
Silicon Valley Down
Syndrome
Network (SVDSN)
Bay Area Buddy
Walk Committee
Organizer Manual

2016 Edition

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Overview

Purpose

The purpose of this manual is to define the responsibilities and requirements of each committee position and to provide the information and guidelines required to organize, launch, and run a Buddy Walk event. Buddy Walks are annual events held each October in cities throughout the United States and are designed to raise awareness and celebrate persons with Down syndrome.

Bay Area Buddy Walk Mission Statement

The mission of the Bay Area Buddy Walk is to promote acceptance and inclusion of people with Down syndrome and to serve as a fundraising vehicle to support programs and services for the Down syndrome community.

Buddy Walk Timeline

The following provides a rough timeline for planning the Bay Area Buddy Walk event.

November to January (11 to Nine Months Prior to the Event)

- Select a walk site and date of the event. Contact site management offices to inquire about permits and fees.
- Register the Buddy Walk event on the National Down Syndrome Society (NDSS) website at: www.buddywalk.org.
- Submit a signed license agreement to NDSS.
- Begin to organize a Buddy Walk committee.
- Begin holding monthly Buddy Walk committee meetings once your registration is approved.

January to September (Nine to One Month Prior to the Event)

- Draft and finalize solicitation brochures and letters (January to February)
- Begin sending brochures and establish a phone line and/or e-mail address to field questions about the event.
- Begin contacting previous Buddy Walk sponsors from last year's walk to renew support while soliciting new sponsors (ongoing until August).
- Begin contacting previous Buddy Walk volunteers from last year's walk and renew support while recruiting new volunteers (ongoing until September).
- Contact previous Team Captains from last year's walk and encourage them to begin forming a new Buddy Walk team.

April (Six Months Prior to the Event)

- Develop and print an event brochure along with other printed materials to promote the Buddy Walk event (these include: registration form, pledge form, and location of all activities).
- Set up an on-line Buddy Walk registration website.

May to July (Five to Three Months Prior to the Event)

- Solicit and secure food, beverage, entertainment, and other donations.
- Follow-up with all potential sponsors.

August (Two Months Prior to the Event)

- Invite local government officials, VIPs, and media outlets to participate in and cover the event.
- Advertise the Buddy Walk event in newspapers, local tabloids, and social media, at local schools, community centers, and local businesses. Produce a Public Service Announcement (PSA) and broadcast it on local radio and television stations.
- Order t-shirts, hats, sweatshirts, and other Buddy Walk products that will be sold or distributed at the event.
- Book an event photographer and create a photo shot list.
- Hire any police and emergency personnel needed for the day of the event.

September (One Month Prior to the Event)

- Order signage, pennants, banners, and other public display materials.
- Make sure all committed sponsors receive the publicity they were promised.
- Order event rentals such as tents, tables, chairs, and other equipment.

Ongoing

Continue to follow-up with Buddy Walk team captains until the day of the event.

Post Walk

- Sent out thank you letters to all sponsors, volunteers, and invited VIP participants.
- Hold a post mortem Buddy Walk meeting to evaluate the success of the event.
- Sent out Buddy Walk surveys to all participants.

Buddy Walk Committee Organization Chart

Based on past success, it is recommended the Buddy Walk Committee be structured according to the organization chart displayed in Figure 1 below.

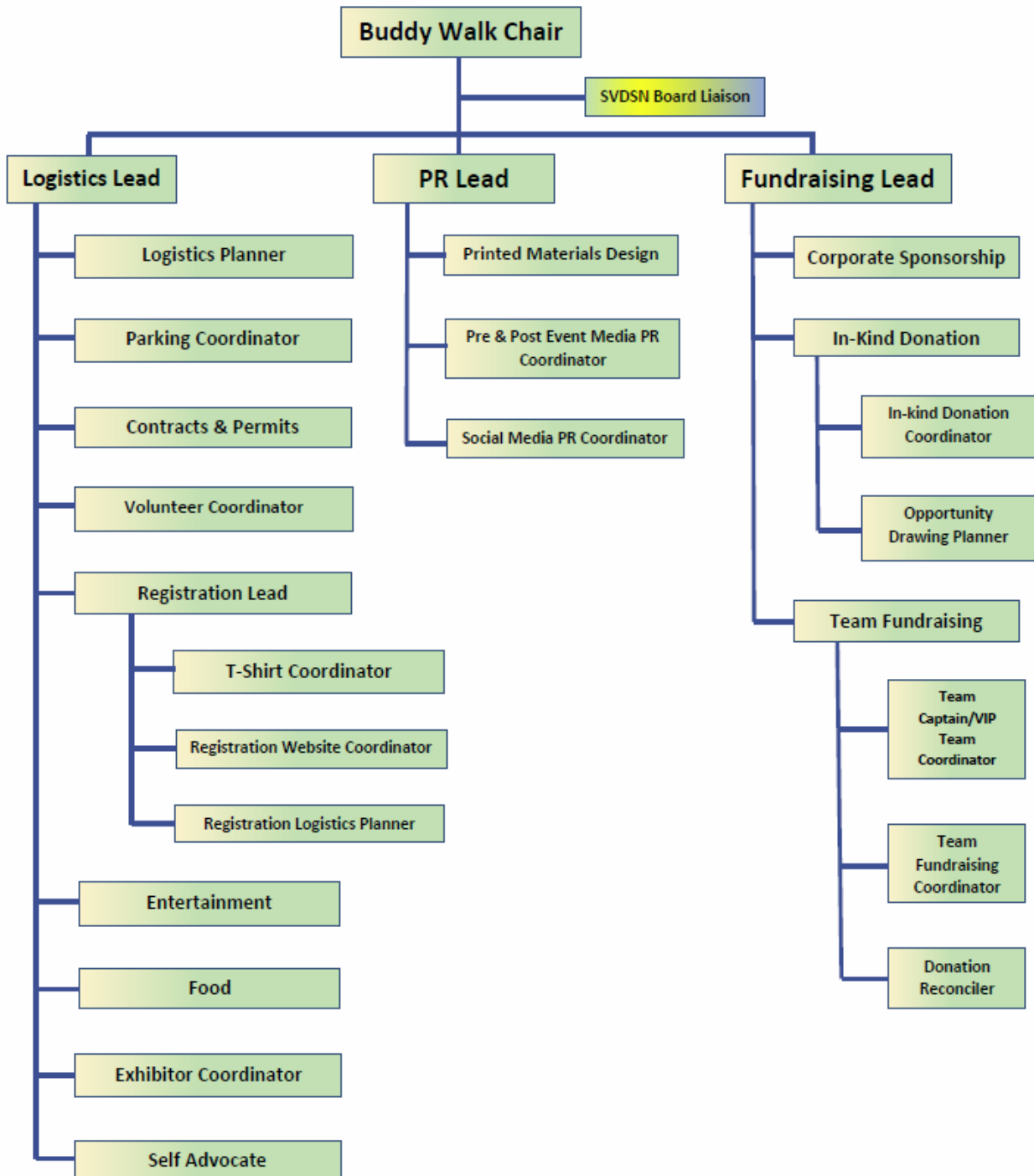


Figure 1: Buddy Walk Committee Organization

Buddy Walk Layout for Cypress Pavilion

Figure 2 below illustrates the proper locations for all tents, stations, tables, and equipment for the Cypress Pavilion picnic grounds located at Lake Cunningham Park in San Jose.

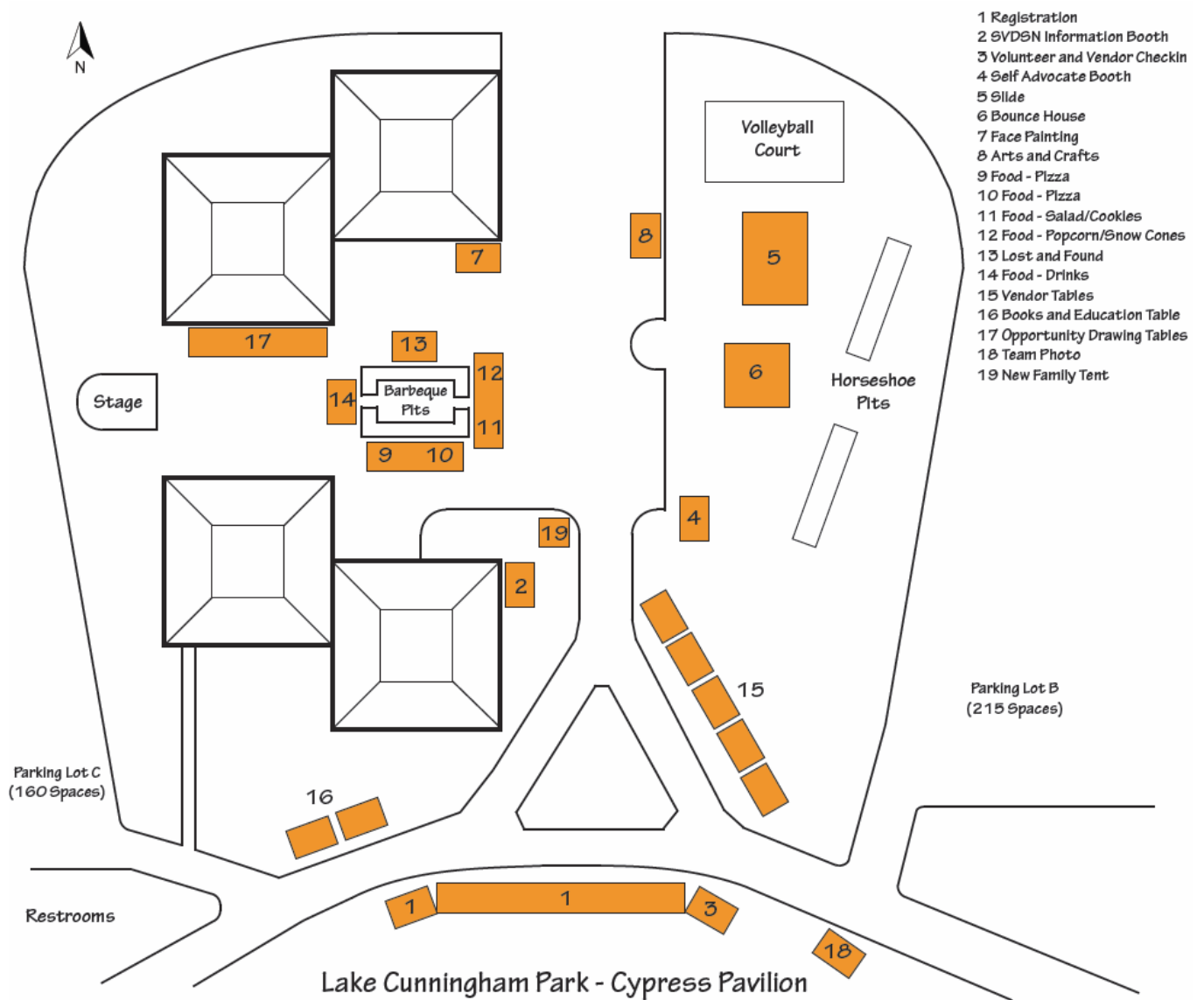


Figure 2: Cypress Pavilion Layout

Buddy Walk Route

Figure 3 below displays the 0.9 mile Buddy Walk route around the Big Meadow picnic area at Lake Cunningham Park.



