

WALK FOR FREEDOM EVENT PLAN

Purpose: Fundraising and awareness of global human trafficking and related issues

Goals: 150 walking participants / \$3,000 net

Core Event

Team:

Name, phone and email listed (We recommend a minimum of 6-8 people with one leader and co-leader.)

Event Date:

Event Location:

Event Description: 2.7 mile walk for families and individuals (2.7 miles represents the 27 million individuals caught up in human trafficking around the world today.)

Registration fee of \$27.00 for individuals and maximum \$100 donation per family includes giveaway and bottle of water.

Signs to be placed every .27 tenths of a mile with a prayer request or fact.

Giveaways:

1. Bottled Water (we recommend asking a local grocery store for donation)
2. Prayer cards with website and general trafficking info – will be delivered/mailed to you two weeks before event based on number of registrations received

Marketing

1. Announcement in church bulletin
2. Announcement in selected church ministries
3. Contact additional churches for possible involvement
4. Social media plan: begin asap
 - Distribution list from prior events?
 - Facebook
 - Twitter
 - Snapchat
 - Other
5. (12) Race signs
 - list of facts and scripture references will be emailed a month prior to your event so you are able to get signs printed for event day.
 - Determine what type of signs work best for your venue. Wires with poster board?
6. Feedback cards/survey monkey post-walk to thank participants, share fundraising total and assess satisfaction with event on Monday following your event
7. Registration and payment methodology
 - Through existing website and ReachGlobal link
 - Waiver form/statement - on website and on back of paper printable registration

forms

- walkforfreedom domain name created web landing page with event information and links to registration/donation

8.(24) 11 x 17 color posters placed locally

- list of local businesses/schools/churches to contact
- set completion date for poster placement

Walk Needs

1. Map out exact route -- start/finish

- Determine if any permission needs to be granted for desired walk route – local municipality contacted?

2. Need for 2 tables for check in, giveaways staged, water bottles

3. Parking

4. Determine communication phone/text tree for emergencies

5. Create Collection box or Jar for on-site additional donations

Post-Race: “Thank you” and give away distributed as people complete walk

Permissions

1. Approval from missions department or Church Board to be Church endorsed

2. City rules for organized walk of this size

Use of EFCA ReachGlobal logo

3. Insurance requirements

4. Check for conflicting events in your area

5. Starting location

6. Parking

Confirm Walk Day Operations/Volunteers

(2) Check in/on-site registration

(1) Hand out water bottles pre walk or post walk

(2) Signage in place (set up and take down)

(2) Name tags

Up to (15) “walk docents” with each group duration of walk (1:10 ratio)

(2) Set up tables and commemorative glasses

All walk docents and designated event photographer

All walk docents

IF YOU THINK YOU KNOW SOMEONE WHO COULD BE SUFFERING FROM TRAFFICKING
UNITED STATES: CALL 1-888-373-7888, THE NATIONAL HUMAN TRAFFICKING HOTLINE. IT IS
AVAILABLE 24 HOURS A DAY, 7 DAYS A WEEK FOR ANYONE TO CALL TO REPORT TIPS, SEEK
SERVICES OR ASK FOR HELP. YOU MAY ALSO CALL 9-1-1 TO CONTACT LOCAL LAW
ENFORCEMENT IMMEDIATELY, OR TEXT BEFREE (233733) FROM 3:00-11:00 P.M. EST TO GET
HELP OR CONNECT WITH ANTI-TRAFFICKING SERVICES IN YOUR AREA.