



# Committee Planning Guide

Spring 2017

## Welcome!

### ***A Significant and History-Making Event!***

Thank you for hosting an ASMBS Foundation *Walk from Obesity* event! By hosting a Walk in your community you will be a leader in the fight against obesity. Your support gives us the ability to fund research, increase education, and improve awareness of the need for effective treatments.

Your commitment and participation is vital to the success of the *Walk from Obesity*. Without your help we would not be able to achieve our goals. We are truly grateful for your time, talents, and efforts!

This guide will provide you with the necessary information and tools to develop a successful event.

Again, we thank you for your commitment to make a difference!

Sincerely,

*ASMBS Foundation Board of Directors, and Staff*

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## About the *Walk from Obesity*

The ASMBS Foundation's *Walk from Obesity* is the nation's largest gathering of individuals affected by obesity. In cities all across the country, those focused on addressing obesity will join forces and walk to raise money for research, education, awareness, and treatment of obesity.

*Walk from Obesity* events are generally held in the fall and spring in cities across the nation. Cities are designated based on responses from volunteers wishing to host a Walk in their area.

Walk participants include individuals struggling with obesity, family members and friends of those affected by obesity, individuals who have successfully treated their obesity, physicians, bariatric surgeons, integrated health professionals, and community members.

Participants will walk to raise obesity awareness and raise funds for education, research and treatment of obesity. Funds are raised through various means such as: registration fees, general donations, National Sponsorships, and Local Sponsorships.

### Two Types of Events:



Presenters now have the option of hosting a traditional *Walk from Obesity* event or a *Walk from Obesity* + Fitness Fun Run event. All guidelines will be the same for each type of event and will primarily work the same way.

Both types of events will be a *Walk from Obesity*. Hosting a traditional *Walk from Obesity* will continue to focus on "walking" and will be promoted as such. Participants may continue to choose to walk, jog, or run as they have always been allowed to do. Hosting a *Walk from Obesity* + Fitness Fun Run event will bring "running" into the focus of the event, along with "walking" and will be promoted as such. This will help to attract participants that may be more interested in a Run versus just a Walk.

Events that include the Fun Run option should maintain that it is just that; a Fun Run is a noncompetitive run and there should never be any type of race or placement involved in the run. Both types of events must be considered a non-competitive, "set your own pace" event, and should allow participants to walk/run as much or as little as they want. Both types should never be longer than a 5K (3.1 miles).

The biggest difference between the two types of events may be the choice of venue. If you choose to host a Walk that includes an official Fun Run, you will need a venue/site that will work for this type of event. It would be ideal to have a different route for runners. However, in a case where that may not be possible and walkers and runners will use the same route, runners should be asked to start first.





Also, all materials you receive, as well as your event's online registration page will reflect which type of event you are hosting. Please choose which type of event you wish to host on the application. This can be changed after the application is submitted if you wish to switch the type of event you are hosting. A deadline will be provided for making that change.

### **History of the *Walk from Obesity***

In 2003 Bryan G. Woodward conceived and directed the ASMBS Foundation's annual nationwide walk-a-thon called *Walk from Obesity*. Today, in major cities across the United States, the Walk continues to bring national attention to this disease.

The ASMBS Foundation is a 501(c)(3) nonprofit organization developed to raise funds for conducting research and education, increasing public and scientific awareness and understanding, and improving access to quality care and treatment of obesity and morbid obesity. To learn more about the ASMBS Foundation please visit [www.asmbfoundation.org](http://www.asmbfoundation.org)

### **How Funds are Utilized**

The ASMBS Foundation is dedicated to keeping overhead expenses low to allow for the maximum use of donations received. We expect the *Walk from Obesity* to continue on its path of success and provide support toward our efforts focused on research, education, and treatment of obesity.

Financial revenues raised by the *Walk from Obesity* are utilized to support the mission of the ASMBS Foundation by:

- Funding Research
- Increasing and Improving Education
- Raising Awareness of Obesity and Available Treatments
- Conducting Advocacy Through the ASMBS
- Supporting Community Initiatives

For more information please visit: [www.walkfromobesity.com/about-us](http://www.walkfromobesity.com/about-us)



# Forming a Committee / Policies and Guidelines

## Basic Event Planning Timeline:

### 4 Months Before Event:

- Form committee (a minimum of 2 individuals is recommended)
- Schedule first committee meeting
- Find a location for the Walk
- Test and confirm Walk route
- Obtain license or permit for Walk site
- Submit event details to the National Office for online event page (registration page)
- Request Certificate of Insurance (if needed)
- Begin soliciting local companies for local sponsorship

### 3 Months Before Event:

- Schedule committee meeting and identify event needs
- Find individuals to become team captains and form teams
- Solicit for local sponsorships
- Distribute promotional materials (brochures, letters, emails, social media, company website, company newsletter) to current and past patients, physician and bariatric practices, hospitals and independent support groups in your area.