Figure 3: Buddy Walk Route

Logistics

Logistics Committee Positions

The Buddy Walk committee positions that involve logistics include the following:

- Chair and Co-Chair
- Logistics Lead
- Logistics Planner
- Registration Lead
- Registration Site Coordinator
- Registration Logistics Planner
- Contracts and Permits Committee
- Volunteer Coordinator
- Website Coordinator
- Donation Reconciler
- Registration Committee

Logistics Job Descriptions and Requirements

Listed below are the individual job descriptions and requirements.

Chair and Co-Chair

The Buddy Walk Chair and Co-Chair roles involve overseeing and managing all subcommittees, scheduling and leading all Buddy Walk committee meetings, retaining all meeting notes and records, and organizing a post mortem meeting after the event. The Chair and Co-Chair individuals must also be available for all committee meetings (including some correspondence during business hours), provide oversight and direction on the day of the event, and have exceptional people and follow-through skills. The Buddy Walk Chair and Co-Chair positions require two individuals.

Logistics Lead

The Logistics Lead responsibilities involve overseeing all activities under the logistics team and becoming the main contact to all vendors/contactors who are supplying goods or services for the Buddy Walk event. The Logistics Lead position also partners with SVDSN Treasurer in order to prepare all necessary payments to vendors/contractors for services rendered. The Logistics Lead must be available for committee meetings (including some correspondence during business hours), be willing to provide thorough oversight and rapid solutions to critical issues on the day of the event, and have exceptional people skills. The Logistics Lead position requires one individual.

Logistics Planner

The Logistics Planner responsibilities involve managing event volunteers, providing direction and information to event participants, ensuring that event schedule is progressing and remains on track, ensure that set up and tear down are executed in a timely manner, develop and distribute site map, site configuration, and task lists for the event, coordinate with other sub-committees and take orders for rental equipment, plan and coordinate team photo stations and work with team captain/VIP team coordinator on establishing team photo procedures and access to photos after event. The Logistics Planner must be available on the day of the event to provide direction to team members and vendors. The Logistics Planner position requires one individual.

Registration Lead

The Registration Lead responsibilities involve overseeing event registration planning and logistics, tracking registration tasks, and reviewing/reporting to the Buddy Walk committee members the

registration status of each milestone. The Registration Lead must have exceptional leadership skills, and be willing to manage registration team members on the day of the event. The Registration Lead position requires one individual.

Registration Site Coordinator

The Registration Site Coordinator responsibilities involve setting up the registration tent on the day of the event, tracking on-line registration activity, and assisting registrants having registration issues or setting up a team page. The Registration Site Coordinator must have internet access, the ability to learn and develop the web page on the selected registration site, and exceptional organizational and troubleshooting skills. The Registration Site Coordinator position requires one individual.

Registration Logistics Planner

The Registration Logistics Planner responsibilities involve planning and coordinating the event registration check-in process, managing volunteers at registration tables, and ensuring a smooth and welcoming entry into the event with minimal check-in times. The Registration Logistics Planner must be available on the day of the event, have exceptional people and planning skills, a customer focused attitude, and the ability to perform gracefully under a stressful environment. The Registration Logistics Planner position requires one individual.

Contracts and Permits Committee

The Contracts and Permits Committee responsibilities involve securing the event venue, completing all required permits, registering the event on the NDSS website at www.buddywalk.org, serving as the main point person for all NDSS related issues, communicating and facilitating compliance with all signed contracts and regulations, and hiring local police and emergency personnel if required by venue contracts. The Contracts and Permits Coordinator must also have internet access and be able to drive to both the event site and government offices to sign the necessary contracts and permits. The Contracts and Permits Committee position requires one individual.

Volunteer Coordinator

The Volunteer Coordinator role involves recruiting volunteers for the event using the “volunteer match” system and previous volunteer lists, scheduling volunteer shifts based on the expressed needs of other committee members, coordinating volunteers on the day of the event, and providing proper acknowledgement to all volunteers after the event. The Volunteer Coordinator also must have internet access and be willing to attend volunteer fair events. The Volunteer Coordinator position requires two individuals.

Website Coordinator

The Website Coordinator role involves serving as the main point person for the website provider, managing the individual team pages, in-kind donation pages, and sponsor pages, assisting Buddy Walk registrants and fundraising parties with their individual pages, and assisting donors with making on-line donations. The Website Coordinator must have broadband internet access and proficient computer skills. The Website Coordinator position requires one to two individuals.

Donation Reconciler

The Donation Reconciler role involves reconciliation of all donations posted on the Buddy Walk website against the donation information provided by the SVDSN fiscal agent (Valley Medical Center Foundation), tracking of all on-line opportunity drawing ticket sales posted on the Buddy Walk website, and providing consolidated information to the in-kind donation team. The Donation

Reconciler must also have internet access, proficient computer skills, be well organized, and possess excellent problem solving abilities. The Donation Reconciler position requires one to two individuals.

Registration Committee

The Registration Committee responsibilities involve tracking on-line registrations, checking in pre-registered and on-site registered Buddy Walk participants on the day of the event, coordinating volunteers at the registration table, ensuring a smooth and welcoming entry into the event, and focusing on minimizing the time spent checking in participants. Committee members must also have internet access, exceptional organizational skills, be available the day of the event, have a customer focused attitude, and the ability to perform gracefully under stressful situations. The Registration Committee position requires two to three individuals.

Permits and Contracts

Need content from **Bill O’Dea**.

Event Set Up

Event set up involves assembling canopies, setting up tables, chairs, inflatable structures for use, and hanging signage and banners.

The Self Advocate Tent

The self advocate booth provides teenagers and young adults with Down syndrome a space to display their accomplishments and interact with event participants throughout the day. The self advocate booth should be set up according to the illustrations shown in Figures 4 and 5 and positioned at the location shown in Figure 2 on page 14.

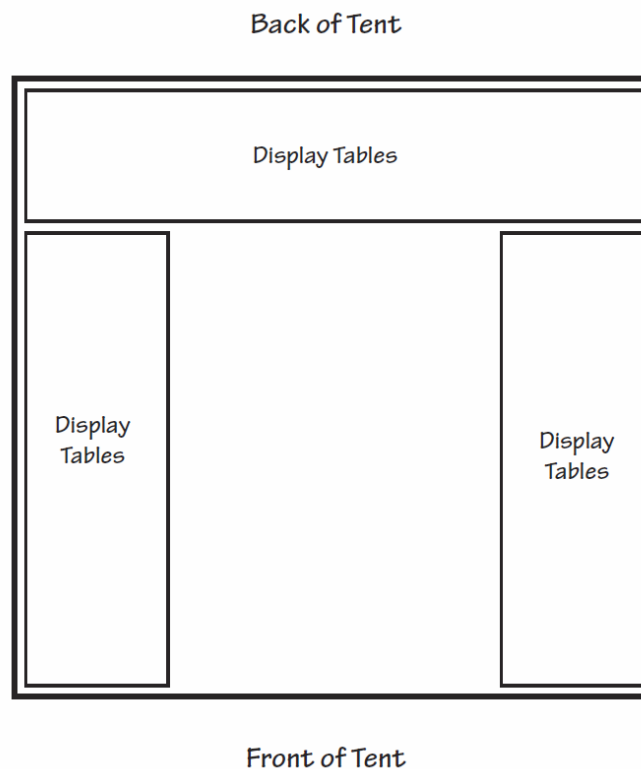


Figure 4: Self Advocate Booth Top View

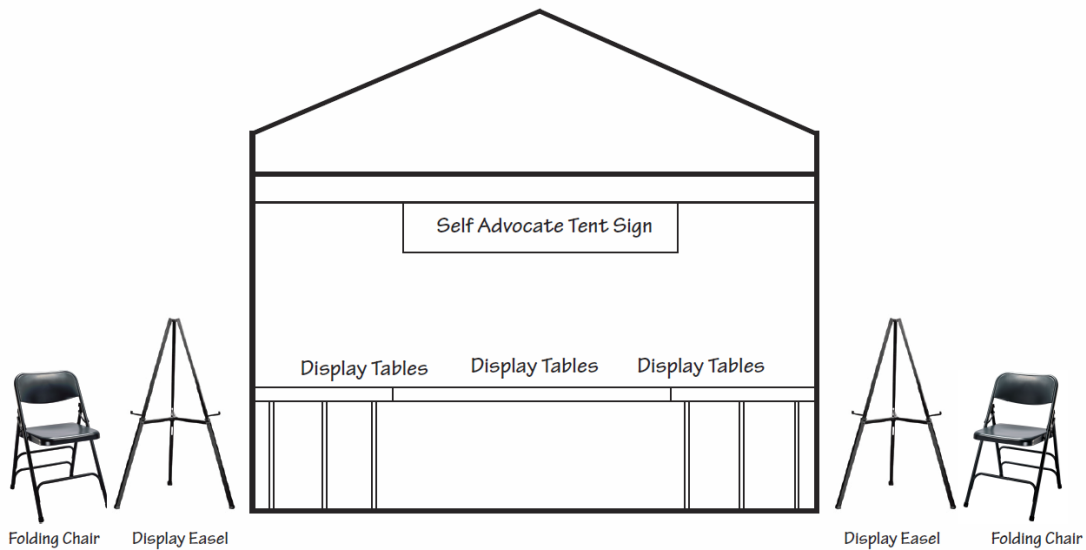
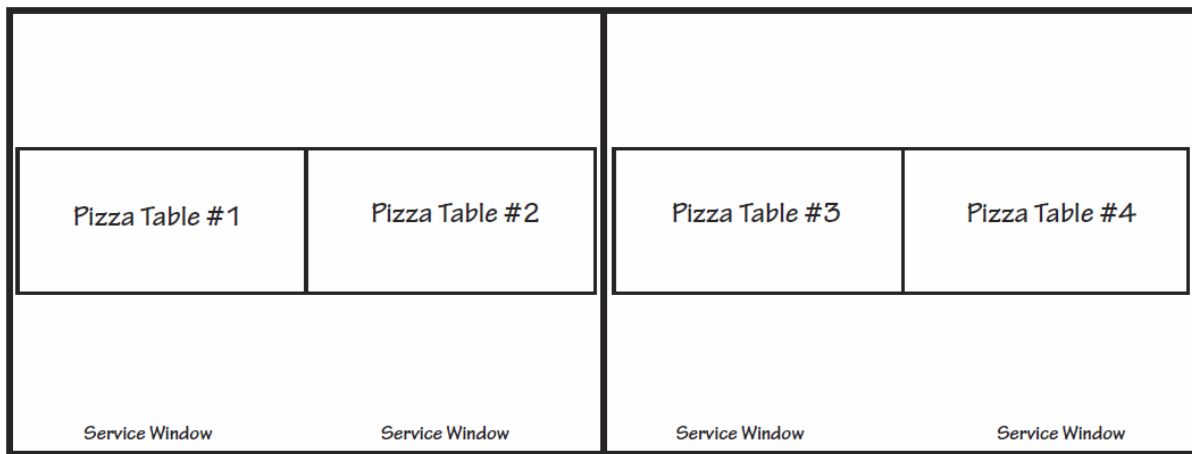


Figure 5: Self Advocate Booth Front View

The Pizza Tent

The pizza tent provides a protected food delivery station that is compliant with all city health codes. All pizza served to Buddy Walk participants must be stored and distributed inside the pizza tent. The pizza tent should be set up according to the illustrations shown in Figures 6 and 7 and positioned at the location shown in Figure 2 on page 14.

