

WELCOME TO THE WALK FROM OBESITY

A Significant and History-Making Event!

Thank you for joining the *Walk from Obesity* team. As a key member for your community's event, you will be "walking the walk" by leading and hosting the annual *Walk from Obesity*. Your support guarantees our continuing ability to fund research, increase education, conduct advocacy, improve awareness of effective treatments and eliminate the negative stigma associated with obesity.

Your personal commitment, participation and sacrifice to this endeavor are keys to this event's success. Achieving our goals will not be possible without your commitment, and for that, we are extremely grateful. The gifts of your time, talents and efforts are truly appreciated.

The *Walk from Obesity* Event Committee Guide will give you and your Walk Committee the information necessary to assist you in the development of a successful event.

Again, we thank you for your commitment to make a difference!

QUESTIONS OR CONCERNS – WE ARE HERE TO HELP!

The following materials are meant to serve as an overview of the policies and procedures of the *Walk from Obesity*.

However, if you have any questions or concerns, or need additional ideas or encouragement, please do not hesitate to contact us.

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TABLE OF CONTENTS

- [02] What is the *Walk from Obesity*?
- [02] Beneficiaries of the Walk
- [03] How Monies Raised by the Walk are Utilized
- [03] Basic Event Information
- [06] Basic Event Timeline
- [07] Committee Chair Responsibilities
- [08] Forming Committees
- [09] Designating Your Subcommittees
- [10] Volunteers
- [11] The Event Location
- [12] Fundraising
- [14] Local Sponsorship Prospectus
- [15] Policies and Guidelines
- [17] Accounting/Financial
- [18] Financial Reporting
- [19] Public Relations
- [21] *Walk from Obesity* Q & A
- [23] *Walk from Obesity* Speech

FORMS

- [24] Walk Solicitation Letter
- [25] Walk Pledge Form
- [26] Local Sponsor/Vendor Commitment Form
- [27] Deposit Detail Form
- [29] Expense Reimbursement Request Form
- [29] Walk Feedback Form

WHAT IS THE WALK FROM OBESITY?

The *Walk from Obesity* is a national fundraising event that raises awareness and funds to improve the quality of life and health of those affected by obesity.

The mission of the Walk is to bring together all who are affected by obesity to draw national attention to the need for awareness, treatment and advocacy initiatives.

The annual *Walk from Obesity* event is generally held in September and October, along with some events in the spring, in cities all across the nation. Cities are designated based on responses from volunteers wishing to host a Walk in their area.

The Walk's theme is participation on foot. Participants of the Walk include:

- Individuals currently living with the life-threatening disease of obesity
- Family members and/or friends of those affected
- Individuals who have successfully treated their obesity through various interventions
- Physicians
- Bariatric surgeons
- Integrated health professionals
- Community at large

Participants come together on the specific Walk date in their local area and walk along a designated course to bring awareness to obesity and raise funds for education, research and treatment of obesity. Funds are raised through various means such as: registration fees, general donations, National Sponsorships, Local Sponsorships, etc.

What makes your *Walk from Obesity* a well-built, worthy event?

- Strong participation
- Solid event leadership
- Good media coverage (pre and post Walk)
- Organization
- Community involvement
- Fiscal responsibility
- Local Sponsorship recognition
- National Sponsorship recognition
- An easily accessible and well-marked walk route
- Fun, fun, fun!!!

BENEFICIARIES OF THE WALK FROM OBESITY



The ASMBS Foundation

In 2003 Bryan G. Woodward conceived and directed the ASMBS Foundation's annual nationwide walk-a-thon called Walk from Obesity. Today, in major cities

across the United States, the Walk continues to bring national attention to this disease.

The success of this event has sustained the ability of the ASMBS Foundation to pursue its mission and goals. In 2007, the Foundation welcomed the Obesity Action Coalition (OAC) as our partner in the *Walk from Obesity* and a portion of funds raised by the Walk are shared with the OAC to partially support their advocacy and educational efforts.