### 2 Months Before Event:

- Schedule a committee meeting and develop a PR strategy
- Distribute promotional materials
- Solicit for local sponsorships
- Request logos from Local Sponsors for t-shirts and signage
- Determine equipment/furniture needs and locate a rental company

### 1 Month Before Event:

- Schedule committee meetings as needed
- Make an event day checklist
- Distribute promotional materials
- Submit sponsor logos to local t-shirt printer
- Reserve equipment/furniture for event
- Determine refreshment needs and establish local distributors for donations
- Submit news release information to the *Walk from Obesity* headquarters (a form will be provided)

### 1-2 Weeks Before Event:

- Schedule committee meetings as needed
- Send final pre-event press release
- Arrange for pick-up of t-shirts, refreshments and signage
- Schedule delivery of furniture/equipment
- Plan the sequence of events and confirm speakers
- Assemble volunteers and confirm duties
- Plan for set-up day of event

- Plan for clean-up (post event)
- Form a plan on how to recognize sponsors at the event
- Send final emails and/or social media alerts

### **Post Event:**

- Final accounting due at least 30 days after the date of your event
- Send wrap-up press release
- Coordinate with the Walk National Office to determine and/or request the number of Plaques you will need for Presenters and Local Sponsors. Once received, present awards to your Sponsors and Presenters

### **Forming a Committee:**

Forming a committee is an essential tool to ensure the success of your Walk. Committees are a great way to divide up the work of the event and also get the community, current and former patients, support group members, physicians, bariatric surgeons, integrated health professionals and hospital staff involved at the grass roots level.

Committee members must be willing to volunteer many hours to helping make the event a success. Ask around and find out who has experience with event planning or knows someone who can contribute goods and services. You'll be amazed at the resources available just for the asking.

We recommend that the leadership responsibilities change periodically for each Walk location. This is to ensure that different individuals are trained to help host a Walk and that the level of enthusiasm remains consistent each year. We recommend that you develop a succession plan wherein; there is a Committee Chair, and Incoming Chair and an Immediate Past Chair serving on the local Walk Committee. This will create consistency and allow for easy transitions from year to year.

### **Setting Committee Goals:**

It is important that the Walk Committee Chair (Event Leader), along with the committee, set goals for the event. Each time you meet as a committee, look at these goals and evaluate if you are on your way to accomplishing them. Ideas for goals to set include:

- Number of participants to attract to your Walk
- Number of Walk teams to start
- Number of media outlets at your event
- Number of sponsors/vendors attending the event
- Number of sponsorship dollars to raise

### **Walk Committee Tips:**

- Meet regularly. We recommend that you meet monthly. As the event nears, you may need to meet with greater frequency
- Create and use an Event Committee email distribution list so that you can communicate details frequently with one another
- Hold conference calls so that you and your committee members maximize time in your office and hours in your day
- Make sure committee members are given tasks and/or are assigned to areas where they can offer their talents/time

- Each member should familiarize themselves with the Walk Planning Guide and all guidelines and policies

### **Suggested Committee Member Roles:**

The following is a list of suggested committee members and a breakdown of their areas of responsibility.

**Please Note:** *These are suggested roles and responsibilities for each. Some responsibilities' may need to be shared depending on the number of committee members*

#### **Committee Chair (Event Leader):**

- Contact local weight management programs, bariatric programs, hospitals, community groups, support groups, local businesses etc. to find Walk Committee members
- Establish a diverse committee which includes at least one representative from each of the groups listed above (when possible)
- Organize, schedule, and host committee meetings
- Create and send out contact list of all committee members to the entire committee
- Ensure all guidelines and policies are being followed
- Oversee responsibilities of other committee members and assist where needed
- Identify budget needs and make sure they are followed
- Oversee financial accountability for the Walk
- Set goals with the committee
- Make an event day checklist
- Work closely with the National Office and communicate all info to the Walk Committee members

#### **Walk Site/Event Location Committee Member:**

- Find a Walk location
- Test and confirm walk route (walk routes should be one mile to three miles in length)
- Obtain permits, licenses, and request Certificate of Insurance, if applicable
- Find a rental company for event day items if they are not available or donated (tables, chairs, sound equipment, etc.)
- Have a first aid plan in place for the day of the event
- Recruit volunteers for setup and breakdown the day of the event
- Ensure water and/or food stations are made available at the event

#### **Sponsorships, Fundraising and Teams Committee Member:**

- Identify potential sponsors
- Recruit Local Sponsors and work with National Sponsors
- Enlist support from other surgeons and physicians who are related to your program
- Recruit health food stores and/or fitness centers to sponsor, attend and pass out free product samples/trial memberships
- T-shirt printing (Local Sponsor logos)
- Find team captains or invite organizations to form a team and recruit participants if they cannot become a sponsor
- Work with the National Office to encourage participants to fundraise
- Find other ways to fundraise (raffles, auctions, etc.)

### **PR/Media and Marketing Committee Member:**

- Contact past patients to recruit support
- Organize distribution of marketing materials (recruit volunteers if needed)
- Find free community announcements to publicize the Walk in
- Find a local celebrity to host and MC the event (radio stations)
- Invite local politicians/mayor/ representatives, etc. to attend the event
- Host any media at the event
- Coordinate with all presenting sponsor companies to market the Walk (social media, etc.)

**Please Note:** *if not pre-registered online, all MC's and Speakers are required to fill out an on-site registration form and sign and date the waiver/release of liability.*

### **Recruiting Volunteers:**

Once a local Walk Committee is established, the committee should begin finding, training and organizing volunteers. Volunteers may also be sought out for a specific task. Seek individuals through the support group networks in your area as well as friends and family members. You may also choose to create a flyer/signup form to distribute in physicians' offices, hospitals and at support group meetings.

