

Walk 'n' Wheel FOR LGS Research LENNOX-GASTAUT SYNDROME



Stepping Towards a Cure, Together

Walk Planning Guide

Hosting a Local Walk is Fun and Easy!

It's a great way to participate in the day's festivities and most importantly, to raise LGS Awareness and Research Funds as we

Step Towards a Cure, Together!

Use this guide to help you plan a successful gathering. We are always here to help!

**Please feel free to reach out to
Kathy Leavens at kathy@lgsfoundation.org**

Start Planning in 5 Easy Steps!

1 Register for the Event

Visit the 'Walk 'n' Wheel for LGS Research' Webpage

- Select 'Virtual Walkers'
- Create Your Personalized Fundraising Campaign

2 Choose a Location & Time to Walk

Be sure to update your campaign with event information.

3 Invite Your Friends, Family, and Neighbors

- Share your personal walk campaign link with others to invite them to participate.
- Follow up with event updates and reminders to keep everyone attending informed and excited.

4 Engage Local Sponsors & Donors

- Ask local businesses for a donation of a gift card or an item to use on walk day as a door prize or to use for snacks or bottled water.
- Contact Kathy@LGSFoundation.org for an event donation request letter.

5 Host Your Walk

- We suggest sending a reminder to all your attendees the day before your event.

After the event... Thank donors, sponsors, and volunteers for their support. This can easily be done via email or text message.



Step 1 - Register for the Event

Registration is easy. Follow step-by-step instructions on the LGS Foundation website. Share your campaign link with friends and family to spread the excitement.

Family and friends decide how to support your efforts by:

- Register to set up their own personal fundraiser
- Register to join you as part of your team
- Or Donate to your personal fundraising page to support your Walk



Doubling Donations

Encourage everyone to check with employers for matching donation opportunities. The LGS Foundation offers a tool on our donation page to help you to determine if an employer has a donation matching program. This is a great way to not only raise awareness within your organization, but to also reach your goal faster.

Step 2 - Choose a Location & Time to Walk

Local parks, schools, and even neighborhoods make a great place for an awareness walk. When choosing a location, here are a few things to consider:

- Is there adequate parking for the amount of people you plan to host?
 - Are the walk pathways pathed and wheelchair accessible?
-

Step 3 - Invite Your Friends, Family, & Neighbors

Personally invite participants. Friends, family, co-workers, neighbors, and local businesses are all great places to ask others to get involved and bring together the local community.



- Share your campaign link via social media, email, and text.
- Add your event to the LGS Foundation's Calendar of Events. [Click here to submit your event details.](#)
- Regularly share event updates and reminders to keep everyone informed and excited.

Step 4 - Engage Local Sponsors & Donors

When contacting local businesses, keep in mind to submit donation applications a minimum of 30 days before the event.

Here are a few to get you started:

- Costco & Sam's Club will often donate a gift card for water, fruit, or other items (Note: You must apply 60-90 days prior to the Walk date).
 - Starbucks may donate brewed coffee.
 - Panera will sometimes donate bagels. You can speak to the manager at your local Panera or apply online.
-

Step 5 - Walk Day

Ask a friend or family member to join you in preparation for the Walk, you'll want help with greeting your guests and decorating. Consider party items in purple and green for decorations like balloons, beads to wear, or streamers.

Encourage all participants to wear purple on Walk Day!



Walk Planning Guide



Checklist

60 Days Out

- ☐ Register for the Event & Create Your Walk Campaign Page
- ☐ Pick a location and start time for your event
- ☐ Set a meeting location for the day of the Walk
- ☐ Add your event to the LGS Foundation Events Calendar
- ☐ Share your campaign link to invite friends & family

30 Days Out

- ☐ Weekly Social Media posts, Facebook lives, or videos encouraging everyone, raising awareness, and sharing your fundraiser
- ☐ Recognize and thank your donors on social media (if they're okay with that)
- ☐ If you are walking at a local site - visit the site to walk the path and draw a map of the area to help with planning

Day of Walk

- ☐ Decorate and set up a party area
- ☐ Have Fun!! Greet participants and welcome them
- ☐ Hand out signs to carry, LGS Handout cards, and Awareness Bracelets
- ☐ Take lots of photos
- ☐ Post photos or go live, using the hashtag #WalkForLGS
- ☐ Clean-up and celebrate a great time with friends, family and community

Week After the Walk

- ☐ Send a personal thank you note to your donors, any local businesses that supported the Walk and any volunteers who helped you
- ☐ Mail any donations made via check to the LGS Foundation:
LGS Foundation
6030 Santo Rd, Suite 1, Unit 420878
San Diego, CA 92142
- ☐ Notify the LGS Foundation if anyone requested a tax-donation receipt who needs to receive one. (donations made through the website and personal fundraisers will automatically be sent one)

45 Days Out

- ☐ Keep a list of participants and people who donates offline (this will be helpful for thank you's)
- ☐ Begin asking local businesses for donations
- ☐ Continue to post on social media to create excitement

One week out

- ☐ Pick up last-minute decorations
- ☐ Pick up donations of snacks, food, water
- ☐ Send a reminder to those who are volunteering
- ☐ Email and social media reminders of Walk location, date and time
- ☐ Develop a timeline for the day of the Walk

CHECKS: Please mail donations within ten days of receipt. All checks must be made payable to the LGS Foundation to ensure prompt processing.

CASH: Cash is prohibited so please obtain a money order or write a check. If check is a combination from multiple donors, please include a separate sheet to list any donors that wish to be acknowledged online.