li><li>• Create an event description</li><li>• Draft emails announcing the event and calling people to register</li></ul>
<b>LOGISTICS TEAM</b>	<ul style="list-style-type: none"><li>• Work with city and local government or university to reserve venue and obtain permits if necessary</li><li>• Confirm your registration page with your team's coach/PIH Engage staff</li><li>• Contact local police for safety and traffic needs if necessary</li></ul>
<b>FUNDRAISING TEAM</b>	<ul style="list-style-type: none"><li>• Create your event budget</li><li>• Identify businesses, stores and organizations that might become sponsors</li></ul>

## 2 Months Before Event

### RECRUITMENT TEAM

- Continue recruitment through one-on-one meetings and presentations
- Host a session where your team members fill out your recruitment spreadsheet
- Customize your registration page with further details about your event
- Contact local news media (newspapers, magazines, community websites) to publish the event

### LOGISTICS TEAM

- Track sign-ups to your registration page and personal fundraisers
- Investigate parking availability for event day
- Create a solution for poor weather conditions
- Plan first-aid needs
- Plan any creative elements that will add to your event
- Devise and communicate incentives for participants to do personal fundraising

### FUNDRAISING TEAM

- Ask for sponsorship or donations from the identified places
- Track which registrants use their personal fundraising page and strategize how to increase those numbers
- Ask local restaurants or food providers if they would donate food or vend food

## 2-3 Weeks Before Event

### RECRUITMENT TEAM

- Continue recruitment through one-on-one meetings and presentations
- Host a session where you help team members follow up on their recruitment efforts
- Continue advertising through flyers, emails, and social media
- Incorporate sponsor logos or advertisements into promotional media

### LOGISTICS TEAM

- Coordinate photography and/or video on the day of the event

### FUNDRAISING TEAM

- Continue to track and encourage personal fundraising
- Continue sourcing business sponsorship and donations
- Acknowledge all donations (i.e. personal thank yous, or recognition at the event)

## 1 Week Before Event

### RECRUITMENT TEAM

- Continue recruitment through one-on-one meetings and presentations
- Continue advertising through flyers, emails, and social media
- Send reminders to participants with all details leading up to the event

### LOGISTICS TEAM

- Check-in with all entertainers, business, media, and volunteers who will be present at the event
- Organize products for participants (goodie bags, T-shirts, food etc.)

### FUNDRAISING TEAM

- Make a final push to get participants to do personal fundraising
- Pick up all donated items or funds

## Day of Event

### RECRUITMENT TEAM

- Facilitate participant check-in on the day of the event
- Manage set up, maintenance of and take down of course on the day
- Make sure all necessary materials and products are brought to the event
- Facilitate communication with all entertainers and media present at the event
- Oversee photo and/or video during the event

### LOGISTICS TEAM

- Display any logos of sponsors, recognize sponsors publicly

## Immediately Following Event

### RECRUITMENT TEAM

- Thank all participants and volunteers, share how much you raised and what you accomplished

### LOGISTICS TEAM

- Submit a reporting form about your event with photos and videos from your event

### FUNDRAISING TEAM

- Track finances (registration fees, personal fundraising, and donations) and send money to PIH
- Send Thank You's to any unacknowledged sponsors

# Additional Resources

## GOAL SETTING WORKSHEET

	GOALS	TOTALS
PARTICIPANT REGISTRATION	(# of Participants: ___) x (Registration Fee: \$___) =	Total from Participant Registration: \$___
PARTICIPANT PERSONAL FUNDRAISING	(# of Participants who Fundraise: ___) x (Amount each Fundraises: \$___) =	Total from Participant Fundraising: \$___
BUSINESS DONATIONS	(# of Business that Donate: ___) x (Amount each Donates: \$___ & \$___) =	Total from Business Donations: \$___
	<b>TOTAL</b>	Total Raised: \$___

# The 4 C's Model

## CONNECT



Identify yourself and **WHY** you are doing what you are doing. Let them know why you are asking them, in particular, to help.

**"Hello, I am a team leader of PIH Engage. We are hosting a fundraiser for Tuberculosis... You should totally come to our event because ..."**

## CONTEXT



Create a sense of **URGENCY**: help the other person understand why this matters right now. Be specific about the challenge and the hope.

**"At 1.5% per year, it will take 200 years for global TB incidence rate to reach that of the U.S."**

## COMMITMENT



Make the **hard ASK** - a specific, visible question that includes positive reasons for coming. Look for a clear YES! Don't minimize your ask.

**"We are hosting a fundraiser to raise funds for PIH's TB Programming on Friday, March 20, 2030. Would you like to buy ticket to our fundraiser?"**

## CATAPULT

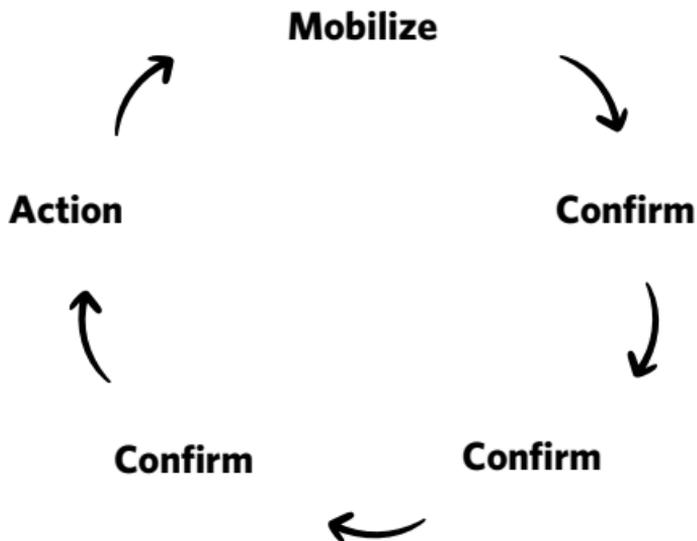


If someone says "YES," give them the respect of having real work and real responsibility at your action. Have a real **plan** to get there.

**"Anyone who brings 2 friends can join the raffle to win 3 months of coffee from Keats & Co. Can you commit to bringing two friends?"**

## Mobilize, Confirm (3X), Action

Once you have recruited your participants, following up will be key to get them to actually show up to your event. Your team should engage yourselves in the whole mobilizing circle.



## In Group Presentations...

You can use the community organizing skills not only in one-on-one meetings, but also in presentations to groups of people. Your Recruitment & Communications Team can create a short, direct and easily replicated presentation, anywhere from 5-15 minutes. Throughout late winter and early spring, your team can find appropriate venues to present and generate interest and participants for the walkathon.

### Examples of venues include:

- University and high school classes or student groups
- Religious groups and events
- Exercise classes or events at gyms o Hospitals, doctor's offices, or any other health centers
- Local social justice or health organizations o Parent organizations/ clubs