The ASMBS Foundation is a 501(c)(3) nonprofit organization developed to raise funds for conducting research and education, increasing public and scientific awareness and understanding, and improving access to quality care and treatment of obesity and morbid obesity.

The Foundation shares the vision of the American Society for Metabolic and Bariatric Surgery (ASMBS) to improve the public health and well-being by lessening the burden of the disease of obesity and related diseases throughout the world.



Obesity Action Coalition (OAC)

In 2005, the Obesity Action Coalition (OAC) was created to give a voice to those affected by obesity. As a non-profit 501(c)(3) organization, the OAC is

dedicated to providing education and advocating on behalf of those affected by obesity.

Currently, the OAC is made up of volunteers and a minimal support staff at the national headquarters located in Tampa, Fla.

The OAC engages in a variety of educational and supportive programs designed to:

- Educate patients, family members and the general public on obesity and its effects
- Help patients gain access to medical treatment for obesity
- Work to ensure that those obesity treatments are safe and effective
- Strive to eliminate the negative stigma associated with obesity
- Elevate and empower obese individuals to take action that makes a difference in their lives and the lives of others



HOW MONIES RAISED BY THE WALK FROM OBESITY ARE UTILIZED

The ASMBS Foundation is dedicated to keeping overhead expenses low to allow for the maximum use of donations received. We expect the *Walk from Obesity* to continue on its path of success and provide support toward our efforts focused on research, education and treatment of obesity.

Financial revenues raised by the *Walk from Obesity* are utilized to support the missions of the ASMBS Foundation and the OAC including:

Funding Research

The ASMBS Foundation is committed to supporting continuing research into obesity and its treatments. Research grants are awarded on an annual basis with a call for proposals taking place in November of each year.

Increasing Education

Both the ASMBS Foundation and the OAC are dedicated to increasing education about obesity. The ASMBS Foundation has concentrated their efforts on professional education including such efforts as a bariatric nurse credentialing program, a nutrition guidelines project, and an online CME project. OAC efforts have focused on patients and the general public, including a wide variety of brochures on understanding adult and childhood obesity as well as newsletters and articles focusing on obesity, its consequences and treatments.

Raising Awareness of Obesity and its Treatments

The OAC has conducted and will continue nationwide efforts encouraging the recognition of obesity as a disease and strives to help the public understand the complexity of obesity. In conjunction with the ASMBS Foundation, efforts will include expanded outreach and education on treatment options. In addition, both the ASMBS Foundation and the OAC conducted exhibits at major health-related trade shows on obesity and its treatments.

Conducting Advocacy

The OAC was founded as a grass-roots patient advocacy organization. Its primary focus is to represent those affected by obesity with a short-term goal of increasing access and insurance coverage to the treatments of obesity. The OAC also works on a variety of advocacy issues centered around combating weight bias.

Eliminating Weight-Bias

The OAC continues to call attention to weight-bias issues. The OAC has various resources specific to fighting obesity bias. Through its Coalition of members, the OAC will continue to challenge issues faced by individuals affected by obesity and will advocate for proactive change.

Supporting Community Initiatives

Through the ASMBS Foundation's Bryan G. Woodward Community Grant Program, the Walk supports initiatives to address obesity in local communities that host a Walk. Ten grants of \$5,000 or less are awarded on an annual basis with preference given to those organizations actively participating in the Walk.

The ASMBS Foundation and the OAC are truly grateful to all of the volunteers and donors who support the Walk, to make our missions and efforts possible.

BASIC EVENT INFORMATION

Hosting a Walk

Each local event is sponsored by an ASMBS member and/or OAC member. Locations to host your Walk are determined by the Walk Committee Chair and/or the local Walk Committee. Each Walk is required to submit a \$500 site fee to the ASMBS Foundation to host a Walk. This serves as your location's "site fee" for hosting a Walk. Site fees are typically paid by the sponsoring hospital/institute, or the ASMBS member and/or OAC member who sponsors your Walk.

Registration and Pledges

Each Walk participant is required to pay a registration fee of \$35 (Online registration is \$25) to participate in the Walk. For Children 12 and under, registration is free. Participants are able to register for the Walk in advance on the Walk Web site at: www.walkfromobesity.com.