### **Volunteer Tasks:**

From the early planning stages to the final clean-up, volunteers will donate many hours of much needed service. Much of the success of any event comes from creating excitement and a "buzz" in and among potential participants. Volunteers can assist by:

- Promoting the Walk
- Soliciting Local Sponsors
- Making support group announcements
- Sending group emails and social media posting leading up to the event
- Setting up tables and chairs
- Manning water stations
- Helping with registration
- Handing out t-shirts
- Taking photographs

**Please Note:** *Volunteers should be encouraged to take advantage of the new online Early Bird Registration process to help save time on-site the day of the event. If not pre-registered online, all volunteers are required to fill out an on-site registration form and sign and date the waiver/release of liability. If you plan to have more than (10) volunteers register on-site, please contact our office for further instructions.*

### **Create a Budget for the Walk:**

Expenses for the Walk should be kept to a minimum. Reimbursements will only be given for items that are necessary for the event to take place (see list of approved and not-approved items). Set a fundraising goal for your event and plan to only use a percentage of that goal. Expenses should never be higher than 15% of what you plan to raise. If you have a fundraising goal of \$10,000 then your budget for local expenses should not be higher than \$1,500. If you plan to raise \$20,000, then your budget for expenses should not exceed \$3,000.



Try to get as many items donated as you can (water, tables, sound equipment etc.). Keep in mind t-shirts, banners, and marketing materials do not need to be added into your budget as these items will be provided by the National Office.

#### **New Walk Location:**

New Walks may have some difficulty in preparing their first budget due to lack of experience with the income and expenses of running a Walk. However, a basic budget should be developed by anticipating Walk income and expenses. Future year budgets will be easier once a financial history is developed. If you need assistance, someone from our office will be happy to help you.

#### **Previous Walk Location:**

Planning the Walks budget should begin by analyzing its income and expenses for the previous year and honestly assessing if those numbers are repeatable or if they should be increased or decreased. Also, any changes or additions to the Walk will need to be included by estimating the income and expense of such changes. Below, please find a basic budget:

<b>Income</b>	<b>2016 Budget</b>
Registration Fees (Online and On-site)	\$2,500
Contributions/Pledges Collected by Participants	\$5,000
Sponsorship	\$7,500
<b>Total Income:</b>	<b>\$15,000</b>
<b>Expenses</b>	
Venus Charge and/or Permits	\$200
Signage	\$200
Rental Fees (Tables, Chairs, Table Skirts, Sound Equipment)	\$700
T-shirt Printing (Local Sponsors Logo Printing)	\$350
<b>Total Expense</b>	<b>\$1,450</b>
<b>Income Over Expenses</b>	<b>\$13,550</b>

*Please Note: This is a very basic budget. You may have more income and expenses. If you need assistance with your budget, please contact our office.*

## **Policies and Guidelines**

As the *Walk from Obesity* is a charitable event, there are several policies and guidelines that must be maintained. The *Walk from Obesity* policies ensure that Committee Chairs and committees across the country have clear rules to follow in protecting the ethical standards and reputation of the ASMBS Foundation and the *Walk from Obesity*. Committee Chairs and sponsors will agree to adhere to the following policies when they complete their event registration application.

#### **Protect the *Walk from Obesity* Name and Use of the Official Logo**

- The official name of the event for use in any type of promotion or documentation shall be “*Walk from Obesity*” OR “*Walk from Obesity* +Fitness Fun Run”
- The ASMBS Foundation has sole jurisdiction over the use of the *Walk from Obesity* name and logo designed to support *Walk from Obesity* events. The logo may be used to promote the *Walk*



from Obesity on flyers, posters, signage and for news articles. The *Walk from Obesity* logo may not be used on marketing materials that promote one group, practice, or hospital, without approval from the ASMBS Foundation office. The logo will only be provided to Local Sponsors that sponsor at a level of \$2,500 or higher and a proof of the item MUST be provided for approval by the ASMBS Foundation Staff. The official logo may not be used on team shirts, as this is a conflict with our agreement with National Sponsors.

- The *Walk from Obesity* event will be a stand-alone event to take place throughout the country. The event can share a space (i.e. park) with another event but cannot share its name, proceeds or promotional material with another event.

### **Maintain the Highest Ethical and Safety Standards**

- *Walk from Obesity* Insurance: the ASMBS Foundation will provide basic insurance for each event.
- All participants and volunteers must sign a waiver form before participating in the event.
- Events will be well supervised with proper safety procedures in place to ensure the well-being of participants and volunteers.
- For safety reasons, dogs will not be allowed at the event.

### **Be Financially Accountable**

- All event start-up and operational costs are the responsibility of the sponsoring individual and Committee Chair who signed the initial agreement. All events will be financially self-sufficient, working within the community to raise funds and garner donated items to cover event costs. Funds raised will be forwarded to the ASMBS Foundation.
- The Committee Chair has the overall responsibility to ensure that all monies collected during the event are handled according to the security protocols established as part of the event operations.
- Any expense \$250 or higher must be pre-approved by the ASMBS Foundation office.

