



# K.I.S.S. Walk Leader Handbook



**TEAM  
K.I.S.S.  
KICK IN TO STOP  
SARCOIDOSIS**

2017 TEAM K.I.S.S. WALKS





# Table of Contents

## **Welcome to Team K.I.S.S**

Your Walk at a Glance..... page 2

## **Start Planning Your Walk**

Defining Your Goals..... page 3

Planning Ahead..... page 4

## **Make it Happen**

Figuring Out the Details..... page 5

Finalizing Your Plan..... page 6

## **During and After**

Day of the Walk..... page 7

After the Walk..... page 7

Take It to the Next Level..... page 8

FSR Contact Info..... page 9

*It's more than a walk...it's a movement!*



# Welcome to Team K.I.S.S.

## Team K.I.S.S.- Kick in to Stop Sarcoidosis

As a K.I.S.S. event leader, you signed up to host a walk event. In our eyes, you signed up to be a superhero. Here at FSR, we are proud to have volunteers who are willing to put in the time and effort to join the fight to stop sarcoidosis. This annual event truly is more than a walk- it's a global movement. Last year we had 78 virtual walk locations in the U.S. and 6 internationally. FSR aims to build on this movement every year, and we can't do it without your help!

The purpose of this handbook is to make planning a walk simple and fun. FSR will provide a few things for your event (check out the list below) and the rest is up to you!

## Your Walk at a Glance

- FSR will host a registration page for your walk on our website
- FSR will provide our walk T-shirts for your walkers
- FSR will give you templates for flyers and promotional material
- FSR will provide ongoing updates and support
- K.I.S.S walk events will be held on April 22nd at 10 am local time



# Start Planning Your Walk

## Defining Your Goals

### ► Brainstorm event ideas

Your event doesn't have to be a 5K. You could walk the perimeter of a local park or lake, take a stroll through the neighborhood with friends, walk the indoor track of a local gym, or just power walk through the mall!

If you need suggestions for alternative event ideas, email [amy@stopсарcoidosis.org](mailto:amy@stopсарcoidosis.org).

### ► Pull together a super team

Depending on the size of your event, you may want to get some family and friends together to help you along the way. It always helps to have a sidekick!

### ► Set goals

Decide on a goal for fundraising or for number of event participants that is realistic, but don't be afraid of a little challenge! It's okay if you don't meet your goal, it's just a starting point.

### ► Get us your event details

Let us know the details of your event so we can keep your registration page updated and start promoting your walk! The sooner it's up, the sooner we can direct interested people in the area to your event. Send all the details to [amy@stopсарcoidosis.org](mailto:amy@stopсарcoidosis.org).

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## Planning Ahead

### ► Make a timeline

The event will be on April 22. You can work backwards to develop a timeline of the tasks you'll need to get done leading up to the event date.

Make sure you give yourself plenty of time to plan- this should be fun, not stressful!

### ► Set a budget

Set yourself a budget for the event and stick to it. Your budget can be minimal- just the cost of a park permit, if necessary. The lower your costs, the more that is raised for sarcoidosis research!

### ► Find a venue

Start looking for a venue that's available on April 22nd at 10 am. When looking for an walk location, have an idea of how many people you expect to attend the event.

Some parks and venues require permits and/or insurance for gatherings over a certain number of people. Be sure to check these details before booking so you don't run into any problems later!



# Make it Happen

## Figuring out the Details

### ► Promote your event

Get the word out! Make a public Facebook event and share it with your friends. If you don't have Facebook, ask a tech-savvy friend or family member to help. Email works well too!

Customize our flyer template and post them in local businesses and community spaces. Coffee shops, churches, doctor's offices and the post office are perfect examples. This is a great task for friends who want to pitch in! Does your event have a theme?

### ► Does your event have a theme?

Not everyone will know what sarcoidosis is, but who doesn't love dressing up? This is your opportunity to raise awareness for sarc!

### ► Plan day-of event signage

Make sure you have signs ready to help people find your location at your venue!

### ► Secure Volunteers

Ask friends or family to help you on the day of the walk. Make sure you have enough hands on deck and that everyone knows their responsibilities. This will help everything go smoothly.

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## Finalizing your Plan

### ▶ **Confirm your venue**

Check to ensure that your event space is reserved and you made all the necessary arrangements.

### ▶ **Get your registration list**

FSR will close your event registration page the Wednesday before the event, April 19th. We will email you the full list of registered walkers who signed up for your event. This way you can be ready to check people in the day of the walk.

### ▶ **Send out a reminder**

Send out email and Facebook reminders to volunteers and walkers a few days before the event. Make sure everyone knows the final details before the event day arrives.

### ▶ **Day-of registrants or donations**

Some people might show up the day of the walk and not have registered. Others may want to make day-of donations. Be prepared with a box or envelope for cash and checks you receive the day of the event. These can be sent to FSR after the event.



# During and After

## Day of the Walk

### ► Have a plan

Make sure you have an order of events for the walk. Will you have announcements at the beginning? How will things be set up? Who will be in charge of what?

### ► Have fun

Don't stress yourself out over small details. Planning the event was the hard part- now just relax and enjoy the event- you earned it!

## After the Walk

### ► Send thank you notes

Don't forget to thank any family and friends that volunteered, as well as any sponsors or local businesses that helped out.

### ► Send the proceeds to FSR

Send any cash or checks from day-of registrants or donations to FSR. If a check is made payable to FSR, we can deposit it. If it is made out to you, turn the check over, endorse it with your name and write "Payable to the Foundation for Sarcoidosis Research" and send it to us at:

Foundation for Sarcoidosis Research  
1820 West Webster Avenue  
Suite 304  
Chicago, IL 60614





# Take It to the Next Level

Here we've listed some things you can do to take your event to the next level- they're definitely not required to have a successful event, but if you have the time and resources they could make your walk extra special.

## ► Music

Music can be a fun touch to add to your event. Round up an iPhone and a speaker and get ready to dance! If you have any local bands, ask if they're willing to donate their time and add some live music to your event.

## ► Sponsorships

Ask a local business to be a sponsor. You can include their name and logo on the promotional materials and in turn they can make a donation.

This doesn't have to be monetary- some businesses might be willing to donate snacks or bottled water for the event. This is good press and a tax-deductible donation for them!

## ► Media

You can reach out to your local news station and see if they will promote your event. Some newspapers have calendars for local events and will include your walk in print or online.

## ► Invite special guests

Invite local celebrities or elected officials for extra publicity and awareness!



# FSR Contact Info

With any questions about fundraising, event details, or your registration page, contact:

Amy Donatell, Development Director  
amy@stopsarcoidosis.org  
312-341-0500 ext 102



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SARCOIDOSIS RESEARCH



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