

CACNA1A 5K

ANNUAL RUN WALK & ROLL

EVENT TOOLKIT

CACNA1A
FOUNDATION



I'm an Event Planner – Now What?

An Event Planner plays a vital role in rallying our community to support individuals and families affected by CACNA1A-related disorders.

As an event planner, your responsibilities include:

- Recruit team members
- Communicate with team members
- Motivate and provide tools for your team to fundraise
- Coordinate and schedule fundraising and event activities
- Serve as liaison to CACNA1A event coordinators

Team Captain Tip: Lead By Example

Set an example by customizing your fundraising page and be the first one to make a donation to your page.



**We are
stronger
TOGETHER.**

Event Organizing

Small Groups: Friends & Family

You've decided to gather your family and friends to meet up to walk, run and roll TOGETHER! It's a great way to join the CACNA1A community for this important and exciting event!



STEP 1: Register

Register, create your team and set a goal.



STEP 2: Pick a Location, Date and Time

Consider a park, school track or even a pool. Pick the date and time that works best for you.



STEP 3: Invite Friends and Family

Tell your supporters when and where your event will be held. Be sure to use multiple platforms including e-mail and social media.



STEP 4: Spread the Word

Share your event details on social media and encourage participants to re-share and bring others to join in on the fun.



STEP 5: Participate and Celebrate!

Arrive early to your planned event and enjoy a day supporting CACNA1A with your family and friends!

Event Organizing

Mid-size Groups: Friends, Family & More

An event of this size is a great way to involve your local community along with your family and friends. Build new friendships by engaging and encouraging new supporters to participate & donate!



STEP 1: Register

Register, create your team and set a goal.



STEP 2: Pick a Date and Time

Consider a park, school track or even a pool. Pick the date and time that works best for you.



STEP 3: Coordinate a Venue

Consider the number of participants you anticipate, choose and reserve an appropriate venue and follow all facility guidance.



STEP 4: Spread the Word

Send invites by mail or e-mail, create a Facebook event, advertise with local outlets and encourage all to join your team.



STEP 5: Prepare for your Event

Print your CACNA1A event signs & banner, consider providing food or beverages for participants, ensure access to restrooms.



STEP 6: Participate and Celebrate!

Arrive early to your planned event and enjoy a day supporting CACNA1A with your family, friends and community!

Event Organizing

Public Event: Open to All

This size event takes the most planning but has the highest potential for raising funds and awareness. With a public event, aspects such as advertising and venue selection may require more planning than smaller events.



STEP 1: Register

Register, create your team and set a goal.



STEP 2: Contact a Local Running Group

They will have experience hosting a public event and can provide guidance on venues, event timing & other necessary resources.



STEP 3: Pick a Venue, Date and Time

Multiple offices will likely be involved, including local authorities. Be sure to complete all prep, paperwork & payments on time.



STEP 4: Create an Action Plan

With the help of your local running group, use their best practices to create an action plan for a successful event.



STEP 5: Advertise

Use multiple methods to advertise your public event, to include news outlets, local businesses, running clubs and social media.



STEP 6: Participate and Celebrate!

Arrive early to your planned event and enjoy a day supporting CACNA1A with your family, friends and community!

ACTION PLAN

Use this worksheet to plan your strategy for creating a CACNA1A-tastic team!

Launch Tasks

Create your team, and register as a team captain. Recruit a Co-Captain. Personalize your 5K fundraising page. Share why you care. Review the fundraising and coaching resources available to you.

Due Date

Recruitment Tasks

Send email invitations to your co-workers, friends, and family. Ask team members to recruit at least one additional member. Follow up by phone, email, text, or face-to-face.

Due Date

Fundraising Tasks

Make a personal donation. Send donation request emails to friends and family. Post donation requests on social media. Plan at least one fundraising event. Ask your HR department about matching donations. Follow up on donation requests. Send motivating messages, CACNA1A facts, patient stories, and tips to your team. Give your team members ideas to get their networks involved.

Due Date

TEAM IMPACT

Research progress is costly, but everyone has the ability to make a positive impact on the lives of individuals and families affected by CACNA1A. Grassroots fundraising is what makes much-needed research possible. Below are some example research initiatives that your fundraising will help SUPPORT.

