

### A Walk in Her Shoes: Walk/Run Event Timeline Guidance

| Week | Admin   | Sponsors/Supplies   | Marketing  |
|------|---|---|--|
|      | 1 Select Date and Reserve Location; Set Goals for Event.                            | Build a list of sponsorship leads (i.e. businesses and churches).   | Contact schools and churches about event.  |
|      | 2 Get city/police approval if necessary; Create event/registration form and waiver. | Begin reaching out to sponsors about sponsorships.  | Announce event with blog post, social media, and/or microsite  |
|      | 3 Measure and Map the route.  | Propose food/drink sponsorships to grocers and restaurants.   | Submit to local publications — newspaper, magazines, etc.  |
|      | 4 Reserve any equipment needed — sound, timing, etc.                                | Reach out to more sponsors/Make sure we are getting sponsors' logos in order.   | Contact local news and radio stations about event. Also, check into billboards.                      |
|      | 5 Reserve portable toilets if necessary.  | Make sure t-shirts are in order.  | Continue Social Media presence along with any other marketing opportunities that present themselves. |
|      | 6 Make sure that we have volunteers for the event.                                  | Make sure the advertising for our sponsors is in order.   | Promote at Community events.   |
|      | 7 Set event day schedule  | Get banners and signs ready   | Heavy social media presence.   |
|      | 8 Create volunteer schedule — set-up, during event, clean-up                        | Buy/prepare first aid kits. Make sure we have tables and tents ready, food and drinks, sound system, all ready to go. | Heavy social media presence  |
|      | 9 Ensure everything is ready to go with registration                                | Final check that we have everything we need.  | Heavy social media presence; Advertise on local news and radio                                       |