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or be
Hugged**
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PRISMS FUNDRAISER

5K WALK OR RUN

A 5K Walk or Run is a great way to spend time with friends, family and other SMS families and raise awareness for PRISMS.

Approximate Planning Time: 6 months to 1 year in advance

Approximate Volunteers Needed – 25-30 (Registration – 2, passing out swag bages – 2, marking the course – 4, directions on the course 5-10, cups at halfway point -2, assistance with cutting bananas and offering water at end of the course -2, clean up after the race 5-10)

Step 1:

Contact the city where you want to hold the race to see if there are dates and times available. All races require approval. Along with this, try to find a location that will not cross any major intersections (each intersection will require you to hire police to ensure safety at a cost of \$100 per officer). It is suggested to try to use a local park. When you are determining your race route in the park, it saves money if you can have the race go to a half way point and then turn around so that only one set of timing equipment is needed. You may also want to secure a pavilion for refreshments and check with PRISMS about insurance for the event.

Step 2:

Contact t-shirt companies to determine what the cutoff date will be for ordering t-shirts for the event.

Step 3:

Contact local timers and compare pricing. Some of them have registration sites that they work with. Find out if they offer it or if you need to set up your own registration. If you do need to set up your own, there are some available under Google forms that can link to a PayPal account.

Step 4:

Ask for sponsors for your event. You can then advertise the sponsors on your t-shirts. Also, ask the sponsors if they have any donations that can be included in the race bags for the participants.

Step 5:

Advertise your event. Share registration information in city newsletters, papers, schools (if they let you) social media, posters and word of mouth. Invite anyone you know to participate in the event.

Step 6:

Ask for donations from local grocery stores (some will often do this if you provide them with PRISMS tax ID). Ask for bananas, water and any other food item they would be willing to the event. If you still need donations, ask local businesses for donations.

Step 7:

Ask for volunteers. You will need them for the following:

- Registration
- Passing out swag bags
- Marking the course (using flour or sidewalk chalk)
- Directions on the course
- Cups at the halfway point
- Assistance with the end of the race to direct to food
- Assistance with cutting bananas and offering water at the end
- Clean up for after the race

Step 8:

Offer prizes for the top racers in each category. This could be a medal or anything. One group had donated cakes and pies and the winner got to pick their favorite.

Step 9:

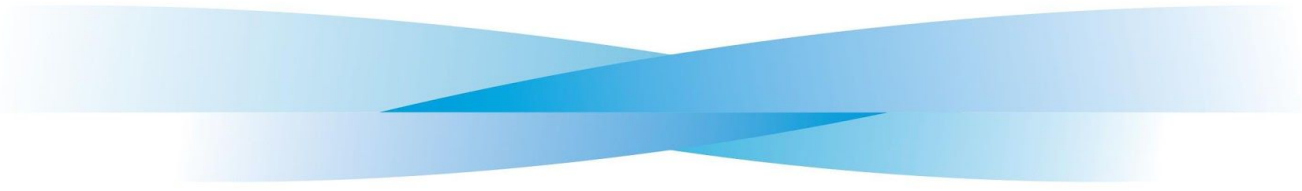
Have some fun events for after the race so that everyone can socialize and have fun. Suggestions are bounce houses, face painting, carnival games.

Step 10:

Thank the volunteers and sponsors. This can be via text, email or by note in the mail. Let them know that they helped make a difference by being part of this event.



E-Mail a flyer	E-mail a flyer to your distribution list. Try to include anyone in the area that may be able to attend your event
Post on Social Media	Post the flyer on your Facebook, Twitter and Instagram and even local Facebook community sites and request that it be posted on the PRISMS Facebook page. Encourage friends to share the information
Share on your Website	Request that PRISMS share information about your fundraiser on the PRISMS website.
Print, Post and Pass Out Flyers	Post flyers on community boards in common and community areas.
Questions	Contact Emily Fields at efields@prisms.org



Hello _____,

In an effort to raise awareness for PRISMS (Parents and Researchers interested in Smith-Magenis Syndrome) we are planning a 5K Walk or Run!

Here are the details:

Location: _____

Date: _____

Time: _____

Cost: _____

We hope that you are able to attend! If you aren't and would simply like to make a donation, you can do so by going to our website www.prisms.org and clicking on tab "how to help" then "make a donation".

PRISMS is a non-profit organization dedicated to providing information and support to families of persons with Smith-Magenis Syndrome (SMS), sponsoring research and fostering partnerships with professionals to increase awareness and understanding of SMS. Our Federal Tax Identification Number is 54-1652029.

Thank you for your time and we hope to see you there!



Dear _____,

We are in the process of planning a 5K Walk or Run to raise awareness for PRISMS (Parents and Researchers interested in Smith-Magenis Syndrome). I'm writing you this letter to request food donations. We would greatly appreciate anything you are willing to donate and would be happy to coordinate a date and time to pick up the donations.

Here are the details:

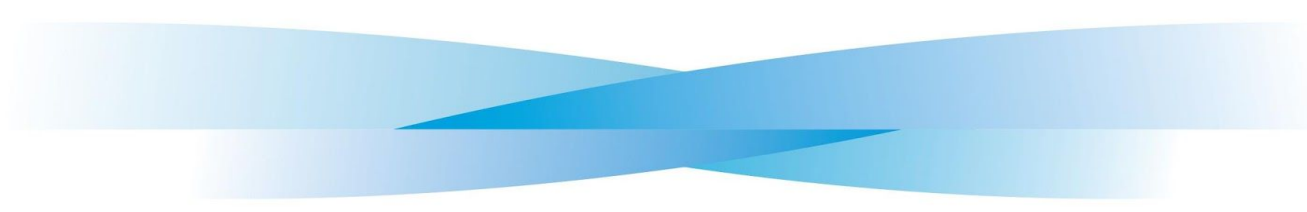
- Bananas
- Water
- Sponsorship
- Donations for Swag Bag

For more information about PRISMS, please see our website at www.prisms.org. In addition, if you would like to donate to PRISMS, you can do so by going to our website www.prisms.org and clicking on tab "how to help" then "make a donation".

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Thank you for your time and we hope to hear back from you.

Sincerely,



Dear _____

I wanted to personally thank you for your time and effort to assist us with the PRISMS 5K Walk or Run. We appreciated your help and wanted to let you know that we raised \$_____. Those funds will assist PRISMS in ongoing research of Smith-Magenis Syndrome. Without your help, this wouldn't have been possible!

Thanks again for your time and assistance!

Sincerely,
