

Step-by-Step Toolkit

HOW TO HOST A FUNDRAISING WALK



Hosting a walk is a powerful way to raise awareness and funds to support Debbie's Dream Foundation's mission to fight stomach cancer through research, patient support, and education.

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START WITH YOUR VISION

- Decide what type of walk you'd like to host: 5K run, 1-mile walk, etc.
- Set inspiring and realistic goals for fundraising and attendance totals
- Pick a theme or message that highlights strength, love, and support for those affected by stomach cancer.
- Create a list of local vendors to approach for donations or sponsorship.
- Brainstorm and create a list of possible Secondary Fundraising Options (e.g. Raffle, Bake Sale, restaurant give-back nights, etc.)
- Don't forget to remind donors that employer matching can double their impact





MOVE ON IT!

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Choose Your Date and Location

- Select a date at least 12-16 weeks in advance. 12 weeks or more is ideal.
- Choose a safe and accessible route for your run/walk
- You can choose to offer a variety of options (run or walk, 1-mile or 5-mile) allowing participants to choose based on their preferred activity level
- Consider parks, school tracks, or neighborhood loops. (ask if there is a nonprofit rate)
- Verify whether you need permits and event insurance (DDF will provide a certificate of insurance if necessary) and check for: parking, restrooms, ADA accessibility, shaded areas, or shelter options.

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Event Logistics and Team Building

**Please feel free to reference the email templates included at the end of this document.*

- Recruit volunteers to help with logistics, fundraising, and day-of coordination.
- Assign roles or positions to lead and manage in the following areas: registration, hydration station or refreshments, set-up/clean-up, donations, and social media.
- Submit your event name and information for support from Debbie's Dream Foundation.
- Request DDF branding guidelines, logos, and mission materials.

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Set Up Your Fundraiser (DDF team will assist)

- Create an online event page with event details
 - Include your story, goal, images, and suggested donation tiers.
- Create a Sponsorship Packet
- Create a registration page/form
 - Finalize admission pricing structure
- Encourage participants to create individual fundraising pages linked to yours.



PROMOTE YOUR WALK

- Share preliminary details via save the date announcement
 - Use social media, email, flyers (save the date), and community networks.
- Highlight the registration levels (kids, team vs single runner fee, etc.) and sponsorship opportunities.
- Consider reaching out to local media outlets to promote awareness
- Share the impact of fundraising on stomach cancer research and patient support.
- Include additional info, such as whether your venue is pet-friendly, so participants know if they can bring their four-legged family members.



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SECURE SUPPLIES & EVENT MATERIALS



You may need:

- Route markers for both the 5K and 1-mile paths
- Starting and Finish Line Signage
- Registration area setup (tables, chairs, t-shirts, registration lists, walk-in QR code)
- Water stations
- First-aid kit
- Branded signage and banners with your walk name
- Sound system for announcements
- Participant and sponsor shirts and/or awards (Preferably at a discounted price or 100% donated)
- Promotional materials (DDF-branded items and brochures)
- Refreshments, such as water, fresh fruit, or granola bars
- Sunscreen



REALIZE IT!



Prepare Your Day-Of Timeline

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Sample flow:

- Volunteer arrival & setup
- Registration opens
- Welcome message & mission moment
- Warm-up or stretch
- 1-mile walk and 5K walkers start (you can stagger start times or launch together)
- Finish-line celebration
- Raffles (if applicable)
- Food and refreshments
- Thank-you remarks
- Clean-up

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Keep Safety Top-of-Mind

- Walk both routes in advance to identify any potential hazards.
- Provide clear signage indicating 5K vs. 1-mile directions.
- Ensure proper hydration and shade.
- Assign volunteers along the route for safety and support.

DDF FUNDRAISER WALKS

PROJECTED TIMELINE



Phase I: approximately 12-14 weeks out

- Event Name
- Event Location/Venue
- Event Date & Time
- Fundraising Goal
- Estimated Attendance Goal
- Event Logistics
 - How long is the walk..? A mile? A 5K?,
 - Are kids/pets allowed?
 - Will there be other activities for attendees to take part in
- Brainstorm and create a list of possible Secondary Fundraising Options
 - e.g. Raffle, Bake Sale or anything food related, etc.
- Create a list of local vendors to approach for donations or sponsorships
- Create a list of possible planning committee members and/or event day volunteers (This is vital! You will need help)

Phase II: approximately 10-12 weeks out

- Finalize Ticket Price
- Finalize Secondary Fundraising Option choice
- Save the Date (You can design on your own or have DDF assist)
- Brainstorm Tshirt design (DDF will provide Tshirt vendor if you cannot find one)
- Request DDF Branded Items

DDF will help you create the following...