### **Appropriate Use of Local Sponsorship Funds**

It is necessary that all Committee Chairs and the appointed Walk Committee abide by the following guidelines:

1. We must maintain the highest level of confidence from Local Sponsors that monies donated are appropriately utilized for the good of the event.
2. We must in no way jeopardize the relationships with the event's National Sponsors

If you have a special circumstance or request, please forward your request to the national Walk office for review.

### **Items that would be inappropriate to purchase:**

- Items for participant bags – any such item should be donated
- Participant giveaways other than the event t-shirt
- Office equipment (computer equipment, software, camera or other electronics)
- Entertainment or food for volunteers or Committee Chair
- Professional Photographers and/or Professional Event Planners
- Alcohol
- Advertising

## Financial Reporting

Financial reporting for the *Walk from Obesity* must be taken seriously and performed with great accuracy for maintaining non-profit status in accordance with the Internal Revenue Service. The following information will guide you and your committee as you develop your event. Please understand these processes may change, as tax laws and non-profit rules change frequently.

We strongly encourage all Walks to be financially self-sufficient, working with the community to raise funds and other donated items to cover event costs. In some situations this is not always possible and the ASMBS Foundation will help to pay approved expenses if considered necessary. Any expenditure (or contract requiring an expenditure) of \$250 or more must be pre-approved by the Foundation office before an invoice can be paid.

### Monies Collected

All funds raised from the *Walk from Obesity* will be deposited into the ASMBS Foundation bank account. Each Walk is separated into a “class” and will contain a current total of income and expenses within the Foundation’s accounting system. If you have questions or need assistance regarding accounting for your Walk please call the Foundation office. Ask donors and sponsors to make checks payable to ASMBS Foundation. All checks should be mailed with a Deposit Detail Form to the ASMBS Foundation office.

Please include a Deposit Detail Form with your checks for your records as well as the Foundation’s. It is recommended that you not accept cash donations, but if it is necessary that you do, please obtain a money order or cashier’s check in that amount and forward it to the Foundation with a Deposit Detail Form.

After your deposit has been received, you will be given a confirmation and the amount of your deposit will be accredited to your Walk. It is very important that the ASMBS Foundation receive all checks for deposit so that donors can be entered into the *Walk from Obesity* database and receive appropriate recognition. It is also important for income tax reporting as a charitable tax deductible donation. The ASMBS Foundation will be glad to reimburse you for deposit mailing expenses.

### Check /Expense Reimbursement Request Policy

The Check/Expense Reimbursement Request Form is used to request the ASMBS Foundation to directly pay for a Walk Expense or to request reimbursement for expenses paid personally by the Committee Chair. This form may be faxed, emailed or mailed to the ASMBS Foundation. The request will not be completed unless this form is filled out in its entirety.

When using this form, include a copy of the invoice and/or receipt with the request. If you would like the check mailed directly to the vendor, include the mailing address for the vendor. The purpose of the check must be described in detail and the amount must agree with the vendor’s invoice. The check request must be approved by: the Committee Chair, an ASMBS Foundation Board member or the Executive Director of the ASMBS Foundation. If the payment is to an individual for services, the information on the bottom of the request form must be completed. If the payment is to a corporation, this information does not need to be completed. Checks will not be issued after December 31, 2016.

### Deposit Detail Policy

The Deposit Detail Form is available for download and provides the necessary information about your deposits. The first section is for registration and is combined to account for multiple deposits of the



same type. Please describe any miscellaneous amounts in detail to help with the accounting of these items.

Non-cash contributions (such as printing costs or advertising paid for by a sponsor or bottled water donated by a sponsor) need to be documented at the bottom of the form. The amount of the non-cash contribution has to be determined by the donor/sponsor. Please include the mailing address of the donor/sponsor for any cash contributions or sponsorships of more than \$250. Please mail all deposits to the ASMBS Foundation office.

### **Deposit Detail Form**

- All donations, sponsorships, and registrations submitted to the ASMBS Foundation must include a deposit detail form.
- All donations, sponsorships, and registration checks must be made payable to the ASMBS Foundation. Walks are not permitted to open their own bank accounts. All funds collected must be sent to the ASMBS Foundation office.

### **Check/Expense Reimbursement Request Form**

- All expenditures (and contracts requiring expenditures) of \$250 or more must be pre-approved by the ASMBS Foundation.
- Please complete all Check/Expense Reimbursement Request Forms in full by including who the check should be made payable to and who the check should be mailed to including address for mailing (see bottom of form).
- All check/reimbursement requests must include a receipt of payment or an invoice for payment.

### **Online Reports and Form Download Access:**

The Committee Chair for your event will be provided with online access to your Walk's financial reporting. A report of registered participants and general donations (sponsors) can be accessed with a username and password. The report will include any transaction that was completed online or entered by the National Office (checks received by mail). If you need assistance with this, please contact the National Walk Office.



