

Suggestions for Coordinating a Successful Walk for Change

Before you get started, we suggest you recruit four friends to help you produce your Walk event.

1. Now begin by setting a date. Once you've done that, contact Gaylin Huff at Baptist Children's Homes (BCH) by calling **800-476-3669**, ext. 1210 or email Gaylin at **gwhuff@bchfamily.org** to let us know that you plan to host a Walk. We will make available to you posters, Walk forms, and our encouragement.
2. Recruit a Planning Team at least one month prior to your date to handle recruitment, publicity, logistics, and the celebration.
3. Set your goals! Set a goal of raising at least \$500 for the entire event. If your Walk raises \$500 or more, send a photo and your picture will be appear in **Charity & Children**, BCH's official news journal.
4. Challenge each member of your Planning Team with three tasks:

Walk Team Leader (that's you!)

- Your main job is to motivate your team. Offer your team the help and encouragement they need to be successful.
- Read about the ministry of BCH.s website **www.bchfamily.org** and learn about our ministry. Order copies of our Quick Facts Sheets to inform participants about the ministry they are helping.
- Secure door prizes donated by local businesses or church members. Walkers could register for drawings based on the amount of money they raised. Some businesses may be willing to donate small prizes for each walker (pens, key chains or other items with company logos, coupons for free fries at their restaurant, etc...) Distribute all of these as part of the celebration.

Recruitment Leader

- Recruit walkers of all ages from church members, children and youth. Challenge groups to recruit the most members and raise the most money.
- Encourage church members who cannot participate in the Walk to sponsor walkers. Be aggressive, don't wait for people to come to you.
- Distribute sponsor forms and Quick Facts Sheets to all walkers and encourage them to obtain as many donations as possible. All money must be collected in advance, and then set a time and a place for all funds to be returned to you. Send donations to BCH as one bank check in the business reply envelope provided in the Walk for Change promo packet of materials.



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P.O. Box 338 Thomasville, NC 27361
336-474-1200 www.bchfamily.org

Publicity Leader

- Use posters provided by BCH and post them around the church, at local businesses, and even other churches to encourage their participation.
- Contact local media and provide them with the sample press release and encourage them to cover the event. Contact local papers 2-3 days before the event to remind them that this would be a great photo opportunity. If they don't come, take pictures yourself and submit them to the newspapers after the event.
- Send one or two of your best pictures to the Editor, **Charity & Children**, BCH's statewide news journal at PO Box 338, Thomasville, NC 27361. We will print photos of all groups who raise \$500 or more.

Logistics Leader

- Designate the Walk route, create a map to be handed out at the event. If possible, select two routes of different lengths so that persons of different physical abilities can participate.
- Make necessary contacts to secure whatever permits are needed if your Walk route leaves the church property. Make safety your number one concern. Arrange for first aid to be available. Provide water for each walker.
- Arrange for parking for the event.

Celebration Leader

- Make arrangements and handle details for the Walk celebration at the end of the event, including location, PA equipment, seating, refreshments, and any other details.
- Play music or have musicians to play for a short time while the walkers catch their breath and enjoy an energy snack at the end of the Walk. Plan a way to publicly thank all those who helped with the details of the event.
- Affirm every walker! Present small thank you gifts obtained by the Team Leader; present each participant with a Walk for Change Certificate; make a line and pat everyone on the back. Remind the group that their contributions help hurting children. Invite a Baptist Children's Homes representative to share a personal thank you. End with a group cheer for what can happen to bring about change when people work together to help children whose lives need a change!

5. Remember: Before the Walk begins, review all safety concerns, remind participants how they can signal for help, and re-invite everyone to remain after the Walk for the time of celebration.

Thank you for stepping out and taking the lead!



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