- Sponsorship Packets
- Fundraising Page
- Begin Flyer Design (the flyer should have all event information on it)
 - Event Name, Date/Time and Location
 - Ticket price structure
 - Where they can register & Who to contact for more information
 - Begin Registration Page Design

Phase III: approximately 8 weeks out

- Flyer finalized and ready to be shared
- Registration Page opened on DDF website
- Start promoting the Event on social media
- Tshirt design finalized and ready to be printed
- Committee/Volunteers locked in (hopefully)

Phase IV: approximately 2-3 weeks out

- **Preparation for registration close**
 - Shirts sizes sent to Tshirt vendor (order slightly more than need for certain sizes to cover late registrations or day of purchases)
- All DDF items should be shipped out to you Day of and Event wrap-up Training concluded
 - Registration Table tips
 - Day of sales and cash handling
 - Raffle procedure (if necessary)



CELEBRATE AND THANK YOUR PARTICIPANTS

- Thank everyone for walking, running, donating, and volunteering.
- Share event photos and tag Debbie's Dream Foundation.
- Announce your fundraising total and highlight the impact.





STOMACH CANCER DOESN'T STOP AND NEITHER WILL WE

Creating a fundraising walk is one of the most **powerful** ways we raise the critical funds needed to increase stomach cancer awareness, support patients, and drive life-changing research.

Thanks to your generosity, Debbie's Dream Foundation can continue advancing our mission: ***to raise awareness, fund research, and support patients and families as we work toward a cure for stomach cancer.***

Use this guide to help you fundraise and make an impact in the fight against stomach cancer. Every dollar counts, bringing us one step closer to turning the dream of a cure into reality.



FUNDRAISING IDEAS FOR DEBBIE'S DREAM FOUNDATION



There are many ways to raise funds for Debbie's Dream Foundation and our mission to support research toward a cure for stomach cancer, empower families, and provide vital patient resources.

**Use these ideas as a starting point, then make them your own!
Be creative, have fun, and share your efforts to inspire others to join the cause.**

- **Celebrate for a Cause:** Instead of birthday or holiday gifts, ask friends and family to donate to your DDF fundraising page in your honor. Every contribution helps fund research, patient programs, and advocacy efforts.
- **Game Night or Trivia Night:** Host a local or virtual game or trivia night where participants donate to play. Add a DDF spin by including stomach cancer facts or periwinkle-themed challenges.
- **Build-Your-Own Charcuterie Board Class:** Host a fun, hands-on class where, for registration fee, guests learn to create their own charcuterie boards. Partner with a local chef, restaurant, or crafty friend to lead the session. Guests leave with a beautiful board and the satisfaction of knowing they've made a difference.
- **Paint Night Fundraiser:** Invite supporters to a relaxed paint night at a local studio, community center, or even virtually. Participants pay a registration fee that includes all materials. Choose a periwinkle theme or a fun, easy-to-follow design. It's a creative, social way to raise awareness and help fight stomach cancer.
- **Periwinkle Day:** Choose a day to wear periwinkle, post photos online, and invite your circle to donate to DDF. It's a simple way to spark conversations and raise awareness for stomach cancer. (This is a great one to do in November, stomach cancer awareness month!)
- **Give-It-Up Challenge:** Encourage supporters to give up a daily treat, such as coffee, snacks, or takeout, for one week and donate the savings to your fundraiser. Small changes can create a big collective impact.
- **Restaurant Give-Back Night:** Partner with a local restaurant willing to donate a portion of sales to Debbie's Dream Foundation. Invite friends and family for a night out that helps advance stomach cancer research and support.



HOW COMPANIES CAN SUPPORT EMPLOYEE FUNDRAISING



- Many companies match employee donations which can maximize impact and help Debbie's Dream Foundation advance research and support programs for stomach cancer patients and families.
- Offer incentives or prizes for individuals or teams who raise the most, recognizing their dedication to the cause.
- Showcase top fundraisers and team leaders on company social media, newsletters, or office displays. Provide meeting space if needed to help teams coordinate their efforts.
- Encourage company leadership to participate. Their involvement raises visibility, boosts morale, and demonstrates strong support for the stomach cancer community.
- Promote the fundraiser internally via bulletin boards, newsletters, and company-wide emails to increase engagement and inspire more contributions.
- Some companies donate money based on volunteer hours towards a specific nonprofit. Check to see if your company or anyone on your planning committee could submit their volunteer hours to have their company donate.