Back of Tent



Front of Tent

Figure 6: Pizza Tent Top View

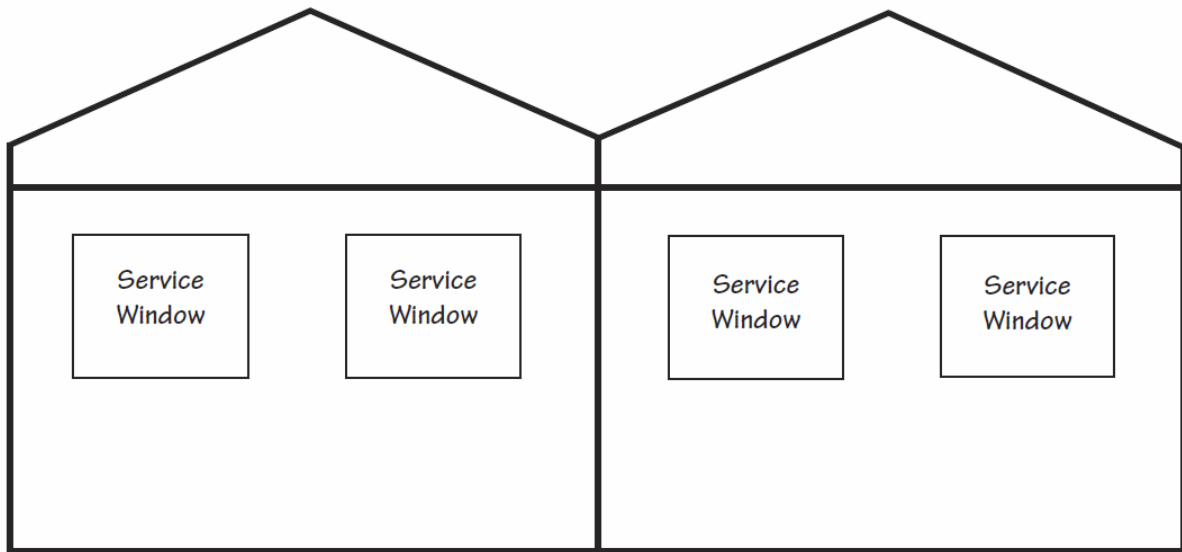


Figure 7: Pizza Tent Front View

The Salad and Dessert Tent

The salad and dessert tent also provides a protected food delivery station that is compliant with all city health codes. All salads, snow cones, popcorn, and cookies served to Buddy Walk participants must be stored and distributed inside salad and dessert tent. The salad and dessert tent should be set up according to the illustrations shown in Figures 8 and 9 and positioned at the location shown in Figure 2 on page 14.

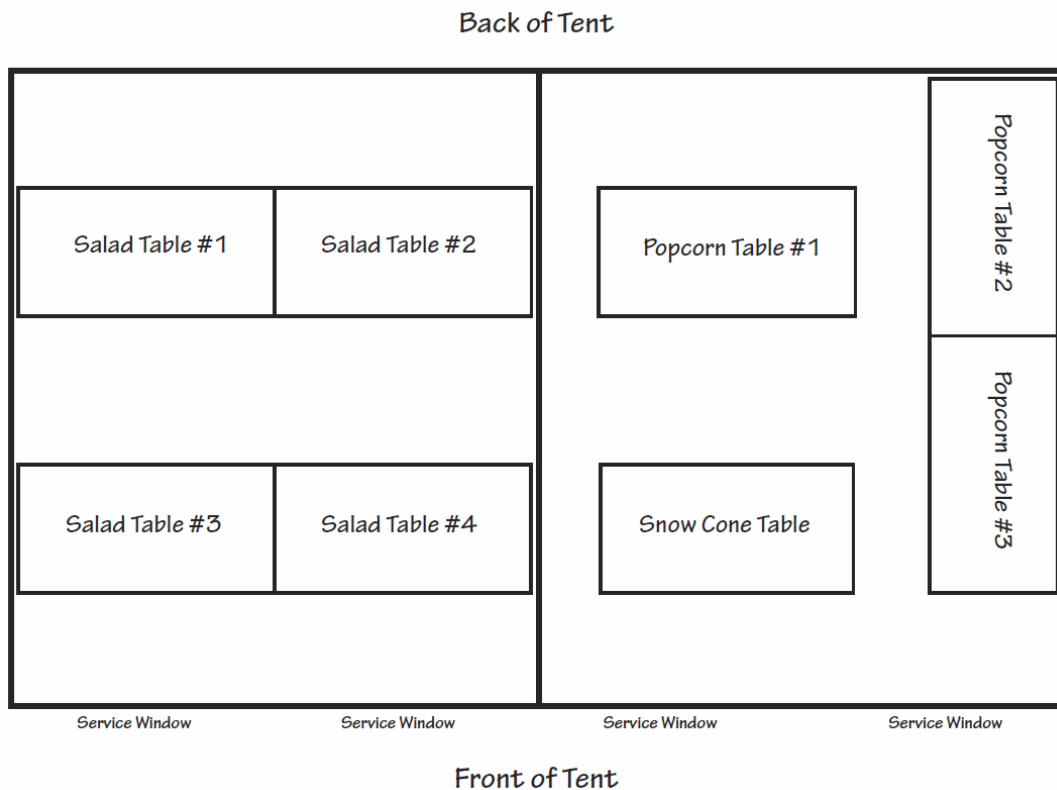


Figure 8: Salad and Dessert Tent Top View

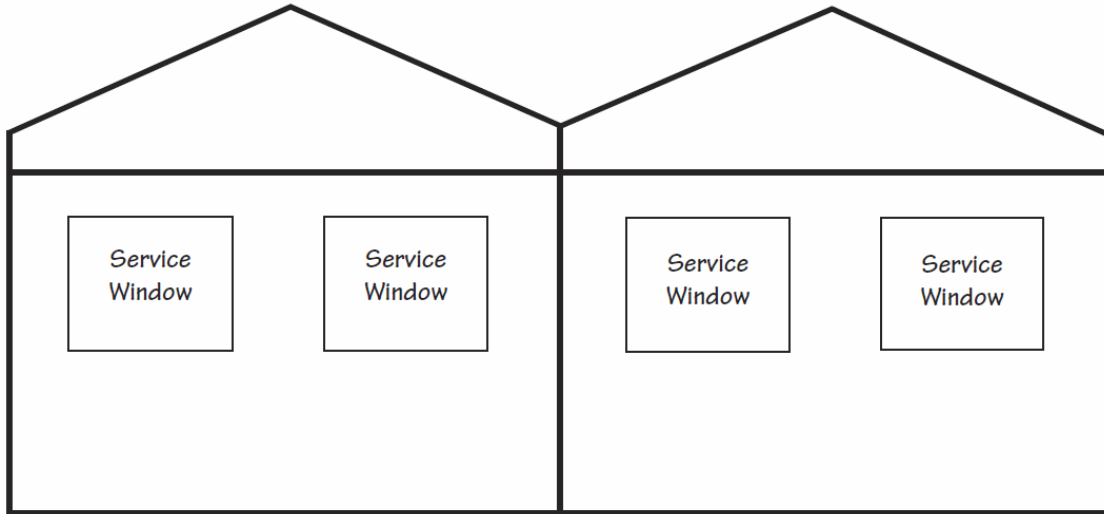


Figure 9: Salad and Dessert Tent Front View

The Main Registration Tables

The main registration tables provide a check in station for all pre-registered participants and a registration station for any walk in participants. Once participants are checked in or registered, they receive their event wristband, Buddy Walk t-shirt, and event program. The main registration tables should be set up according to the illustrations shown in Figures 10 and 11 and positioned at the location shown in Figure 2 on page 14.