## Event Location

### Event Location and Site Logistics

One of the first tasks to complete is to begin selecting your event location. This responsibility falls on the Committee Chair in addition to the Walk Committee. Event location ideas include:

- State/city parks
- Shopping malls
- Hospitals
- School tracks and athletic fields

When determining the site and route for your Walk, the following factors need to be considered:

- The location should be large enough to accommodate walkers, volunteers, a registration area and sponsor booths.
- Locations should preferably have restrooms and free parking.
- Ideally, the site should be centrally located to your metropolitan area and easy to find.
- Select several locations to consider.
- A free site is strongly suggested. Fees inquired should be for permits, etc. Any fee over \$250 must be pre-approved by the ASMBS Foundation office.
- Obtain permission to use the site, keeping in mind that possible site use fees can be negotiated, if required.
- Choose an area where traffic can be restricted if needed or in an area that has a low traffic density.
- Utilize a route that is safe, simple and as flat as possible.
- Make an accurate map that includes parking, gathering area, course route, beverage and bathroom facilities and distance.
- Obtain course approval from appropriate law enforcement officials if public roads will need to be blocked or traffic disturbed.

### Walk Routes

Walk the route to ensure the course is appropriate. The route can be deceptively easy when traversed in a vehicle. If the route is scenic, this adds to the enjoyment for the participants. One to three miles is recommended and should be measured with an accurate vehicle odometer or a measuring “wheel.” A “loop” route is preferred so that walkers can start and stop at the same location. We recommend a route of 1-3 miles.

Use trail markers for direction and distance traveled. If the Walk is longer than one mile, signage for shorter turnaround points should be marked. If a route is longer than one mile, having a vehicle circle the Walk to assist those who may not be able to walk the entire route is advisable. ***Never have the Walk traverse through an area that would not be accessible for emergency personnel or vehicles.***

### Permits

Many venues may require that permits be acquired. Please check with your Walk venue for information about required permits. Please contact our office if you need assistance with permit applications or payments.



**Please Note:** If you will be hosting a Walk from Obesity + Fun Run event, please keep in mind you will need a location that allows the option for participants to run.

### **Emergency Preparedness**

On-site emergency vehicles are suggested and may be required by law enforcement or site owners (check with site owner). Make sure emergency vehicles have clear access to all points in the Walk. It is also a good idea to advise the nearest emergency room of the Walk. Provide them with basic information on the amount of walkers you will expect and the condition of the walkers.

Most Walks can be conducted using city streets and existing traffic control devices without special road closures. Volunteer crossing guards should be used to help walkers with particularly busy or difficult intersections.

### **In the Event of Rain**

The Walk is a rain or shine event. Have a contingency plan in case of inclement weather, and if possible, a backup inside location. The Walk Committee and National Office will decide if the Walk should be canceled or postponed due to inclement weather where safety is of concern. Ideally, contributions to the Walk should not be contingent on the participant physically walking. Because this is a fundraising event, the pledges and sponsorships should still be able to be collected and/or considered nonrefundable. If the event cannot be rescheduled, a virtual Walk can be orchestrated. The National Office will work with you in these cases.

### **Liability Insurance**

The ASMBS Foundation will provide insurance for each Walk site. To request a Certificate of Insurance for your event, please download and print the request form from the Walk Leader section on our website. Complete the form and fax to our insurance company. Do not send the form to our office. Be sure to note any special requirements on the request form that may be required by your Walk site/venue.

Insurance provided covers basic coverage for a Walk-a-thon type event. Examples of things NOT covered under our insurance: dogs or animals, alcohol, rock climbing walls, ball pits, bounce houses, etc. For questions, please contact our office.

If you require a certificate of insurance for your Walk site, please request the certificate within 30 days of your Walk date.

### **Site Logistics and Event Setup**

Develop a plan for securing tables and chairs, tents if needed, route markers, parking signs, portable rest rooms and beverage and/or water stations. Try to get as many of these items donated as possible. If these items are not donated, please follow all expense guidelines when seeking a rental agreement for these items.

Use Walk volunteers for table setup, registration, distribution of maps, walk route and course management (monitor walkers progress; assist those in need) and more as needed. Be sure to setup tables so that your participants can access each vendor easily. National Sponsors and higher leveled Local Sponsors should have a prominent table at the Walk.





### **On-site Registration**

There will need to be a registration area/table at the event. Try to place registration in an area that can be easily accessed when participants arrive. Participants that registered online will need to check-in, pick up their t-shirt, and turn in any donations they may have collected. A list of online registrations will be emailed to the committee chair before the Walk.

On-site registration will also need to be made available. Checks, cash, or money order should be accepted. All participants registering on-site must complete a paper registration form and pay the full registration price of \$35.





## Sponsorship, Fundraising, and Registration

The Walk raises funds for prevention, education, research, advocacy and treatment of obesity. The Walk generates funds through these primary sources:

- Sponsorships (Presenting, Local, and National)
- In-kind Donations
- Participants (Registration and Pledges)

### Presenting Sponsorship

Presenting Sponsors of the event are the companies that were listed on the initial application. These companies are different from a Local Sponsor, as they are not only making a contribution to the event, but are also the local planners of the event. The Committee Chair should be a representative from one of the listed Presenting Sponsors. Presenting sponsors will receive most of the highest level of incentives that a Local Sponsor would receive, but at a much lower dollar amount. The amount is lower due to the Presenting Sponsor putting a lot more time into the planning of the event. For a full list of Presenting Sponsor incentives, please contact us.

