



Recovery Walks! Planning Timeline Sunday, September 21, 2003

March 2003

Design sponsorship letter
Design sponsorship form
All major sponsors contacted
Determine scope of mailing and prepare mailing database
Continue work on finalizing agenda – time frames, program
Determine exhibitors and other displays?
Begin work on park setup – tents, bounce house, food lines, registration, etc.
Secure park and pavilion for September 21
Plan awards and kickoff celebration

April 2003

Begin work on registration process
Develop food menu, contact possible donors and sponsors
Actively seek sponsors
Design T-shirts
Design lawn signs
Plan awards and kickoff celebration

May 2003

Order lawn signs
Design and finalize “Early Registration” process
Contact potential Team sources and cultivate
Send out Save the Date flyer
Actively seek sponsors
Develop walk brochure, flyer
Order special shirts for committee
Begin acquiring necessary permits
Host awards and kickoff celebration

June 2003

Contact all previous sponsors
Contact potential Team sources and cultivate
Design registration form
Determine all volunteer needs
Work on survey
Acquire quotes and order T-shirts

July 2003

Develop some personal media relationships
Contact potential Team sources and cultivate
Redesign walk registration form
Design evaluation form
Finalize exhibitors and other displays?
Finalize registration process
Recruit volunteers
Call for tents
Order Port-a-johns

August 2003

August 1- Full mailing: Treatment Provider invitations, Teams and Individuals
Full promotion activities
Make contact with media (at least 3 times)
Finalize food menu

Lawn signs distributed and displayed
Assemble volunteer corps
Contact Ellington Ambulance
Contact police department
Enroll participants
Friday, August 29: Deadline for "Early Registration"

September 2003

Acquire all necessary permits
Full promotion activities
Finalize entertainment
Make contact with media repeatedly
Train volunteers
Finalize food, space and other logistics
Week before walk host early registration "pizza party", providers get t-shirts, team captains register and individuals
Rent box truck for all supplies

Post walk activities

Develop report
Finalize all accounting
Design award ceremony (separate from Annual Meeting)
Summarize evaluations
Compile surveys

Recovery Walks! Budget 2002

	Year 2001	Year 2002	Year 2003
<i>Products</i>			
T-Shirts	\$ 10,000.00	\$ 7,000.00	\$ 9,000.00
Hats	\$ 3,300.00	\$ 3,250.00	\$ 1,000.00
Volunteer shrts			\$ 1,000.00
Chocolate Bars	\$ -	\$ 1,000.00	\$ -
Sweatshirts			\$ 2,000.00
<i>(bought for \$1.00 and sold for \$1.50)</i>			
<i>Promotion</i>			
Direct Mail: Postage and Supplies	\$ 400.00	\$ 500.00	\$ 500.00
Billboards (2)	\$ -	\$ 500.00	\$ -
Lawn Signs	\$ -	\$ 2,000.00	\$ 2,100.00
Printing			\$ 1,000.00
Newspaper	\$ -	\$ -	\$ -
<i>Food</i>			
Lunches (3000)	\$ -	\$ -	\$ -
<i>Kids</i>			
Balloons	\$ 300.00	\$ 300.00	\$ 100.00
Candy	\$ 150.00	\$ 200.00	\$ 300.00
Clowns	\$ -	\$ -	\$ -
Bounce House	\$ -	\$ 100.00	\$ 300.00
Face Painting Supplies	\$ 50.00	\$ 50.00	\$ 50.00
Ice Cream/Sno cones	\$ -	\$ -	\$ -
<i>Transportation</i>			
Buses	\$ 945.00	\$ 2,000.00	\$ 1,000.00
<i>Park Set Up</i>			
Tents	\$ 600.00	\$ 1,000.00	\$ 1,200.00
Tables/Chairs	\$ 80.00	\$ 200.00	\$ 300.00
Decorations	\$ 100.00	\$ 100.00	\$ 200.00
Banners	\$ 300.00	\$ 300.00	\$ -
Sound System	\$ 500.00	\$ 500.00	\$ 500.00
<i>AmeriCans</i>	\$ 675.00	\$ 800.00	\$ 800.00
<i>Insurance</i>	\$ 500.00	\$ 500.00	\$ 1,000.00
<i>Photography/Video</i>	\$ 25.00	\$ 500.00	\$ 500.00
<i>Police</i>	\$ -	\$ 500.00	\$ -
<i>Permits</i>	\$ 100.00	\$ 200.00	\$ 1,300.00
<i>Other</i>			
Awards Celebration/Kickoff Event	\$ -	\$ -	\$ 300.00
<i>Truck Rental</i>	\$ -	\$ -	\$ -
<i>Electric</i>	\$ -	\$ -	\$ -
<i>Personnel</i>	\$ -	\$ -	\$ -
	\$ 18,025.00	\$ 21,500.00	\$ 24,450.00