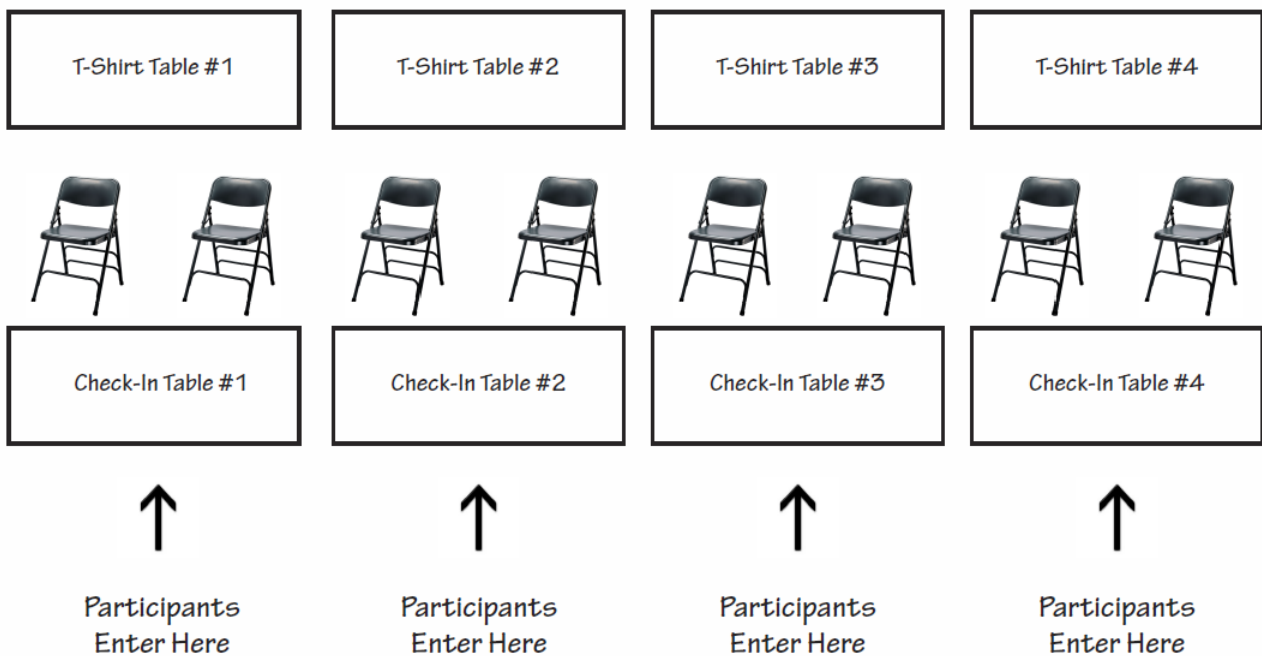


Figure 10: Main Registration Tables Top View

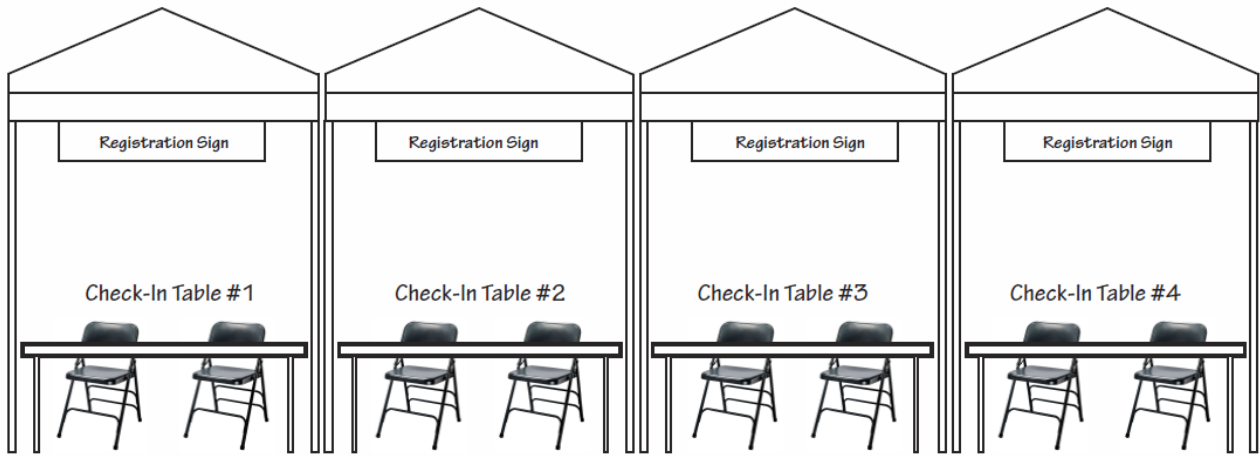


Figure 11: Main Registration Tables Front View

The SVDSN Information Booth

The Silicon Valley Down Syndrome Network (SVDSN) information booth provides a kiosk for event participants to learn more about SVDSN development programs, support services, or purchase SVDSN and Buddy Walk merchandise. The SVDSN Information Booth should be set up according to the illustrations shown in Figures 12 and 13 and positioned at the location shown in Figure 2 on page 14.

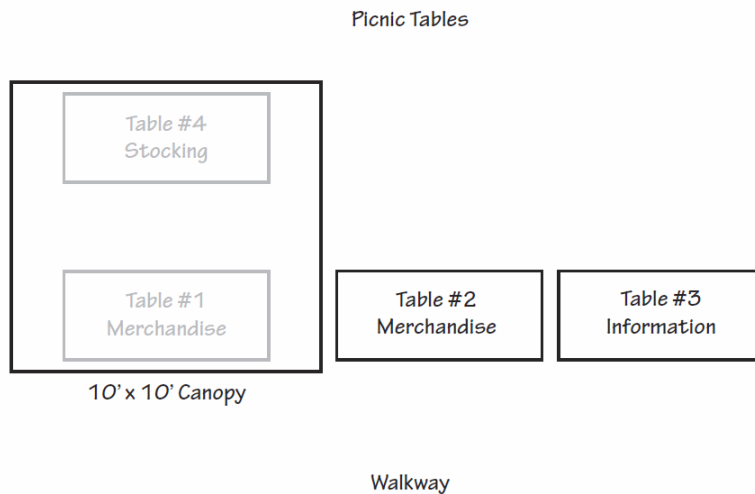


Figure 12: SVDSN Information Booth Top View

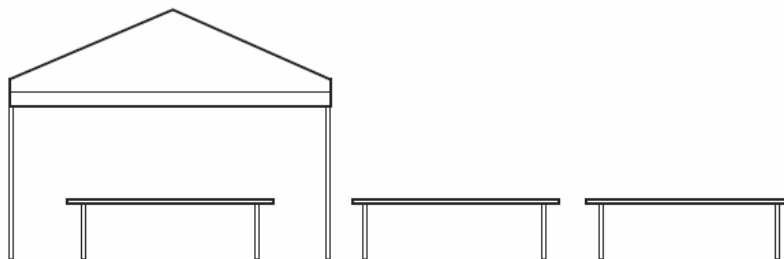


Figure 13: SVDSN Information Booth Side View

The following is needed to set up the SVDSN Information Booth:

- One 10 x 10 foot swing wall type pop-up canopy.
- Two thin black metal collapsible easels (SVDSN owned).
- One metal easel (rental from Ascot).
- Presentation boards for thanking volunteers and sponsors (SVDSN notecard patterns).
- One blue table cloth.
- One SVDSN sign to stand in front of table.
- Banners
- Four six foot tables
- Two cash boxes
- Pens, Sharpies, clip boards, staplers, staples, and scissors.
- Assortment of SVDSN and Buddy Walk merchandise.

Set up of the SVDSN Information Booth occurs between 8am and 9am in the following order:

1. Set up 10 x 10 canopy.
2. Set up the four 6 foot tables (make sure they are facing parking lot B).
3. Cover table #1 with blue table cloth then hang the SVDSN banner.
4. Borrow table cloth rolls and scissors from the set up staging area.
5. Stock table #1 and table #2 with SVDSN and Buddy Walk merchandise.
6. Store extra Buddy Walk t-shirts, SVDSN, and Buddy Walk merchandise on top of and under table #4.

The Volunteer and Vendor Check-In Table

The Volunteer and Vendor Check In Table provide a sign in station for all event volunteers working the event and vendors who are promoting their products or services. The Volunteer and Vendor Check In Table should be positioned at the location shown in Figure 2 on page 7.

Inflatable Play Structures

The inflatable play structures are rented through Astro Jump and provide a fun recreational activity for children to enjoy during the event. Inflatable play structures are delivered, set up and inflated by Astro Jump staff. At the conclusion of the event, Astro Jump staff return to the venue to deflate and haul the structures away. The bounce house and slide should be positioned at the locations shown in Figure 2 on page 7.

For more information on inflatables or to make a reservation, contact Astro Jump at: (800) 244-5867 or visit: <http://www.astrojump.com>.

Opportunity Drawing Station

The opportunity drawing station provides a display area for all gift baskets and prizes awarded to participants during the opportunity drawing portion of the event. The opportunity drawing tables should be set up according to the illustrations shown in Figures 14 and 15 and positioned at the location shown in Figure 2 on page 14.

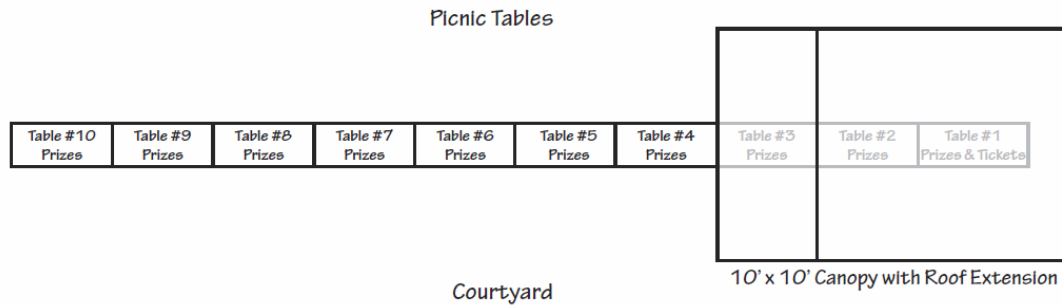


Figure 14: Opportunity Drawing Tables Top View

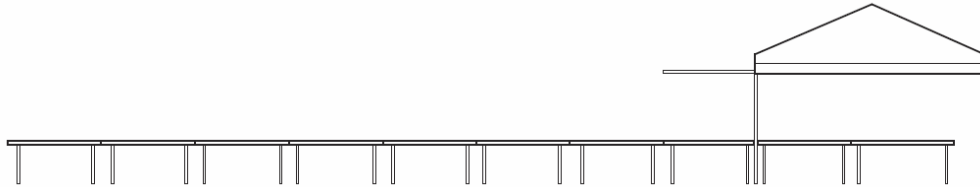


Figure 15: Opportunity Drawing Tables Side View

The following is needed to set up the Opportunity Drawing station:

- One 10 x 10 foot swing wall type pop-up canopy with roof extension
- Four easels from Ascot Rentals
- Presentation boards for writing the winning ticket numbers
- Blue and yellow table clothes
- Banner that reads: *Prize Drawing Tickets*
- Ten 6-foot tables
- Six chairs
- One black metal cash box
- Sharpie pens
- Clip board
- Staplers
- Staples
- Scissors
- Five baskets
- Five aprons
- Ten orange safety vests
- Cash bags for mobile ticket troops
- 25 small dry erase boards

Set up of the Opportunity Drawing Station occurs in the following order:

1. Set up the 10 x 10 foot pop up tent.
2. Set up the 6-foot tables.
3. Cover tables with the blue and yellow table clothes.
4. Hang the banner on the side of the 10 x 10 foot pop-up tent.
5. Tape two signs that read: *\$2 Per Ticket* and *Drawing Closes at 1pm* in front of the tables.
6. Place the ticket collection boxes in front of the prize baskets on the tables (Figure 16).



Figure 16: Collection Boxes

7. Tape the prize description cards on top of the ticket collection boxes .
8. Tape another prize description card on the front of the prize basket.

Face and Finger Painting Tables

The face and finger painting tables provide stations where children can get their faces painted by volunteers or create finger paintings throughout the day. The face and finger painting tables should be positioned at the locations shown in Figure 2 on page 14.

Arts and Crafts Table

The arts and crafts table provides a station for children to work on art projects with volunteers throughout the day. The arts and crafts table should be positioned at the location shown in Figure 2 on page 14.

Jamba Juice Table

The Jamba Juice table provides a station for the sale of Jamba Juice smoothie drinks to event participants throughout the day. A Jamba Juice employee brings all necessary equipment, supplies, and refrigeration to the event and handles all transactions. The Jamba Juice table should be positioned at the location shown in Figure 2 on page 14.

Need a Jamba Juice contact person for this section.

Drinks Table

The drinks table provides a station for the distribution of water and soda to event participants. Water and soda are kept in large ice buckets and are handed out by event volunteers. The drinks table should be positioned at the location shown in Figure 2 on page 14.

Vendor Tables

The vendor tables provide a space for companies and organizations to promote their products and services to event participants. The vendor tables should be positioned at the locations shown in Figure 2 on page 14.

Team Photo Table

The team photo table provides a station for Buddy Walk teams to sign up for team photos before the walk. The team photo table should be positioned at the location shown in Figure 2 on page 14.

The following is needed to set up the Team Photo Table:

- 10 x 10 pop-up tent.
- Easel
- White board for sign-ups
- *Group Photo* banner
- One 6-foot table for photo taken spot and two to three 6-foot tables for photo pick-up
- Table cloth rolls and scissors (borrowed from set up staging station).
- Stanchions for guiding lines
- Picture taken reminder cards
- Pens and Sharpies
- Team photo lawn sign
- Dry erase board and white board markers
- Team list (team number and team name)

Set up of the Team Photo Table occurs in the following order:

1. Set up the canopy.
2. Set up the 6 foot tables.
3. Cover the tables with sections of cloth from the table cloth rolls.
4. Hang the *Group Photo* banner on the front side canopy shade.
5. Set up the easel
6. Place the white board on the easel and write *Early Bird/Post Walk Sign Up Time Table* on the white board.
7. Set up the stanchion according to the set up configuration picture then set up *Team Photo* lawn sign.
8. Assist Team Photo photographer.