### Local Sponsorship

***Please note: It is a requirement to solicit local companies for paid sponsorship and is the responsibility of the local Walk Committee. You should reach out to no less than 25+ companies, hospitals, or private practices that would be a good fit for your Walk.***

Local sponsors are a vital part of having a successful fundraising event. We provide several levels of local sponsorship that should allow anyone to become a paid local sponsor. The levels range from \$200 to \$5,000. Though we would like sponsors to support the Walk based solely on supporting our cause, most sponsors would like to see a return for their contribution and some may even view it as an investment. With that being said, you may have to work as a salesperson to bring potential sponsors on. To help you with the process, we provide you with an electronic Local Sponsorship Prospectus (Available for download in the Walk Leader section). Simply add your local info in the provided space. You may then save the file for emailing or printing.

#### **Some good “selling” points to make to potential sponsors are:**

- All levels of sponsorship include a vendor table and two chairs at the event. This will allow sponsors to have “one on one” contact with all participants, handout marketing materials or samples from their business, and have a “presence” at the event.
- All levels of sponsorship include mention by the MC at the event.
- Sponsorship levels of \$1,000 or higher will include their company logo be printed on the official *Walk from Obesity* t-shirt for the event, which every participant will receive.
- Sponsorship levels of \$750 or higher will include promo codes (ranges from 5-50) for free Walk registrations. This will allow them to start a company team, provide their customers with free registrations, or donate them back to the event.
- The sooner they commit, the sooner we will start to recognize them as a sponsor. All sponsorships of \$500 or more include either their logo or name being listed on the online registration page.

- Paid sponsorship will be supporting a great cause and all paid sponsorships are 100% tax deductible.

### **Types of businesses that are a great place to start recruiting local sponsors:**

- Gyms
- Hospitals
- Restaurants
- Smoothie Companies
- Weight-loss Services (Weight Watchers, etc.),
- Retail Stores
- Sporting-Goods Stores
- Private Practices
- Health-food Stores
- Supermarkets
- Newspapers
- Schools
- Radio Stations
- And much more!

### **In-kind Sponsorships (Donations)**

Some sponsors may be hesitant to become a paid sponsor and would prefer to simply make an in-kind donation (provide water, gift certificates, etc.). Though we welcome in-kind donations, it is important to push for paid sponsorship first. In-kind donations should only be requested if the potential sponsor is unable to become a paid sponsor at this time. **Those that donate in-kind should also NOT be given the same incentives as a paid sponsor.** In-kind donations should be considered just that, a donation. Please contact the National Office if you have questions about in-kind donations or would like to recognize these donations as sponsorships.

### **National Sponsorship**

The National Office has spent numerous hours cultivating positive relationships with the companies that have agreed to become National Sponsors and we must live up to the promises made to these generous donors. Please familiarize yourself with whom our National Sponsors are. National Sponsors should NOT be asked to contribute financially at the local level. The National Sponsors will be provided contact information and instructed to contact your committee chair if they plan to attend your Walk. If anyone from your committee knows a local rep from any of these companies, you are encouraged to contact them and invite them to the event.

Here are a few things to remember, when handling National Sponsors:

- **Size of Logos.** National Sponsor logos are to be of equal or greater in size when compared to Local Sponsor logos.
- **Giveaways.** Goods (i.e. water bottles) or other products donated by National Sponsors must be distributed at the event to participants in a manner acceptable to the sponsoring company.
- **Exhibitor's Table.** All National Sponsors are to be provided by your event a minimum of one 6-foot table for their display use. If you are providing canopy coverage for your Local Sponsors, you must provide this comfort to all National Sponsors, if requested. Canopy coverage for any sponsor is not mandatory.

- Registration Fees. Your event is to provide each National Sponsor with free registrations if representatives are in attendance.
- Recognition. It is crucial that National Sponsors are recognized and thanked at the event, by the MC.

**Please Note:** *if not pre-registered online, all sponsors are required to fill out an on-site registration form and sign and date the waiver/release of liability.*

## Registration and Participant Pledges

Participants of the Walk are also fundraisers for the event. The (\$35 on-site, \$25 online) registration fee is considered a donation from the participant. All participants that register online are also required to set a minimum fundraising goal of at least \$100. Though they are not required to meet that goal, we do encourage them to raise additional funds by asking friends, family, and others to donate or pledge to their fundraising goal. As an incentive for their fundraising, we provide prizes for various levels of dollars raised. Participants are provided their very own online fundraising page and tools to assist them in meeting their fundraising goal. A printable pledge form is also provided so that they may collect and track donations that they may collect in person.

**Please note:** *No other form of registration will be allowed. Participants that wish to register for the event prior to the event date MUST use the Foundation's online registration system. You may not register participants by paper or through any other means of online registration. Participants that are unable to register through the Foundation's online registration system should register at the event for the regular fee of \$35. There will be no exceptions to this rule.*

## NEW! Early Bird Registration (EBR)

The Foundation will be offering a promotion that allows participants to register at a discounted rate if they register early. Early Bird Registration is ONLY available online with the use of the EBR promo code. The code will be provided on the online event page for all participants to access. The time frame in which EBR will be offered will be determined by the ASMBS Foundation and may vary for each event.

Through this promotion, we hope to increase attendance at events, as well increase fundraising efforts. More information will be provided on Early Bird Registration by email.