Online registration will be CLOSED the Friday before your event. A final registration list will then be emailed to you and a note will be added to your event page that on-site registration will be available at the Walk.

For children 12 and under, Walk registration is free on-site. The registration form for children is available in the "resources" section for all participants to access, once they register online. This form will need to be printed and brought to the Walk by a parent or guardian or registration forms will be available on-site. Registering children under the age of 12 online, prior to the Walk, will require the \$25 registration fee be paid.

The Walk registration fee includes:

- Your entry to Walk in the event
- Keepsake *Walk from Obesity* T-shirt
- One-year Membership in the OAC (optional)

Walkers are also encouraged to raise money through pledges by asking individuals to support them in the Walk. Pledges may be solicited through friends/family, colleagues, community leaders, etc. All contributions made to the Walk are tax-deductible. Walkers are challenged to raise a minimum of \$100 in pledges. The Pledge Form to use when soliciting donations may be found on page 25 in this guide.

BASIC EVENT INFORMATION CONTINUED

Pledges for the Walk may be collected by the Walk participant and submitted online or on the day of the Walk event. All pledges should be made by check (payable to ASMBS Foundation), money order or via credit-card (online only) so that appropriate tax receipts can be distributed by the ASMBS Foundation. The Walk prefers not to accept cash donations. All credit card transactions on the *Walk from Obesity* Web site are completely secured and encrypted.

Once a Walker registers, they will receive a confirmation e-mail. This email will provide information on how to use their DonorDrive account and dashboard. We highly encourage walkers to use this communication tool to generate additional donations.

Forming Teams

Teams are a great way to involve many individuals while also increasing each participant's fundraising efforts for the Walk. Teams may be formed after registering for the Walk online. Additionally, individuals may join existing teams and work toward the goals set by the team. You can also ask event sponsors, universities and other community groups to recruit teams of participants.

Sponsorships

Local sponsorships provide the bulk of the income for the event. The Walk Committee Chair and local Walk Committee are responsible for raising money through local sponsorships. The Sponsor/Vendor Commitment Form may be found on page 26 in this guide. Local sponsorships may be for companies/organizations in your community to provide general support for the event, or you may ask for sponsors to support specific aspects of your event. Ideas for potential event sponsorships include:

- Food
- Prizes
- Novelties
- Entertainment
- Celebrities
- Incentives
- Mile or Kilometer Markers
- Start and Finish Lines

Local Sponsors are recognized for their support through a variety of means including: logo on the back of the event t-shirt, logo on designated event signage, name of sponsors in event-related promotional materials, etc. A breakdown of sponsor benefits may be found on the Sponsor/Vendor Commitment Form.

A Local Sponsorship Prospectus Form will also be provided. The form can be updated with local Walk information, which can then be saved to use as an electronic or printed form.

Please note: it is strongly suggested that you require a minimum contribution of \$1,000 before including Local Sponsor logos on the back of your event t-shirt.

Sponsorship Ideas:

- Invite large companies in your local area to provide general sponsorship to the event where their company will get prominent exposure in the local community.
- A local eatery could distribute brochures/flyers in its restaurants, offer complimentary healthy snacks to participants or help publicize the event.

- Local stores could donate giveaways to event participants that include their company name/logo on items.
- Radio stations and newspapers might donate free advertising, which could generate additional sponsors and participants.

Idea to Solicit Sponsors:

One way to solicit sponsors is to create a "wish list" of contribution opportunities and invite business owners or managers to a small gathering or possibly a planning meeting. Announce the commitments your group already received, and thank those persons and companies for their participation. Afterward, distribute the wish list and ask for support.

Organize Prize Packages and Incentives

Many Walk sites offer prizes to Walk participants. Some Walk sites also do a raffle drawing at the end of the event.

Two to three months prior to the Walk, organize prize packages and incentives for participation. Examples of prize categories include: individual who raises the most funds for the event, organizations/teams with the most money raised, individual who volunteered the most time to the event, etc. You may also elect to order plaques or other novelties to recognize these individuals.