Stage Set Up

The existing concrete stage provides a central location for event announcements, awards, drawings, and entertainment. The stage is also where all DJ or band equipment is set up. The stage should be set up according to the illustration shown in Figure 17 at the location shown in Figure 2 on page 14.

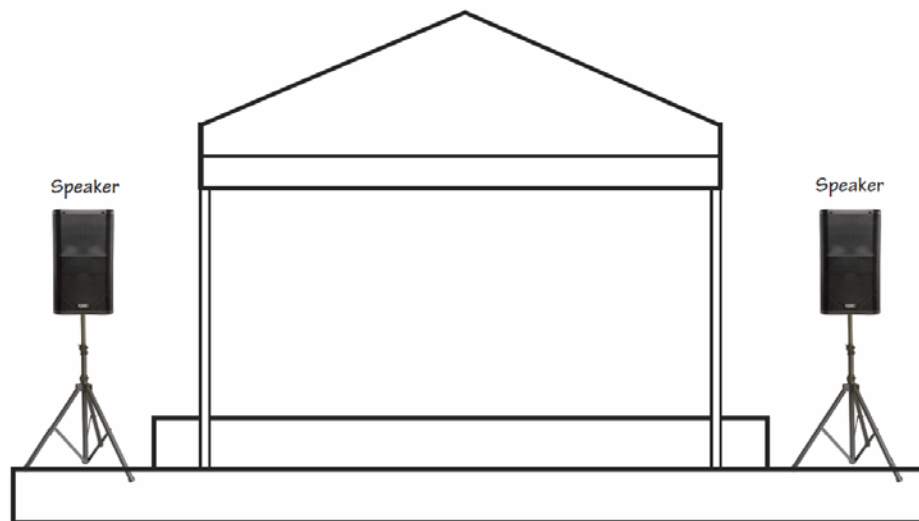


Figure 17: Stage Front View

Banners and Signage

Banners and signage are placed at the front gate of the park, to the side of the Cypress Pavilion roof structure, along route pathways, and on the front of tents and canopies.

Front Gate Banners

The front gate banners (Figures 18 through 20) are hung from the fences on the right and left sides of the main entrance to Lake Cunningham Park and on the center fence located behind the Lake Cunningham Park sign. The banner locations are shown in Figures 21 and 22.



Figure 18: Left Fence Banner (Banner #1)



Figure 19: Right Fence Banner (Banner #3)



Figure 20: Center Fence Banner (Banner #2)

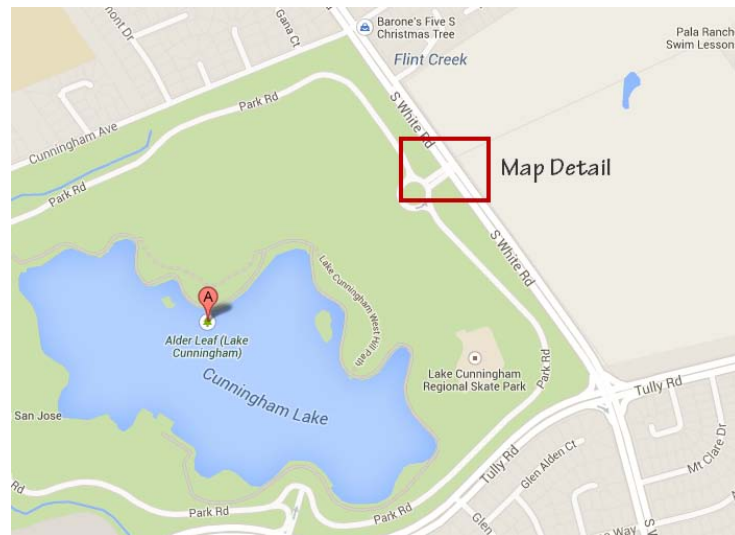


Figure 21: Map of Lake Cunningham Park



Figure 22: South White Road Entrance to Park

Structure Banner

The Structure banner (Figure 23) is hung on the side of the Cypress Pavilion roof structure (Figure 24).



Figure 23: Structure Banner

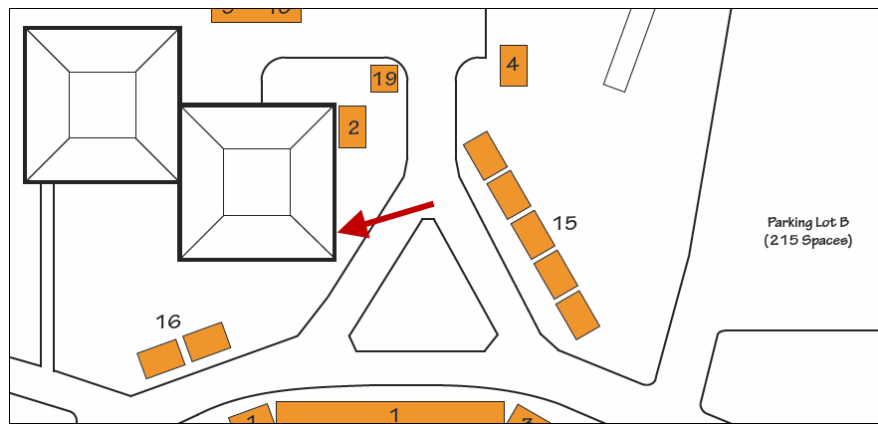


Figure 24: Banner Location

Pathway Signage

Add available content and photos here.

Tent Signage

Add available content and photos here.

Volunteer Check-In

Need content from **Amy Garcia**.

Event Parking

Need content from **Todd Gedryn**.

Participant Registration and Check-In

Need content from **Janet Atkinson**.

Donor Drive Website (Logistics)

Need content from **Bill O'Dea** and **Emi Mason**.

Tear Down

Need content from **Bill O'Dea**.

Content

Content Committee Positions

The Buddy Walk committee positions that involve content include the following:

- Entertainment Committee
- Food Committee
- Exhibitor Coordinator
- Speaker and VIP Coordinator
- Self Advocate Liaison
- T-Shirt Coordinator

Content Job Descriptions and Requirements

Listed below are the individual job descriptions and requirements.

Entertainment Committee

The Entertainment Committee responsibilities involve the scheduling and procurement of all event entertainment, equipment, and supplies. Entertainment items include the following:

- Musical acts
- Inflatable structures
- Tables and tents
- Face painting supplies
- Games

The Committee members must have excellent follow-through abilities and be well organized. The Entertainment Committee requires three to four individuals.

Food Committee

The Food Committee responsibilities involve the procurement of all food and beverages for both Buddy Walk participants and event volunteers, ensuring compliance with all health and safety codes, and coordinating with contacts coordinator to ensure compliance with all city trash and recycling requirements. Committee members must be available on the day of the event and will be required to travel and meet with food and beverage vendors. The Food Committee position requires two to three individuals.

Exhibitor Coordinator

The Exhibitor Coordinator role involves recruiting and providing for-profit and nonprofit organizations exhibition space and tables to allow advertising of their services on the day of the event. The Exhibitor Coordinator may also need to confirm payments with specific organizations (if applicable) and must follow-up with thank you letters to all participating organizations. The Exhibitor Coordinator position requires one individual.

Speaker and VIP Coordinator

The Speaker and VIP Coordinator role involves recruiting and coordinating with all event speakers, serving as the host for any visiting VIP guests or local government officials, purchasing thank you gifts, and presenting the gifts publically to all speakers on the day of the event. The Speaker and VIP Coordinator must have exceptional people and follow-through skills. The Speaker and VIP Coordinator position requires one to two individuals.

Self Advocate Liaison

The Self Advocate Liaison role involves recruiting willing self advocates who desire to display their accomplishments and share their stories with Buddy Walk participants and providing a tent and tables for advocates to display photos and awards. The Self Advocate Liaison must have exceptional people and follow-through skills. The Self Advocate Liaison position requires one to two individuals.

T-Shirt Coordinator

The T-Shirt Coordinator role involves selecting a t-shirt vendor, coordinating with registration site coordinator to determine t-shirt sizes before registration due date, collect t-shirt order information for participants, volunteers, staff, self advocates, then generate final t-shirt order, assemble a “t-shirt task force” to sort and organize t-shirts upon arrival. The T-Shirt Coordinator must have internet access, be able to qualify a vendor based on quotes, analysis, and stated Buddy Walk Committee criteria, and must have excellent communication skills. The T-Shirt Coordinator position requires one individual.

Entertainment

Need content here from **Loubelle Bourdon** and **Marcie Turner**.

Food

Food offerings at the Buddy Walk include the following:

- Pizza
- Salads
- Cookies
- Popcorn
- Snow Cones

Pizza

Pizza is the main lunch offering for all Buddy Walk participants and volunteers. Three varieties of pizza are typically ordered for the event: pepperoni, cheese, and vegetarian. In addition, gluten free pizzas are also ordered to accommodate those with specific dietary needs. The pizza tent is set up with four service windows (one for each type of pizza being served along with a sign above the window to direct participants and volunteers where to stand in line). For additional information on the pizza tent configuration, please refer to Figures 5 and 6 on page 15.

One slice of pizza is served on one plate for each participant or volunteer waiting outside the service window. 30 minutes prior to serving, it is best to stack pizza boxes in the back row of the pizza tent with some boxes kept outside the tent until more pizza is needed.

During the lunch shift, the pizza tent requires four order takers, six servers, and one to two runners. In order to ensure efficient distribution inside the pizza tent, the following activities must occur:

- Order takers take the pizza orders and grab the requested pizza plate. If more pepperoni is required on an order, the order taker must tell the server in a firm voice: “more pepperoni please”.
- There must be three servers per row of two tables. The middle server keeps the back table supplied with empty plates for pizza slices. Two outside servers keep the front row of tables filled with various types of pizza. These two servers must be in sync with the order takers at all times.

- As servers empty boxes of pizza, the boxes must be discarded underneath the tables.
- The runners ensure that the back row tables are supplied with the necessary pizza types.
- From time to time, empty boxes are removed from inside the pizza tent and broken down outside.
- Gluten free pizzas must be separated from the regular pizza because they can appear similar.
- At the conclusion of the event, all empty boxes must be collected, tied together, and brought to the trash bins.

Note: approximately 1500 participants are served per hour at the event.

All pizza is ordered through Pizza Party in located in Santa Clara. Pizza Party can be reached at: (408) 248-5680 or <http://www.pizzapartyonline.com>

Salads

Salads provide a healthy side dish for the pizza. Salads are served in individual bowls and come with one packet of salad dressing. The salad tent is set up with two service windows and a sign above each window. For additional information on the salad tent configuration, please refer to Figures 7 and 8 on page 16.

In order to ensure an efficient operation inside the salad tent, the following activities must occur:

- Salads must be dished out into individual bowls 45 minutes before lunch is served.
- A condiment table must be set up outside the salad and pizza tents and stocked with salad dressing packets, napkins, and utensils.