## T-shirts

T-shirts are provided to every Walk participant. The number of t-shirts that are provided will be determined by the National office based on the number of participants in past events and current registration numbers at the time the order is placed. The t-shirts are a great way to recognize our National Sponsors, and the Presenting and Local Sponsors. Since most companies will want to be recognized on the t-shirt, it is a great selling point when soliciting for Local Sponsors. Please review the Local Sponsorship Prospectus provided by the National





Office for information on which levels of sponsorship include recognition on the t-shirt. The printing of local logos will be provided by the National Office. More information and deadlines will be provided by the National Office.

***Please note: Presenting Sponsors should be recognized on the t-shirt. However, event's that do not have at least one paid local sponsor of \$750 or more will not have any printing done on the backs of the t-shirts, which means the Presenting Sponsor will also not be recognized. At least one local sponsor of \$750 or more is required in order for the Foundation to cover the cost to have the backs printed and to recognize the Presenting Sponsor.***

***\*In-kind donations should never be recognized on the t-shirt as a Local Sponsor.***



## Marketing and Public Relations

### Marketing

The ASMBS Foundation will provide each Walk Leader with the materials needed to market and promote their local *Walk from Obesity* event. The promotional materials will include a Walk flyer and poster to distribute in and around your community. We suggest asking local gyms, hospitals, private practices, super markets, community bulletin boards, etc. to post information about your local Walk by displaying the provided Walk flyer and/or poster in their offices/stores/facilities.

Space will be provided for your local *Walk from Obesity* event information on the Walk flyer and poster. We strongly suggest adding your contact information, event times, location, and unique web address.

*The ASMBS Foundation must approve any additional promotional materials not generated by the National Office to be distributed for/at your local Walk from Obesity event. Please contact Leslie Galloway (leslie@asmbsfoundation.org) for guidance or questions on creating appropriate Walk materials.*

The ASMBS Foundation office will also promote each Walk online through the official *Walk from Obesity* Facebook and Twitter accounts. Each Walk will be listed as an Event on Facebook and our office will advertise upcoming events by “boosting” the post to target Facebook users in your area.

Each *Walk from Obesity* event will also have a unique web page on the official *Walk from Obesity* fundraising/registration website. We encourage you to use this web address when promoting your event.

### Public Relations

As the *Walk from Obesity* continues to grow each year, interest from the general public and the media increases. It is important to generate media attention for your Walk. Media attention will result in free advertising, encourage participation, help bring obesity to the forefront of the healthcare community and provide great opportunities for you to explain the event and its purpose.

The following information is designed to assist you when working with the media in support of your local *Walk from Obesity* event.

#### Media Outreach Guidelines:

The following are some guidelines to keep in mind when conducting media outreach:

- **Materials:** Only official *Walk from Obesity* marketing materials that have been approved by the ASMBS Foundation should be disseminated to local media.
- **Walk Leader Contact(s):** Establish yourself, or another appropriate representative from your local team, as the key contact for media inquiries regarding your local *Walk from Obesity* event.
- **Facilitating Media Interviews:** Provide a sign-in sheet for media representatives who show up at the Walk so you can get their name, affiliation and contact information for follow-up calls.

**Please Note:** *if not pre-registered online, all media personnel are required to fill out an on-site registration form and sign and date the waiver/release of liability.*

**Media Inquires:**

If contacted by a local reporter seeking more information regarding your event be prepared to answer their questions, which may include the following:

- Where is the Walk located?
- What is your attendance to date?
- Why do people attend the Walk?
- Are there any special guests at the Walk?

Also, be sure to get the following information from the reporter:

- Contact Information (Name, phone/fax number, email address, etc.)
- Media affiliation (newspaper, TV, or radio station name.)
- Determine if there is a deadline for the reporter's story.
- Ask if he/she plans to attend the Walk and provide him/her with an on-site location and/or phone number so you can facilitate interviews and logistics. Encourage them to attend to see first-hand the impact of the Walk.
- Ask if they plan to interview a Walk participant or spokesperson. From there determine when to hold the interview and offer to facilitate by coordinating time and location. Note: Be sure to advise those individual(s) who are to be interviewed before and so they are prepared.

We suggest following-up with the reported to confirm they have everything they need to finalize their story. Reporters often operate under a deadline. Not providing them with what they need in a timely fashion may result in your event not being covered.

If at any time you need assistance with PR/Marketing, please contact the ASMBS Foundation office at 866-471-2727 or [info@asmbsfoundation.org](mailto:info@asmbsfoundation.org)

**How to Generate Local Media Interest:**

We suggest contacting your local media outlets (TV, radio, newspapers, etc.) to see if they would be interested in covering your local *Walk from Obesity* event. The *Walk from Obesity* has several characteristics of an appealing media story:

- A nationwide event involving your city
- A collaborated effort between individuals affected by obesity, healthcare professionals, and the public to raise awareness and funds to fight obesity
- Local citizens with personal experience supporting the effort

Providing local statistics and information can also spark interest:

- How does your city/state rank in number of individuals affected by excess weight or obesity?
- Has the number of individuals affected by obesity in your city/state increased throughout the past 5-10 years? If so, by how much?
- Is there anything happening on the state or local legislative level in an effort to fight obesity? I.E., ban on vending machines in schools, government-sponsored exercise programs, etc.