Raffles are also a great way to keep participants engaged in the event. Ask local companies to provide prizes and/or gift certificates to be used in the raffle. Raffle tickets to use for the event may be purchased at local party stores.

National Incentive Prize Program

We will offer incentive prizes to individual participants that fundraise. Every participant already receives a *Walk from Obesity* t-shirt for their initial \$25/\$35 contribution when they register. For those that meet our minimum \$100 suggested fundraising goal and above, individuals will receive:

Raise \$100+ - An official *Walk from Obesity* "Fundraiser" medal (awarded at the Walk)

Raise \$500+ - An official *Walk from Obesity* duffel bag (awarded at the Walk)

Raise \$1,000+ - \$100 Sports Authority gift card (awarded after the Walk by the National Office)

Raise \$2,500+ - \$250 Apple gift card (awarded after the Walk by the National Office)

Those that are eligible for gift cards will be contacted by our office by email or phone.

BASIC EVENT INFORMATION CONTINUED

Marketing Materials

Each Walk Committee Chair will receive an unlimited amount of Walk brochures and posters to distribute in and around the community. Individual Walk participants may also request the brochures or posters from the ASMBS Foundation to distribute.

Please add the event information on the back of the brochures before you distribute them. Information can be added by placing a printed label on the back panel of the brochure.

If you would like to create your own promotional materials, the established Walk format, logo, look and feel must be maintained on all printed materials to maintain consistency. The official Walk logo may be obtained from the ASMBS Foundation's National Office. For guidance or questions on creating appropriate Walk materials, please contact the ASMBS Foundation.

Developing a PR strategy

Building media attention for the Walk is extremely important. Pre-event media attention accomplishes a variety of tasks, such as generating more walkers, sponsors and awareness in the healthcare community. In addition, it also demonstrates the seriousness of the obesity epidemic in the local community. Generating media coverage should begin two to three months prior to your Walk.

For detailed information on how to develop your Walk's PR Strategy, including sample news releases, please see the Public Relations section on page 19.

Free One-year Individual Membership in the Obesity Action Coalition

The OAC is a proud partner in the Walk and gives each Walk participant a one-year Individual Membership in the OAC. This membership is included in the Walk registration fee and is a valuable benefit to participating in the Walk.

The OAC is a non profit organization that was formed to give a voice to the individual affected by obesity. Membership in the OAC is an important way that we fight for change in obesity. And by participating in the Walk, each participant receives a one-year membership.

Participants must opt-in to receive their OAC membership.

Here is a list of OAC membership benefits in case you have questions about why someone should opt-in. OAC Members receive:

- Official welcome letter and membership card
- Patient publication, "Your Weight Matters Magazine"
- Subscription to the OAC's "Members Only Electronic Newsletter, OAC Members Make a Difference"
- Subscription to the OAC's general e-newsletter, "Obesity Action Alert"
- Ability to lend your voice to the cause
- Representation through advocacy

As a Walk leader, it's important to let the participants know about this great benefit to taking part in the Walk. For any questions about OAC membership, please contact the OAC at (800) 717-3117 or membership@obesityaction.org.

Thank-you Letters and Recognition

Recognize sponsors, vendors, walkers, and volunteers during the event. Publicly recognize sponsors and instrumental Walk volunteers. At the event, give a round of applause congratulating walkers on the money they raised for the ASMBS Foundation and the OAC.

After the event, send thank-you letters to those who gave their services, money, time and enthusiasm. Send a follow-up press release to the media after the event, letting them know of the successes of your Walk and how many individuals you reached.

T-Shirts

Each participant and volunteer will receive a *Walk from Obesity* keepsake t-shirt with their event registration. The t-shirts are printed in advance and will be sent to each Walk Committee Chair.

The Committee Chair will receive the t-shirts well in advance of the Walk date (approximately 4 weeks). The Walk, Foundation and OAC logos as well as those of the National Sponsors will be printed on the front.