Cookies

Cookies provide the main dessert item for the event. Cookies are distributed through the two salad tent service windows after the salads have been distributed. Once cookies arrive, two people must begin opening up napkins and a third placing one cookie on each napkin. Cookies should be leaned against each other to maximize space on the tables. The plastic lid should also be placed back on the cookie tray to conserve space.

All cookies are ordered through Costco Wholesale. Visit: <http://www.costco.com> for more information.

Popcorn

Popcorn is served as a snack for participants before the pizza and salads are served. Popcorn is distributed through one of the two service windows on the right side of the salad and dessert tent. For additional information on the salad and dessert tent configuration, please refer to Figures 7 and 8 on page 21.

The popcorn station requires two order takers, two popcorn makers, and two bag and box fillers. In order to ensure efficient distribution inside the tent, the following activities must occur:

- Begin making popcorn as soon as the vendor starts one batch to ensure that the popcorn machine works properly. Otherwise there will be long lines of people waiting for popcorn.
- Fill boxes of bagged popcorn while you are waiting for the popcorn station to be opened.
- Open popcorn bags while you are waiting for the kernels to pop.
- Push down the butter/kernel bags so you can cut the bags easily.

Snow Cones

Snow cones are also served as a snack before the pizza and salads are served. Snow cones are distributed through one of the two service windows on the right side of the salad and dessert tent. For additional information on the salad and dessert tent configuration, please refer to Figures 7 and 8 on page 21.

The snow cone station requires a minimum of two machines, two order takers, one shaved ice maker, and two cone fillers. In order to ensure efficient distribution inside the tent, the following activities must occur:

- Three boxes are turned upside down and punched with holes to create holders for the cones.
- One person makes shaved ice.
- Two people fill the cones with ice.
- Two people take orders then pump flavored syrup on top of the filled cones right before serving to it the customer.

Beverages

Need content from **Lisa Gedryn** and **Bill O’Dea**.

Exhibits

Need content from **Christine Bustamonte**.

Event Speakers

Need content from **Ellen Hovey**.

Self Advocates

Need content from **Ellen Hovey**.

T-Shirts

Buddy Walk t-shirts are worn by participants, Volunteers, Staff, and Self Advocates. T-shirts for the Buddy Walk participants are white in color and display the NDSS Buddy Walk and SVDSN logos on the front with event sponsors displayed on the back.

The volunteer, staff, and self advocate t-shirts vary in color and display the NDSS Buddy Walk and SVDSN logos on the front with the words *Volunteer*, *Staff*, or *Self Advocate* displayed in bold upper case letters on the back.

Note: Some Buddy Walk participants arrive to the event wearing personalized team t-shirts and may not switch to the official Bay Area Buddy Walk t-shirt.

Procedure for Ordering and Distributing T-Shirts

To order t-shirts:

1. Select a t-shirt vendor. Two reputable vendors used for past events include:
Will Enterprises, Inc.
(414) 365-3320
<http://www.willpromo.com>

Good Threads

(877) 593-3154

<http://www.goodthreads.com>

2. Determine all the t-shirt sizes offered by the vendor. This information will be needed on both the registration forms and online registration site.
3. Determine the cutoff date for ordering t-shirts.
4. Determine a design for the front of the t-shirt that incorporates the Buddy Walk logo.
Note: Step 4 will require a committee decision on the final design then NDSS approval before the shirts are printed.
5. Decide on how many sponsors and vendors will appear on the back of the shirt.
Note: Step 5 will require a committee decision on the minimal amount a sponsor or vendor must donate to qualify.
6. Establish a cutoff date before registration begins to ensure participants receive a t-shirt.
Note: For past events, participants were required to register for the event by September 1st in order to be guaranteed a t-shirt.
7. Collaborate with the registration team to determine how many shirts have been ordered after cutoff date has passed then plan on increasing the order by 40 to 50% to accommodate the participants who did not make the registration deadline.

Note: The 40 to 50% overage orders include toddler, 2x, and 3x sizes as those tend to be left over. In addition, order lots of extra adult medium and large and child medium and large sizes.

8. Decide on a color for the Self Advocate t-shirts.
9. Determine the sizes and numbers needed for the Self Advocates.
10. Decide on a color for the Volunteer t-shirts.
11. Determine the sizes and number needed from the Volunteer Coordinator.
Note: Some of the Volunteer t-shirts may not have the word "Volunteer" printed on the back so that they may be sold as souvenirs at the event.
12. Decide on a color for the Staff t-shirts.
13. Determine the sizes of each Staff member from the committee.
Note: plan to order three to four additional Staff t-shirts.
14. Place the final t-shirt order with the vendor specifying the t-shirt coordinator's address as the delivery address.

To distribute t-shirts:

1. Distribute Volunteer t-shirts to Volunteer Coordinator.
2. Distribute Self Advocate t-shirts to Self Advocate Coordinator.
3. Distribute Staff t-shirts to Staff members during the last committee meeting before the Buddy Walk event.
4. Distribute participant t-shirts to all committee members with families during the last committee meeting before the Buddy Walk event.
5. Sort participant t-shirts into the following two categories:

- Participants registered before the registration cutoff date (t-shirts are labeled “guaranteed” at the registration table).
 - Participants registered after the registration cutoff date (t-shirts are labeled “non-guaranteed” at the registration table).
6. Coordinate with the registration team to determine a strategy on how t-shirts will be distributed to participants at the event.
 7. Determine with the registration team if t-shirts can be distributed to walk-in registrants.
 8. Notify walk-in registrants at the event that they may return to the registration table later to receive any extra t-shirts that may be available.

SVDSN Information Booth

Activities that occur at the SVDSN Information booth include: selling SVDSN and Buddy Walk merchandise, distributing information about SVDSN programs, providing parking reimbursement, distributing early bird team thank you packs, selling opportunity drawing tickets, distributing extra participant Buddy Walk t-shirts, and accepting Buddy Walk donations.

Handling Payments

All transactions are handled as follows:

1. Set out two cash boxes (one on table #1 and one on table #2).
2. Store donations in the cash boxes and distribute change from the cash supply in the boxes.
3. Record outgoing cash amounts to the *Outgoing Cash Log Sheet* when you transfer cash to other locations (for example: opportunity drawing table or parking lots).
4. Handle cash, check, or credit card transactions as follows:
 - **Cash** – Use cash donation envelopes. Make sure the donor completes a donor form with their name, address, email, and donation amount in order to receive a thank you letter from SVDSN for tax deduction purposes.
 - **Check** – Use the SVDSN c/o VMCF stamp for the *pay to the order of* line on each written check. For multiple item donations, complete an *Itemized Check Donation* form and attach the check.
 - **Credit Card (In Person)** – For in person credit card transactions, use the paper *Buddy Walk Credit Card Charge* form.
 - **Credit Card (Donor Drive Site)** – The Donor Drive web site is the official Bay Area Buddy Walk site. Donor Drive donations benefit the Bay Area Buddy Walk event, teams, and individual participants.
 - **Credit Card (Charity Web Site)** – Charity Web donations go directly to VMCF. The Charity Web site also features a QR code to enable payments from a smartphone.
 - **Credit Card (PayPal)** – PayPal donations can be accepted through the SVDSN web site by clicking the **Donate Now** button. Donations can also be accepted on a smartphone by visiting the SVDSN web site.

SVDSN Early Bird Teams and Thank You Packs

Three teams come and claim the thank you pack they earned for the early bird prize (team name list will be provided with bags). Bags are packed with team name tag. Please verify the team captain name and hand out the bag to each team captain.

Parking Reimbursement

Some volunteers may seek parking fee reimbursement. Verify the name and phone number of the volunteer by using the volunteer list (to be provided at the event) then distribute \$5.00 to the volunteer. Be sure to highlight the name of the volunteer receiving the \$5.00 on the list for tracking purposes.

SVDSN Information

Place SVDSN information such as brochures and flyers on table 3.

Extra Participant T-Shirts

Extra participant t-shirts will be available in exchange for a suggested donation of \$5.00. Extra participant t-shirts are handled as follows:

1. Label each shirt with the word *SAMPLE* using blue tape then place the shirts on table 1 or table 2.
2. Place the suggested donation sign on table 1 or table 2.
3. Located the correct size for the participant then distribute the shirt after receiving the \$5.00.
4. Log the information (such as t-shirt size, quantity, and payment method) into the *Participant T-Shirt Donation* log sheet.

SVDSN and Buddy Walk Merchandise

Handle all SVDSN and Buddy Walk merchandise as follows:

1. Display all merchandise next to a suggested donation amount sign.
2. Exchange all merchandise with donations.
3. Log the information (such as merchandise item, quantity, and payment method) into the *Merchandise Donation* log sheet.

Opportunity Drawing Tickets

Handle all opportunity drawing tickets as follows:

1. Place opportunity drawing tickets next to a ticket price sign.
2. Exchange tickets with a donation based on the suggested price (No bulk discounts).
3. Display merchandise next to a suggested donation amount sign.
4. Log the information (such as the number of tickets and payment method) into the *Opportunity Drawing SVDSN Table* log sheet.

Donations to Buddy Walk Event, Team, or Participant

If the donor wishes to donate to a particular team or participant with cash or a check, the donor must complete the *2016 BW Offline Donation* form then attach the cash or check to the form. If the donor wishes to donate to a particular team or participant with a credit card and does not pay together with his/her selected merchandise, the donor must make the donation to the Donor Drive Buddy Walk fundraising page using the SVDSN on-site laptop. If the donor wishes to donate to a particular team or participant with a credit card along with selected merchandise, the donor must complete a paper credit card form and include the team or participant name who will receive the donation.

Event Photography

Event photography includes taking candid photos throughout the event and photographing individual teams and participants. All event photography is conducted by professional photographers who are assisted by several event volunteers.

Volunteer Allocation

The photography team requires the following volunteers:

- One team photo lead to oversee the photo taking process, supervise, and direct other volunteers.
- One photo assistant to assist the photographers in getting teams to the correct photo spot and to cheer up team members in preparation for getting their pictures taken.
- One photo log administrator to collect reminder cards from the team captains, hand out the dry erase boards, and log the photo sequence.
- Two team monitors to direct the team captains and teams to the right photo location.
- One photo booth attendant to assist team captains with sign-ups and manage team photo reminder cards.

Photo Sign-Ups

Photo sign-ups occur between 9:45am and 11am and 11:45am and 12:30pm. Team captains can sign-up for Early Bird Team Photo if they can gather all team members before the walk begins. Team captains can also sign-up for a Post Walk Team Photo to avoid the crowds. Other teams might take their photos as they are finishing the walk. Photo sign-ups occur as follows:

1. A photo team volunteer assists the team captain in locating the team number from the *Team List* spreadsheet then signs them up on the *Early Bird Team Photo* sign-up spreadsheet.
2. The appointment time is written down on a team photo appointment card and handed to the team captain. The team captain is reminded that all team members must present at the photo table at their scheduled time. For those not on the team list, a blank reminder card is used and assigned a new sequence number (for example: W-1, W-2, etc).
3. The appointment time, team number, and team name is entered into the time slot of the *Early Bird Team Photo* sign-up spreadsheet or written on the *Post Walk Team Photo* presentation board.