### Select the Right Spokesperson(s):

A good spokesperson(s) will communicate the key messages about the *Walk from Obesity* in a simple and positive way. Encourage them to speak about the effects weight-loss has had in their life, such as the number of medications decreased, improved physical, emotional and social well-being, etc. Look to identify a spokesperson that is:

- Passionate about the cause of obesity
- Compelling
- Articulate
- Concise and to the point
- Not shy about sharing his/her experience

### Setting-up Interviews:

Organizing an interview with an individual and/or Healthcare Professional to discuss his/her experience with obesity can also attract media coverage.

Confirm the following when identifying an individual:

- He/she is comfortable being recorded
- His/her experience was positive and inspiring
- He/she is open about their experience before and after their weight-loss
- When he/she is available to talk to the media
- Record their contact information and remind them in advance, to make sure they contact the reporter

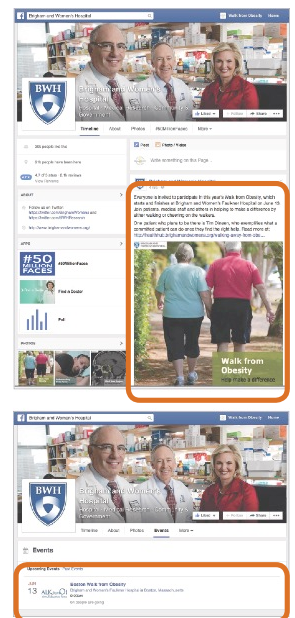
Confirm the following when identifying a Healthcare Professional:

- Has he/she participated in media interviews?
- How does he/she feel about the media?
- What is their availability?
- Is he/she familiar with the goals of the *Walk from Obesity*?
- Can he/she discuss the impact of obesity on your local population?

## Social Media

The ASMBS Foundation promotes each event online through the official *Walk from Obesity* Facebook and Twitter accounts. Each Walk/Run will have its own event page on the official *Walk from Obesity* Facebook page where users can share and invite their friends to join. The Foundation will also “boost” a targeted post for each Walk/Run within the week leading up to the event. “Boosting” a post will increase the number of times the post is viewed by individuals in your area, and hopefully increasing the number of registrations.

We ask that you do not create an individual Facebook page for your event. These pages can lead to confusion and sometimes misleading information about the ASMBS Foundation’s *Walk from Obesity*. If you would like to create a Facebook Event we ask that you please create it under your organization’s Facebook page. By creating an event under a company page, rather than creating a new Facebook page, you are not only promoting the Walk/Run to your patients/colleagues, but you are also promoting your organization.





A great example of this is the 2015 Boston, MA *Walk from Obesity* event presented by Brigham and Women's Center for Metabolic and Bariatric Surgery. The hospital (Brigham and Women's Hospital) creating a *Walk from Obesity* event under their Facebook page, and promoted their Walk on their page and shared the event with all their patients.

## Talking Points:

The following are primary talking points that you and/or your spokesperson(s) can refer to in all interaction with media (including newspapers, tv, and radio stations). Always feel free to contact the ASMBS Foundation to request assistance when dealing with the media.

### Talking Point 1

The ASMBS Foundation's *Walk from Obesity* campaign raises awareness of the obesity epidemic in the United States. Obesity related illness accounts for more than 100,000 deaths each year and we want to take the lead in changing this at the community level.

- More than 93 million Americans are affected by obesity and more than 15 million affected by morbid obesity.
- More than 2/3 of all Americans are classified as overweight or obese.
- Obesity costs our healthcare system more than \$117 billion each year.
- Obesity is a leading cause of preventable death.
- Obesity increases the likelihood of diabetes, heart disease and cancer.
- Obesity is a disease treated through a combination of methods that may include behavioral modification, nutritional guidance, exercise and/or medication.
- For those affected by morbid obesity, 100 pounds or more overweight, weightloss surgery may be an effective treatment option. Individuals need to consult with a healthcare professional to help determine which methods are appropriate for them.

### Talking Point 2

The ASMBS Foundation has connected with individuals affected by obesity, healthcare professionals, the healthcare industry, and concerned citizens in many cities throughout the U.S. for the annual *Walk from Obesity*.

- In previous years, the *Walk from Obesity* received support from healthcare leaders.
- Local and national volunteers include individuals affected by obesity, obesity specialists, nurses, community workers, healthcare professionals and many more.
- Each year the Walk continues to grow. In 2010, the *Walk from Obesity* added "Spring" walks in addition to the "Fall" walks to accommodate more cities and participants nationwide.

The *Walk from Obesity* raises money to continue research and education that is a vital part of obesity and its treatments. All local citizens can get involved in a local Walk by walking or sponsoring someone who walks. More information can be found by visiting [www.walkfromobesity.com](http://www.walkfromobesity.com).

The ASMBS Foundation plays an integral role in fighting obesity by funding research, providing educational resources, and advocating on behalf of the more than 93 million Americans affected by obesity.





## ***Walk from Obesity Forms***

Forms can be accessed through the Walk website under Resources, through the Walk Leader portal. A password is required to access the portal. If you need access, please contact Randy Slade at [randy@asmbsfoundation.org](mailto:randy@asmbsfoundation.org)

### **Forms include:**

- Adult Registration
- Child Registration
- Deposit Form
- Insurance Request Form
- Pledge Form
- Check Request Form
- Sponsor/Vendor Commitment Form (Local Prospectus)

***Please Note:*** examples of these forms will be added at a later date