EMAIL TEMPLATES

Participants who send fundraising emails raise twice as much as those who don't! You can use the sample emails below as a starting point—just copy, paste, and personalize them.

Make it meaningful by sharing why you're supporting Debbie's Dream Foundation and who or what inspires you to take action against stomach cancer.

EMAIL TEMPLATE EXAMPLES



ASK FOR SUPPORT EMAIL

Subject: Your support matters now more than ever

Dear [Name],

As a proud supporter of **Debbie's Dream Foundation**, I'm participating in [insert event/fundraiser name, e.g., Strides Against Stomach Cancer] to honor [insert name and/or motivation].

This event raises critical funds to support **stomach cancer research, patient programs, and family resources**. It's an important way that DDF continues its mission to improve lives and work toward a cure.

The need is urgent—stomach cancer does not stop, and neither do we. Every step we take and every dollar raised helps provide hope, support, and resources for patients and families facing this disease.

Even during challenging times, I'm committed to taking action and supporting DDF's vital work to advance research and improve outcomes for those affected by stomach cancer.

Please visit my personal fundraising page today at [insert link] to learn more about why this cause matters to me and to make a donation. Your support, especially at a time like this, means the world to me and to the families DDF serves.

With gratitude,
[Your Name]

EMAIL TEMPLATE EXAMPLES



TEAM RECRUITMENT EMAIL

Subject: Join My Debbie's Dream Foundation Team!

Dear [Name],

I started a team for **Debbie's Dream Foundation** and I would love for you to be part of it! You can sign up and participate from anywhere—no matter where you are.

Our team is raising funds to support **stomach cancer research, patient programs, and caregiver resources**. Every dollar we raise helps DDF continue its mission to **improve lives and work toward a cure for stomach cancer**.

Your support, whether by joining my team or making a donation toward our fundraising goal, makes a truly meaningful difference. Together, we can raise awareness, resources, and progress for patients and families affected by this disease.

Thank you for being part of this important mission!

[Your Name]



EMAIL TEMPLATE EXAMPLES

TEAM MEMBER THANK YOU EMAIL

Subject Line: Thanks for being on [Team Name]

Hi [New Team Member],

Thank you for joining my [Insert walk name] team! I'm asking everyone on my team to set a minimum fundraising goal of \$200 to support our community of patients and caregivers affected by stomach cancer. That might sound like a lot, but I've got some tips and tricks to help you get there! Please invite others to join our team, too!

Thank you!
[Your Name]

EMAIL TEMPLATE EXAMPLES



ENCOURAGEMENT EMAIL

Subject Line: Thanks for being on [Team Name]

Hi [Team Name],

I can't thank you enough for your dedication and heart! We are only **[number of days] days away from [insert DDF event, e.g., Strides Against Stomach Cancer]**, and it's time to get ready to **show your periwinkle pride!** Plan your outfit, personalize your sign, and share why you're fundraising to support **stomach cancer patients, survivors, and their families.**

[Team Name] Update: [number of participants] amazing participants and **[\$amount raised]** raised so far! We are still **[percentage away from goal]** from reaching our goal of **[\$goal amount]**, so let's keep the momentum going. Every dollar helps fund **life-changing research, patient support programs, and advocacy efforts** through Debbie's Dream Foundation.

Today's Challenge: Send an email to at least 5 people inviting them to join our **DDF team** and participate in **[insert event name]**. Don't forget to share our mission to **raise awareness, fund research, and support patients and families as we work toward a cure for stomach cancer.** The first person to forward all their sent emails to me will win a **gift card to [Smoothie/Coffee Shop]!**

Let's keep pushing—together, we can **raise awareness, fund research, and provide critical support to the stomach cancer community.** Show your periwinkle spirit and help us make a lasting impact!

With gratitude,
[Your Name]

EMAIL TEMPLATE EXAMPLES



THANK YOU EMAIL

Subject Line: Thanks for being on [Team Name]

Subject: Your support matters

Dear [Name],

Thank you for joining me in the fight against **stomach cancer**.

Your support means so much to me and to our community of patients and families affected by this disease each year. Thanks to your donation, **Debbie's Dream Foundation** can continue providing life-changing research, patient support programs, and advocacy efforts to help families navigate their journey.

We can't do this without you. The stomach cancer community needs your generosity, compassion, and dedication. You are an inspiration in our mission **to raising awareness, funding research, and supporting patients and families as we work toward a cure for stomach cancer**.

With gratitude,

[Your Name]

Thank You!



CONTACT US

 [\(954\) 475-1200](tel:(954)475-1200)

 events@debbiesdream.org