It is the responsibility of the Walk Committee Chair to arrange for a printer to add Local Sponsor names/logos to the back of the t-shirt.

Due to increased costs associated with producing t-shirts and including Local Sponsor logos, we require a minimum contribution of \$1,000 to include Local Sponsor logos on t-shirts. To be more cost effective, we prefer Local Sponsor logos be printed in black and white. Please note: if the costs to print your Local Sponsors on the t-shirts exceeds the \$250 expense limit, pre-authorization is required from the ASMBS Foundation Office.

BASIC EVENT TIMELINE

Planning and organization are two key elements in making your *Walk from Obesity* a success.

Below, please find a suggested timeline for you to follow when planning your event:

4 months before event

- Form committee
- Schedule first committee meeting
- Find a location for the Walk
- Test and confirm Walk route
- Obtain license or permit for Walk site
- Submit event information to Walk Web site
- Request Certificate of Insurance (if needed)

3 months before event

- Schedule committee meeting and identify event needs
- Distribute promotional materials
- Solicit sponsorships
- Send information (brochures, letters, emails, social media) to past patients, physician and bariatric practices, hospitals and independent support groups in your area.

2 months before event

- Schedule a committee meeting and develop a PR strategy
- Distribute promotional materials
- Request logos from Local Sponsors for t-shirts and signage
- Determine equipment/furniture needs and locate a rental company

1 month before event

- Schedule committee meetings as needed
- Make an event day checklist
- Distribute promotional materials
- Submit sponsor logos to local t-shirt printer
- Reserve equipment/furniture for event
- Determine refreshment needs and establish local distributors for donations
- Submit news release information to the *Walk from Obesity* headquarters (a form will be provided)

2 weeks before event

- Schedule committee meetings as needed
- Send final pre-event press release
- Arrange for pick-up of t-shirts, refreshments and signage
- Schedule delivery of furniture/equipment
- Plan the sequence of events and confirm speakers
- Assemble volunteers and confirm duties
- Plan for set-up day of event
- Plan for clean-up (post event)
- Form a plan on how to recognize sponsors at the event
- Send final emails and/or social media alerts

Post event

- Final accounting due at least 30 days after the date of your event
- Send wrap-up press release
- Coordinate with the Walk National Office to determine and/or request the number of Certificate of Appreciations and/or Plaques you will need for Presenters and Local Sponsors. Once received, present awards to your Sponsors and Presenters

Giving a speech at the Walk is a great way to welcome your participants, thank your donors and sponsors, inform everyone the importance of the Walk and how it benefits the community, the ASMBS Foundation, and Obesity Action Coalition. We have provided you with a speech on page 23.



COMMITTEE CHAIR RESPONSIBILITIES

As this year's Committee Chair, you have the unique opportunity to make the *Walk from Obesity* event a tremendous success in your city. You also have the opportunity to bring the community together for a great cause. You can share the excitement, plan, participate, recruit and watch the entire event come to fruition.

The Committee Chair is responsible for bringing together volunteers from each of the participating organizations and establishing an effective, well-organized committee to facilitate a successful Walk. The Committee Chair also accepts the lead role in managing the Walk event.

Committee Chair Qualifications:

- Organized
- An effective communicator
- Public and people-oriented
- Willing to network
- Confident
- Motivated
- Passionate about the cause

Committee Chair Key Responsibilities:

- Form a committee which includes representation from weight management programs, local bariatric programs, hospitals, community groups, independent support groups, etc.
- Establish your budget
- Select a location for the event
- Schedule regular meetings and/or conference calls
- Obtain local Walk sponsors
- Work with the media
- Stay connected with the committee and hold committee members accountable
- Recruit Walkers
- Delegate/assign tasks to committee members
- Inspire and recruit the community to participate
- Supervise the event

The time commitment involved with being a Walk Committee Chair will vary depending on how well you organize the event and utilize your committee. Making a detailed timeline will help in planning your Walk, in addition will let you know the time commitment involved in each step of the process.

