



3.7 Mile Walk for Freshwater

WHY 3.7 miles? On average, women in developing countries typically walk 3.7 miles each day to bring water home. This event will make people realize what a precious resource freshwater is and how fortunate we are that we have it piped to our homes.

PLANNING FOR THE EVENT:

1.) Reach out to **organizations that might like to partner** with your organization/school/group to host the walk and contact them directly asking if they'd like to co-sponsor. Contact an athletic or sporting-goods store, a running club, a podiatrist, freshwater organization, etc. Solicit corporate donations for water, reusable water bottles, energy bars, other snacks and sports drinks to be handed out along the route and at the end of the race. Sponsors will often donate giveaways, such as branded T-shirts, caps and water bottles.

Community: YMCA, 4-H, local environmental organizations, Parks and Recreation department, local water advocacy groups

College Campus: Sororities and fraternities, student geography or environmental groups, maybe partner with a student Public Relations club to help get the word out, womens' organizations (since freshwater is typically a woman's issue, women might be interested in organizing a walk for it.)

K-12 Schools: Seek out partners in community and/or college groups, or with your local school district.

2.) **Set a date, rain OR shine** [Ideally near or during **Geography Awareness Week: November 14-20, 2010**]

3.) **Choose a starting time**

4.) **Map out a route-** Decide if it will be inside (an indoor gymnasium) or outside. Then decide if

it will be at a track or around a park or using roads. You can drive your car around, watching the trip odometer to map a 3.7 mile course or use **Google Maps** or **MapMyWalk.com** to plan a course.

5.) Choose the starting and ending locations. If the **end location** is different from your start location, be sure to indicate that on flyers and advertisements. If participants are having someone pick them up at the end, they need to know where to go.

6.) Choose a **freshwater charity** from the Global Action Atlas. If there's a local organization dedicated to preserving freshwater (eg. Local creek conservationists, etc.), perhaps you could arrange to donate all proceeds to them.

BE SURE TO CONTACT THE CHARITY YOU'D LIKE TO DONATE TO AND NOTIFY THEM OF THE EVENT. First make sure it is ok that you use their charity, then ask if they could send a spokesperson or promotional materials to give away at the run or to publicize the event.

7.) Set a registration fee. The smaller the fee, the more participants are likely to attend.

8.) Discuss procedures and policies for registration-- Perhaps have a table at the start location with volunteers who facilitate registration an hour prior to the walk.

9.) Be sure to clear the route with authorities. If you need to reserve space or shut down roads, make sure you talk to local officials, administrators and police.

Discuss procedures and policies for traffic management. Contact law enforcement agencies about local ordinances, road closures, traffic barricades, crowd control and security issues.

10.) Public Relations and Publicity- Be sure to get the word out as early as possible. **Use the press release template** provided, and submit it to as many local papers and TV news stations as possible. **Print out the flyers** provided and hang them around campus or the community. Ask to post them in windows of businesses or leave them as giveaways. When talking to the press, be sure to tell them that you anticipate a large turnout and would love to see them there to cover the event. Advertise on **websites and Facebook** pages.

ADVERTISING BLAST!! Be sure to have an advertising blast for the two solid weeks before the event! Post posters, flyers, pamphlets, enlist volunteers to set up a Facebook Event, send e-mail reminder blasts (One e-mail blast 2 weeks before, three e-mail blasts the week before, including the day before). If possible: place ads in newspapers, put reminders on websites.

11.) Volunteers- Have them wear name tags that clearly designate them as volunteers.

12.) Have a meeting to discuss logistics: First aid, safety, restrooms, cleanup, restrooms.

Food: It can be easy to find a company to donate food-- it just takes some calling around. It helps to tell the prospective donor that their company will be thanked for their donations in any press coverage of the event and on promotional materials.

Entertainment: Find a teenage or other band willing to play an event for free.

13.) Have a meeting with all volunteers and coordinators to make sure everyone knows when and where to arrive and what individual roles are.

RUNNING THE EVENT

1.) Show up early to set up. You'll want to arrive at the walk route two to four hours before registration begins to mark out the course, set up tables at the beginning and end of the race, get volunteers and materials ready for check in, etc.

2.) Clearly Identify Coordinators and Volunteers. Make sure your event coordinators and volunteers are clearly designated with name tags-- maybe even matching shirts or hats so people know whom to go to with questions.

3.) Take pictures at the event!! If your organization has a website or Facebook page, post photos with a small event recap. If no press shows up to the event, submit your own footage and account of the event to local newspapers and TV stations.

Optional: T-shirts!! Consider printing brightly colored t-shirts for volunteers that say "3.7 Mile Walk for Freshwater 2010!" Maybe with a big "VOLUNTEER" across the back. Maybe print the statistic-- In developing countries women walk an average of 3.7 miles a day to collect water. If there are any donors or partners in the event, be sure to put their logo on the t-shirts. Make a few extras and sell them at the beginning and/or end of the race.



Resources: eHow "How to organize a charity run or walk"