Staging Area

Teams are guided to the staging area as follows (Figure 25):

1. As teams are completing the walk route, they are asked if that want to take a team photo.
2. Teams who wish to take a team photo are directed to line up by the Team Photo stanchion.
3. Team captains are directed to the Team Photo table to sign up their teams.
4. Team captain is directed to line up with the rest of the team after signing up.
5. Teams that have been photographed are directed back to the main venue.
6. Team members who are catching up with their team are directed to join their team waiting in the photo line.

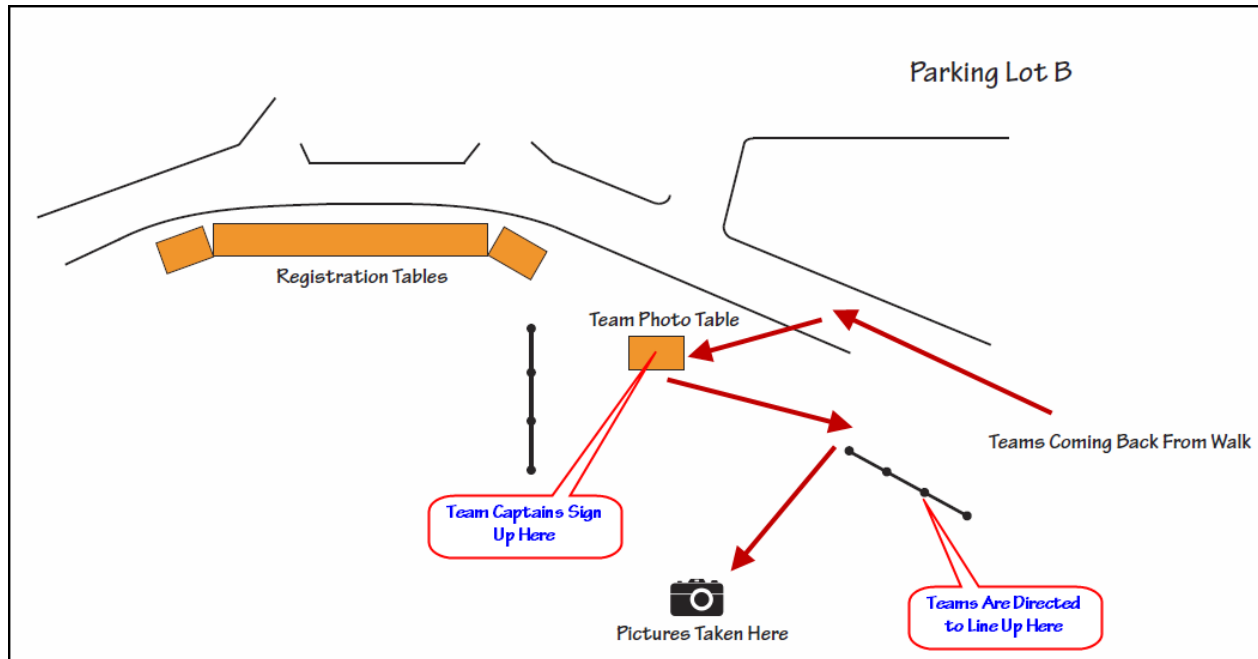


Figure 25: Photo Staging Area

Taking Team Photos

Teams are photographed as follows:

1. The team captain walks to the Team Photo table alone to sign up the team while the rest of the team forms a line behind the Team Photo stanchion.
2. The team captain is given a team photo reminder card then is directed to join the rest of the team waiting behind the Team Photo stanchion.
3. The Photo Log Administrator takes the team photo reminder card from the team captain at the picture spot then writes the team number on the dry erase board.
4. The dry erase board is handed to the team captain who organizes the team in preparation for the photo.
5. Photographer takes a “Log Short” of the team with the team captain holding the dry erase board to properly identify the team before the actual team photo is taken.

6. Photo Log Administrator collects the dry erase board from the team captain and records the team number and team name (using a pre-printed team name sticker) in the *Photo Sequence Log* spreadsheet.
7. Photo Log Administrator erases the team number from the dry erase board in preparation for the next team.
8. Photo Assistant helps the photographer organize and frame the team and ensures that all members are present and smiling for the photo.
9. Team members are directed to move away from the photo spot once the photos have been taken.
10. The team captain is notified that all team photos will only be available on-line after the event.

Picking Up Photos from Previous Year

When a team captain signs up his/her team at the Team Photo table, they are reminded to come back and check the unclaimed team photos from the previous year. The previous year photos are placed in a box on the table near the sign up sheet.

Fundraising

Fundraising Committee Positions

The Buddy Walk committee positions that involve fundraising include the following:

- Fundraising Lead
- Corporate Sponsorship Coordinator
- In-Kind Donation Lead
- In-Kind Donation Coordinators
- Opportunity Drawing Planner
- Team Fundraising Lead
- Team Captain and VIP Team Coordinator
- Team Fundraising Coordinator
- In-Kind Donations and Opportunity Drawing Committee
- On-Line Fundraising Coordinator

Fundraising Job Descriptions and Requirements

Listed below are the individual job descriptions and requirements.

Fundraising Lead

The Fundraising Lead role involves highlighting the successes of last year's event and building fundraising strategies from best practices, securing product donations and financial contributions, collaborating with Buddy Walk Chair and Co-Chair, and SVDSN Board to develop sponsorship solicitation (including sponsorship benefits and values) in-kind letters, and coordinate with corporate sponsorship/in-kind team to mail acknowledgement letters to all donors after the event. The Fundraising Lead must be available for Buddy Walk meetings, some correspondence during business hours, and have excellent leadership skills. The Fundraising Lead position requires one individual.

Corporate Sponsorship Coordinator

The Corporate Sponsorship Coordinator role involves collaborating with the Buddy Walk Chairs and SVDSN board to develop sponsorship solicitation and in-kind letters, pursuing corporate and small business donations using e-mail, websites, phone calls, and direct mail, communicating and following up with promotional promises made to donors, coordinating with SVDSN board sponsorship committee to determine solicitation territories between overall sponsorship targets and Buddy Walk sponsorship targets. The Corporate Sponsorship Coordinator role requires internet access, exceptional follow-through and salesmanship skills, and availability during business hours. The Corporate Sponsorship Coordinator position requires one individual.

In-Kind Donation Lead

The In-Kind Donation Lead role involves developing an in-kind donation solicitation list, assigning businesses to each in-kind donation coordinator and tracking progress, oversee the work of the in-kind team members, and keep accurate records of all donor contact information and opportunity drawing ticket sales. The In-Kind Donation Lead must have internet access, exceptional follow-through and salesmanship skills, and must be available during business hours. The In-Kind Donation Lead position requires one individual.

In-Kind Donation Coordinators

The In-Kind Donation Coordinator role involves soliciting and collecting donated products and services from businesses, purchasing supplies and assembling opportunity drawing baskets, and sending thank you cards and letters to all participating donors. The In-Kind Donation Coordinator

must have internet access, salesmanship and artistic abilities, and be available during business hours to solicit businesses and collect donated products and services. The In-Kind Donation Coordinator position requires two to three individuals.

Opportunity Drawing Planner

The Opportunity Drawing Planner role involves facilitating the sale of opportunity drawing tickets both before and during the event, planning and coordinating the logistics and drawing process, and conducting the opportunity drawing on the day of the event. The Opportunity Drawing Planner must have internet access, excellent planning skills, and be available on the day of the event. The Opportunity Drawing Planner position requires one individual.

Team Fundraising Lead

The Team Fundraising Lead role involves updating fundraising website pages for all in-kind donations and overseeing the work of Team Fundraising members. The Team Fundraising Lead must have internet access, exceptional follow-through skills, and the ability to quickly learn how to use new fundraising websites and portals. The Team Fundraising Lead position requires one individual.

Team Captain and VIP Team Coordinator

The Team Captain and VIP Team Coordinator role involves working with the Chair and Co-Chair to develop both team captain and individual incentives that have been approved by the SVDSN board, acquiring incentive prizes for top fundraisers, and planning/facilitating the Team Captain kick-off meeting. The Team Captain and VIP Team Coordinator must have internet access and excellent communication skills. The Team Captain and VIP Team Coordinator position requires one individual.

Team Fundraising Coordinator

The Team Fundraising Coordinator role involves tracking all on-line fundraising, assisting with any issues or inquiries involving on-line donations, and encouraging all Team Captains and Buddy Walk participants to fundraise. The Team Fundraising Coordinator must have internet access, excellent communication skills, be creative in driving on-line fundraising initiatives, and have prior professional marketing or on-line fundraising experience. The Team Fundraising Coordinator position requires one individual.

Donation Reconcilers

The Donation Reconcilers role involves reconciliation and approval of off-line donations posted in the fundraising against fundraising information provided by the SVDSN fund manager, recording matching contributions to fundraising site, and communicating to donors the applied matching contributions. The Donation Reconciler must have internet access, pertinent computer skills, must be well organized, and possess excellent investigative skills needed to detect and resolve unmatched transactions.

On-Line Fundraising Coordinator

The On-Line Fundraising Coordinator role involves tracking all on-line fundraising, procuring incentive prizes for top fundraisers, and encouraging all Buddy Walk teams and participants to raise funds within their families and communities. The On-Line Fundraising Coordinator must have internet access, the ability to quickly learn new fundraising websites or portals, be creative in driving on-line fundraising efforts, and have some professional marketing or on-line fundraising experience. The On-Line Fundraising Coordinator position requires one to two individuals.

Corporate Sponsorship

Need content from **George Garcia**.

Donor Drive Website (Fundraising)

Need content from **Bill O'Dea** and **Emi Mason**.

Offline Donations

For offline donations, please refer to **Emi Mason's** documentation located in the Buddy Walk Dropbox account:

<https://www.dropbox.com/home/BW%20Manual/Fundraising>

In-Kind Donations

The following section covers timelines and information related to in-kind donations.

In-Kind Donation Timeline

January (nine months before the event):

- Identify team members including: Lead, Peninsula Region Coordinator, North Bay Regional Coordinator, and South Bay Region Coordinator.
- Coordinate with corporate sponsor team to determine sponsorship level and solicitation territories.
- Finalize in-kind donation request letter and obtain approval from SVDSN boards. Work with Buddy Walk and SVDSN liaison to communicate to boards.
- Review and finalize the solicitation list among team members and assign a lead for each business.

February to August (eight to two months before the event):

- Request donations, make follow up calls, and pick up donations and deliveries.
- Coordinate with Fundraising Site Coordinator to post donated items for online opportunity drawing advertisement.

September (one month before the event):

- Track and bundle online opportunity drawing sales tickets.
- Track donations and maintain donation list. Coordinate with PR Team for program recognition and logos on t-shirts.

October (one to two weeks before the event):

- Prepare the opportunity drawing baskets.
- Prepare volunteer job descriptions and assign task lists.
- Coordinate with Logistics Team to determine the number of tables and chairs needed for the opportunity drawing area.