Helpful Tips for the Committee Chair:

- Attract as many dedicated participants as possible.
- Diversify your outreach by including all individuals affected by obesity and all forms of treatment.
- Emphasize the epidemic of obesity and its consequences.
- Emphasize the need for effective weight-loss treatments.
- Reduce controversial topics by using catch phrases. (See PR guide for more information)
- Remember that bariatric surgery is not the sole focus of the Walk. It is important to reach out to all groups affected by obesity.
- Discuss awareness issues and the need for appropriate treatments and prevention strategies. Stress that discrimination and inaccurate stereotyping of the obese person is unacceptable.
- Promote and utilize the event Web site: www.walkfromobesity.com



FORMING COMMITTEES

Forming committees is an essential tool to ensure the success of your Walk. Committees are a great way to divide up the work of the event and also get the community, current and former patients, support group members, physicians, bariatric surgeons, allied health professionals and hospital staff involved at the grass roots level.

Committee members must be willing to volunteer many hours to helping make the event a success. Ask around and find out who has experience with event planning or knows someone who can contribute goods and services. You'll be amazed at the resources available just for the asking.

We recommend that the leadership responsibilities change periodically for each Walk location. This is to ensure that different individuals are trained to help host a Walk and that the level of enthusiasm remains consistent each year. We recommend that you develop a succession plan wherein; there is a Committee Chair, and Incoming Chair and an Immediate Past Chair serving on the local Walk Committee. This will create consistency and allow for easy transitions from year to year.

Setting Committee Goals

It is important that the Walk Chair, along with the committee, sets goals for the event. Each time you meet as a committee, look at these goals and evaluate if you are on your way to accomplishing them. Ideas for goals to set include:

- Number of participants to attract to your Walk
- Number of media outlets at your event
- Number of sponsorship dollars to raise

Walk Committee Suggestions:

- Meet regularly. We recommend that you meet monthly. As the event nears, you may need to meet with greater frequency
- Create and use an Event Committee email distribution list so that you can communicate details frequently with one another
- Hold conference calls so that you and your committee members maximize time in your office and hours in your day
- Make sure committee members are given tasks and/or are assigned to areas where they can offer their talents/time

List of Suggested Subcommittees:

The following is a list of suggested subcommittees and a breakdown of their areas of responsibility. *(Please note: some responsibilities are shared by subcommittees)*

Committee Chair

- Make contact with local weight management programs, bariatric programs, hospitals, community groups, support groups, etc.
- Establish a diverse committee which includes at least one representative from each of the groups listed above
- Organize and host committee meetings

- Create and send out contact list of all committee members to the entire committee
- Form subcommittees to break down the event into manageable tasks. (see list below)
- Identify event needs
- Identify budget needs
- Set goals with the committee
- Make an event day checklist

Site Committee

- Brainstorm needs, resources, sponsors
- Identify event needs
- Identify walk site
- Test and confirm walk route (walk routes should be one mile to three miles in length)
- Obtain permits and licenses, if applicable
- Have tents, tables and garbage cans donated, if possible
- Recruit health food stores and/or fitness centers to attend and pass out free product samples/trial memberships

PR/Media Committee:

- Brainstorm needs, resources, sponsors
- Identify event needs
- Contact past patients to recruit support
- Decide what prizes will be awarded for the largest donation, the participant that traveled the farthest, etc.
- Book a celebrity (local or national) to host and MC the event
- Invite local politicians/mayor/representatives, etc. to attend the event
- Host the media at the event

Local Sponsorships and Teams Committee:

- Brainstorm needs, resources, sponsors
- Identify event needs
- Identify potential sponsors
- Begin to recruit Local and National Sponsors and donors
- Enlist support from other surgeons and physicians who are related to your program
- Recruit health food stores and/or fitness centers to attend and pass out free product samples/trial memberships
- T-shirt printing (Local Sponsor logos)
- Invite organizations to form a team and recruit participants if they cannot become a sponsor

Volunteers Committee:

- Brainstorm needs, resources, sponsors
- Identify event needs

Auction Committee:

- Brainstorm needs, resources, sponsors
- Identify event needs

Accounting/Financial Committee:

