



CCWAA '22 Site Organizer Information

Do you want to make a difference in your Chiari community?

Has Chiari affected you or someone you love? Are you interested in becoming a Site Organizer for the 15th Annual Conquer Chiari Walk Across America? In 2021, the event was held virtually but still involved thousands of participants and raised more than \$330,000 for research and other patient centered programs. These amazing numbers could not have been achieved without the Site Organizers who unselfishly gave their time to support our cause.

On **September 17th & 24th 2022**, thousands of people across the country will gather to show their support in raising awareness and funds for medical research for Chiari Malformation. Site Organizers are critical to making this a successful event. They are the key to every step of planning, from picking out a site, promoting the event, and signing up corporate sponsors, organizers are completely responsible for their local walk.

This is not to say, however, that the organizers must do this by themselves. Conquer Chiari provides materials and support to help create the best event possible.

If you would like to organize a walk in your area, please carefully review the information in this document to understand what is expected of each organizer. It is a significant commitment of time and energy, and should not be taken lightly. If you think you are up to the challenge and want to fight back against Chiari, please make sure you have joined our mailing list, and don't forget to follow us on Facebook and Twitter for updates.

PLEASE NOTE, that we generally keep a distance of **no less than 75 miles or 1 hour of driving time** between walk sites. At times, we do receive multiple applications for a general area. If this happens we do our best to match volunteers with an existing walk site.

Thank you for your interest in Conquer Chiari Walk Across America, we look forward to working with you. Questions regarding being a Site Organizer should be emailed to:

Heather Nebel: hnebel@conquerchiari.org



Quick Assessment

In order to have multiple walks in multiple cities go as smoothly as possible, Conquer Chiari and Site Organizers work for nearly 8 months together. It is important to keep deadlines so that everyone is in sync. When deciding to be an organizer, ask yourself these questions:

- When and where will my event take place?
- How much time do I have to dedicate to this event?
- How many staff and volunteers will I need?
- What level of involvement do I expect from my volunteers?
- How much money do we want to raise?
- What is the potential to raise our desired amount?
- What is the potential for publicity?

Internet Access

Organizers are **required to have internet access**, and join the private organizer group page on Facebook, where organizers and management communicate, share ideas, tips, and updates.

The first walk can be a little overwhelming and you may have many questions that can be answered quickly by other returning organizers.

Important Dates

April 30th

Last day to apply to be a Site Organizer

June 1st

Last day to finalize site location

July 31st

Last day to submit a corporate sponsor for inclusion on T-shirt

August 16th

Last day for walkers to pre-register (guaranteed T-shirt)

September 17th & 24th

Day of Walk!!

September 24th & October 1st

Walk Funds and Paper work turned in!!

Site Organizer Responsibilities

Organizer responsibilities include but are not limited to:

- Find and secure a suitable walk site
- Solicit and sign up corporate sponsors
- Promote the event via flyers, newspapers, radio, and TV
- Ensure the safe handling of all monies associated with the walk and send all cash and checks to Conquer Chiari in a timely manner
- Enter all required information in the CCWAA on-line system in a timely manner
- Register walkers the day of the event, distribute T-shirts to those who pre-registered, recognize sponsors at the event and in general ensure a safe and fun time for everyone
- Abide by all local, state, and federal regulations (especially important if you are planning to hold raffles or silent auctions)
- Abide by the policies which Conquer Chiari has set forth
- Act in an ethical manner at all times
- Treat all participants and volunteers with respect
- Do not act in a manner which results in personal gain for yourself, relatives or friends (personal fundraisers for an individual should not be held using Conquer Chiari's events, name or logo)
- When possible, organizers are asked to cover incidental expenses. If this is not possible, you **MUST** contact Conquer Chiari before incurring any costs you will seek to have reimbursed.

Conquer Chiari Tools/Support

Conquer Chiari will provide materials and support including:

- Organizers are invited to the CCWAA Facebook private group, a great place to ask questions, read about what works for others and additional help with walk planning
- An On-Line Walk System for walker registration and fundraising, and for site organizers to enter and track data associated with their site
- Printable Walk Flyers, Custom Letterhead (*optional*), Business Cards (*optional*), and Press Kits, sent as PDF files.
- Establish expenses to be reimbursed should an Organizer run into problems with incidental fees/expenses.
- Assistance with finding volunteers
- Sharing of flyers for your event via the Conquer Chiari website, Facebook, Pinterest, and Twitter
- Sharing of fundraising events that support your local walk via Facebook, Pinterest and Twitter
- Conquer Chiari strives to create and offer new tools and support options to help ensure a successful walk for all Organizers at the local level