\$12,000

Develop one induced pluripotent stem cell (iPSC) line



\$25,000

Develop one Mouse Model



\$25,000

Manage the Natural History Study



\$50,000

Award one seed Research Grant



\$100,000

Characterize the Clinical Presentation of one Mouse Model



Team Planning & Goal Setting

Team Name _____

Company (if applicable) _____

Team Captain _____

Team Co-Captain (if applicable) _____

Team Fundraising Goal: \$ _____

How many participants do I want? _____

Amount raised per participant: \$250 or _____

$$\begin{array}{ccccc} \underline{\hspace{2cm}} & \mathbf{X} & \underline{\hspace{2cm}} & \mathbf{=} & \mathbf{\$} \underline{\hspace{2cm}} \\ \# \text{ of participants} & & \text{Average \$ raised} & & \text{Team Fundraising} \\ & & \text{per participant} & & \text{Goal} \end{array}$$

**Start things off
on the right foot!**

Sample Team Kick-off Meeting Agenda

1. Welcome and Introductions
2. You can help make a meaningful impact on the lives of those affected by CACNA1A-related disorders
 - a. Share a patient story - your loved one or one of the CACNA1A Champions at cacna1a.org
 - b. About the CACNA1A Foundation
 - c. How your team funds will make an impact
3. Team Goals
 - a. Recruitment Goals
 - b. Fundraising Goals
4. Getting Started
 - a. Online Registration
 - b. Fundraising Tips and Tools
 - c. Team Fundraising Event
5. Event Day Details
6. Questions and Answers
7. Thank you!

Sample Recruitment Email

Dear Supporter,

For the 3rd year, I am supporting individuals and families affected by CACNA1A by participating in the [3rd annual CACNA1A 5K Run, Walk & Roll](#).

On Saturday, May 20th, my team, the CACNA1A-Kickers, will participate to raise awareness and support for CACNA1A-related disorders. I'd love for you to join me by registering! Together, we can help improve the lives of many! Find my team here to join us.

If you are unable to attend the race, you can still help by donating directly to my [personal fundraising page](#).

Individuals with a CACNA1A gene variant face challenging symptoms every day including ataxia, epilepsy, hemiplegic migraines, eye movement disorders, intellectual disability and more. Your support will help fund much-needed research to help find new treatment options and ultimately, a CURE!

Thank you in advance for your generosity!

Sincerely,

Team Captain Tip: Food Trucks

Invite a food truck to your event and ask that a percentage of sales are donated.

Team Captain Tip: Foster Friendly Competition

Create departmental challenges on your corporate team.

Team Captain Tip: Double Your Donation

Ask your HR department if your company matches charitable donations.

Sample Email to Team Members

Fundraising Fun: Snack Bar

Host a snack bar at work or your event, with all proceeds benefiting your team's fundraising page.

Fundraising Fun: Host a Raffle

Ask for a donation to your team page for a chance to win a gift card or other fun prize.

Fundraising Fun: Tie-Dye Party

Tie-dye items like bandanas, socks and MORE to sell and wear at your event.

Dear Team Member,

Thank you again for joining my team, the CACNA1A-Kickers, for the [3rd Annual CACNA1A 5K Run, Walk & Roll!](#) I am so excited that we will be supporting individuals and families affected by CACNA1A through this event. Every dollar we raise will bring us closer to our fundraising goal and support much-needed research! If you haven't kicked off your fundraising yet, you can get started in just a few easy steps:

- Use social media to share your story. Include a link to your fundraising page.
- Add your fundraising page's custom URL to your e-mail signature.
- Ask three friends or family members who you've supported in the past.
- Join the CACNA1A-Kickers at Cure CACNA1A High School for our local 5K event on May 20th at 10 am!

Thank you so much for joining the team and for supporting CACNA1A research. Everyone deserves a life free of their challenging CACNA1A symptoms. See you at the starting line!

Your friend,

Visibility Matters



Be sure to [download images](#) for your CACNA1A 5K yard signs and banners to have printed for display at your in-person event, schools, local businesses and your home. Going this extra mile can make a big difference for your fundraising goal!

We want your event to be successful!
Please reach out to us with any questions.



events@cacnala.org