Post Buddy Walk:

- Work with Public Communication Team to prepare and mail out acknowledgement letters to all donors.

Donation Requests

Use the email address: svbuddywalk@gmail.com and Google Voice number: (650) 690-2321 for all online applications and communications to potential donors. The Google Voice number can be forwarded to any designated phone number. When a new committee member takes over the in-kind donations position, please remember to update the forwarding phone number.

Remember to include a self addressed return envelope with postage for all potential donors who require this type of envelope. Businesses requiring the self addressed return envelope are listed in the *Mail Donation Request with Self Addressed Return Envelope w/Postage* category under the **Solicitation Special Instruction** tab (need screen capture of this).

In-Kind Donation Request Tracking

The in-kind donation solicitation list is stored in the svbuddywalk@gmail.com Google Sheet spreadsheet. Share and allow edit access of this spreadsheet with all in-kind donation team members so that all members can contribute status updates to the sheet.

Acknowledgement Process for Donated Items

If the donated items are mailed directly to the Valley Medical Center Foundation (VMCF), communicate with the Buddy Walk/VMCF liaison to clarify that the items will be received, scanned, and acknowledged by VMCF and not a Buddy Walk committee member.

If the donated item is going to be picked up by an In-Kind Donation Coordinator, verify that the documentation accompanying the donation is included so that the value may be properly assessed. Finally, remember to complete the VMCF Gift In-Kin Documentation Form. Include the date the item was received and a signature. Submit the form and documentation to the Buddy Walk/VMCF liaison.

Important Note: The VMCF Gift In-Kind Documentation Form and documentation must be submitted to VMCF within 30 days after receiving the donated item.

Opportunity Drawing

The Opportunity Drawing portion of the event involves staffing the tables, on-site and mobile ticket sales, prize drawing, prize claims, picking back-up winners and counting collected tickets, and tear down of the opportunity station.

Staffing the Tables

Staffing the tables involves standing behind the prizes and monitoring the traffic to ensure people are inserting the correct end of the ticket into the collection boxes (the **Ticket** end goes into the box while the **Keep this Coupon** end is kept by the participant). Also ensure that nobody removes or handles the prizes.

On-Site Ticket Sales

On-site ticket sales require two volunteers. Tickets are sold at \$2 each (cash or check only) with no bulk discounts. Money from all ticket sales is collected using the black cash box. Change for all ticket sales is also distributed from this box. If participants wish to use a credit card, they must be directed to the SVDSN Information Booth to purchase tickets. At the conclusion of ticket sales, log the number of tickets sold and the payment method into the *Opportunity Drawing Ticket Log Sheet*.

Mobile Ticket Sales

Mobile ticket sales require 10 volunteers. Individuals are broken up into five groups of two volunteers each. Each volunteer wears an orange safety vest and Halloween headband (optional). The five groups are dispersed throughout the venue where they advertise the prizes and encourage participants to purchase tickets. Baskets are used to carry the tickets and pens. Once participants have filled out their purchased tickets, they are asked to return the pens when they insert their tickets into the collection boxes at the opportunity drawing tables. Each group receives one plastic bag containing ticket sales change from a Buddy Walk staff member. Each volunteer wears a green craft apron to hold necessary supplies such as: cash bags, pens, etc.

Prize Drawings

During the prize drawing, the following occurs:

1. Volunteers assist Buddy Walk staff with the removal of all collection boxes from the prize tables at 1pm.
2. 10 volunteers remain at the tables to ensure that participants do not remove any prizes.
3. A Buddy Walk staff member draws a winning ticket from each box and places the winning ticket into the first winner plastic bag.
4. One volunteer writes the winning ticket number on a dry erase board.
5. One volunteer writes the winning ticket number on the presentation board.
6. The dry erase boards displaying the winning ticket numbers are placed next to each prize at 1:30pm.
7. The presentation board is placed near the stage displaying all winning ticket numbers at 1:30pm.

Claiming Prizes

During the distribution of prizes, the following occurs:

1. Buddy Walk staff distribute two bags of first winner ticket bags to each volunteer. The volunteers then take the bags, stand behind two prizes, and wait for the winner to claim the prize.
2. The volunteer verifies the winning ticket number, hands the prize to the winner, and collects the winning ticket.
3. Unclaimed prizes are monitored until 2pm then removed from the table. The ticket bag is also removed from the table and placed in a directed area.

Back Up Winners and Collected Tickets

After the opportunity drawing has concluded, the following occurs:

1. The Buddy Walk staff picks a second winner from the collection box for each unclaimed prize between 1:30pm and 2pm. Volunteers assist staff members with placing these tickets into the second winner plastic bags.
2. The rest of the collected tickets are counted and placed into plastic bags along with information on ticket totals.
3. The price description card, second winner ticket bag, and counted ticket bag are stapled together and placed into the *Ticket Collection* bin.

Closing the Opportunity Drawing Station

To tear down the opportunity drawing station:

1. Gather all unclaimed prizes and store them in a central area.
2. Collect all ticket information packs and place them in the *Ticket Collection* bin.
3. Gather all ticket collection boxes and place them into large plastic bags.
4. Return safety vests, headbands, and stationary items to the *Opportunity Drawing* bin.
5. Pack up the canopy and fold up the tables and chairs.
6. Leave everything at the location for pick up.

Public Relations and Publicity

Public Relations and Publicity Committee Positions

The Buddy Walk committee positions that involve public relations and publicity include the following:

- Public Relations Lead
- Printed Materials Design Lead
- Pre and Post Event Media Public Relations Coordinator
- Social Media Public Relations Coordinator

Public Relations and Publicity Job Descriptions and Requirements

Listed below are the individual job descriptions and requirements.

Public Relations Lead

The Public Relations Lead role involves overseeing the work of the public relations team members, successfully promoting the Buddy Walk event while informing the public about SVDSN, serving as the main point of contact for all media inquiries, serving as the focal point on the day of the event for all media inquires, and provide updates on media coverage to Buddy Walk committee. The Public Relations Lead must be available on the day of the event and have excellent marketing and research skills. The Public Relations Lead position requires one individual.

Printed Materials Design Lead

The Printed Materials Design Lead role involves designing or commissioning the design of all printed promotional materials that are consistent in appearance and are strongly aligned with the theme and message of the Buddy Walk event. The Printed Materials Design Lead must have previous art or graphic design experience, an eye for details, and experience working with professional printing companies. The Printed Materials Design Lead position requires one individual.

Pre and Post Event Media Public Relations Coordinator

The Pre and Post Event Media Public Relations Coordinator role involves developing and writing press releases, distributing releases to local radio, print and television outlets, serving as a point person for all media inquiries, and writing and distributing a post-event press release. The Pre and Post Event Media Public Relations Lead must have internet access and have exceptional writing and communication skills. The Pre and Post Event Media Public Relations Coordinator position requires two to three individuals.

Social Media Public Relations Coordinator

The Social Media Public Relations Coordinator role involves leveraging multiple social media platforms to promote the Buddy Walk event, creating or updating current Bay Area Buddy Walk Facebook page, creating or updating other social media sites, and maintaining updates to the Bay Area Buddy Walk website. The Social Media Public Relations Coordinator must have internet access and a solid knowledge on how to properly use social media platforms for publicity and information. The Social Media Public Relations Coordinator position requires one individual.

Radio

Need content from **Laurie Hawley**.

Television

Need content from **Laurie Hawley**.

Print

Printed materials include the postcard and flyer.

Postcards

Postcards are distributed at SVDSN events and throughout the community several months prior to the Buddy Walk event and are used as a “save the date” advertisement. Postcards measure 4 ½ x 5 ½ inches and contain basic information on both sides about the Buddy Walk including: date and time, event address, mission statement, and event highlights. The postcard also includes a team photo from the previous year’s event, the SVDSN logo, the NDSS Buddy Walk logo, and event sponsor logos. Postcards are printed in both English and Spanish. The English version of the postcard is displayed in Figures 26 and 27.



Figure 26: Postcard Front

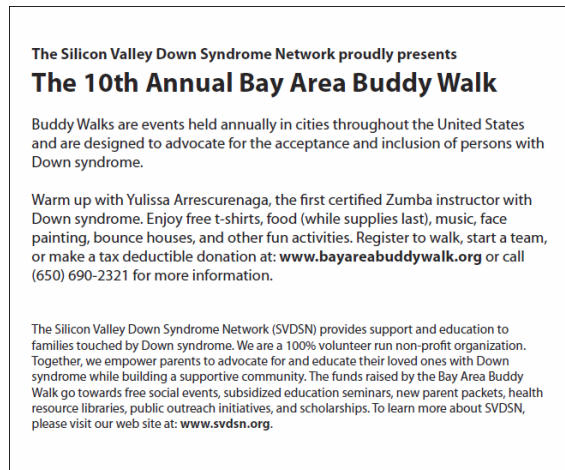


Figure 27: Postcard Back

Flyers

Flyers are also distributed at SVDSN events and are posted on community boards at local businesses and corporations throughout the Bay Area. Flyers measure 8 ½ x 11” and also contain basic information about the event on one side only. Flyers contain the same graphics and photos as the postcards and are also printed in both English and Spanish. The English version of the flyer is displayed in Figure 28.



Figure 28: Flyer

Event Programs

Event programs are handed out during registration to all participants. The event program includes a map of the Cypress Pavilion picnic area, a schedule of events, and listings of all vendors, sponsors, donors, and committee members. The event program is printed in black and white and double-sided on an 8 1/2 x 11” sheet of paper then folder down the middle. Event programs are only printed in English. The event program is displayed in Figures 29 and 30.

Important Note: Because the event program is printed in black and white, all logos and artwork coming from vendors or sponsors must be submitted in black and white. All other graphics must be converted to black and white.



Figure 29: Event Program Front



Figure 30: Event Program Back

Source Files

The postcard, flyer, and event program are designed using Adobe Illustrator. To receive the Adobe Illustrator source files, contact Dave Hovey at: dhovey63@gmail.com or (408) 489-3592. Modifying the source files will require basic knowledge of the Adobe Illustrator program and a copy of the software loaded on your computer.

Printing Partner for Postcards and Flyers

Postcards and flyers are produced by Chase VP Printing in Morgan Hill. Chase VP requires converting all Adobe Illustrator files into PDF files then sending them as attachments along with an email stating the quantities and requirements of each printed item. The contact information for Chase VP is listed below:

Todd Hermosillo
(408) 779-8400 (Office)
(408) 779-8435 (Fax)
16260 Church Street, Suite 100
Morgan Hill, CA 95037
todd@chasevp.com
<http://www.chasevp.com>

Printing Partner for Event Program

Event Programs are printed at any OfficeMax location. For a listing of store locations, please visit the OfficeMax website at: <http://www.officedepot.com>.

Social Media

Need content from **Danielle Rickard**.

Revision History

Version	Date	Changed By	Change Description
1.0	2/24/14	David Hovey	Created and formatted content.
1.1	1/19/15	David Hovey	Updated job descriptions and added additional content for sections.
1.2	9/14/15	David Hovey	Added Table of Contents and additional content to sections.
1.3	5/25/16	David Hovey	Added SVDSN information table and photo team sections.