- Brainstorm needs, resources, sponsors
- Identify event needs
- Identify budget needs

First Aid, Food and Water Stations Committee:

- Brainstorm needs, resources, sponsors
- Identify event needs
- Find a local distributor to donate water



DESIGNATING YOUR SUBCOMMITTEES

Chairperson

Name: _____

Contact Info: _____

Site Committee

Name: _____

Contact Info: _____

PR/Media

Name: _____

Contact Info: _____

Volunteers

Name: _____

Contact Info: _____

Local Sponsorships/Teams

Name: _____

Contact Info: _____

Auction Items

Name: _____

Contact Info: _____

Accounting/Financial

Name: _____

Contact Info: _____

First Aid, Food and Water Stations

Name: _____

Contact Info: _____

Other: _____

VOLUNTEERS

Volunteers are essential for a successful Walk. The most successful events include a variety of enthusiastic volunteers who provide not only manpower for a successful event, but the “heart and soul” as well.

The *Walk from Obesity* is a great opportunity for those passionate about the cause of obesity to get involved.

Finding Volunteers

Once a local Walk Committee is established, the committee should begin finding, training and organizing volunteers. Volunteers may also be sought out for a specific task. First, seek individuals through the support group networks in your area as well as friends and family members. You may also choose to create a flyer/signup form to distribute in physicians’ offices, hospitals and at support group meetings.

Utilize Other Community Volunteers

Contact your local Boy Scouts, Girl Scouts, youth clubs, sororities and fraternities. These groups are often in need of community service hours and may be willing to help with flyer distribution, set-up, clean-up and assistance along the walk route. You may also invite school mascots, school bands and cheerleaders to provide a fun and encouraging atmosphere.

Volunteer Tasks

From the early planning stages to the final clean-up, volunteers will donate many hours of much needed service. Much of the success of any event comes from creating excitement and a “buzz” in and among potential participants.

Volunteers can assist by:

- Promoting the Walk
- Soliciting Local Sponsors
- Making support group announcements
- Sending group emails and social media posting months in advance
- Setting up tables and chairs
- Manning water stations
- Helping with registration
- Handing out t-shirts
- Taking photographs

Organizing Volunteers

As a Walk Committee Chair, it is important to know how to effectively organize your volunteer group so that the right tasks are assigned to the right people. This allows each volunteer to contribute their own areas of expertise and interest and most effectively utilizes individual talents, resources and connections. Create and maintain a database of volunteers for use from year to year.

It is also a good idea to identify who the volunteers are at your Walk event. This will help to assist participants and provide direction when needed. Provide each Walk volunteer some form of identification at your event and at the promotional events that precede it. Ideas include: a special color shirt, button, name badge, ribbon or a hat. Keep them in the loop with regards to the event details so they can assist those with questions.

Rewarding Volunteers

Honor and thank the Walk volunteers by awarding them a certificate of appreciation, or a special thank you card. Taking the time to graciously acknowledge your Walk volunteers serves to cultivate the “spirit of volunteerism” and will likely result in more individuals wanting to participate.

Volunteers are essential for a successful Walk, however we encourage you to ask your volunteers to pay the registration fee and utilize the online fundraising tools, to help meet your Walk’s fundraising goal.

Please note: all volunteers must fill out the registration form and sign the waiver/release of liability agreement, if they are not a registered participant.

THE EVENT LOCATION

One of the first tasks to complete is to begin selecting your event location. This responsibility falls on the Committee Chair in addition to the Walk Committee. Event location ideas include:

- State/city parks
- Shopping malls
- Hospitals
- School tracks and athletic fields

When determining the site and route for your Walk, the following factors need to be considered:

- The location should be large enough to accommodate walkers, volunteers, a registration area and sponsor booths.
- Locations should preferably have restrooms and free parking.
- Ideally, the site should be centrally located to your metropolitan area and easy to find.
- Select several locations to consider.
- A free site is strongly suggested. Fees incurred should be for permits, etc. **Any fee over \$250 must be pre-approved by the ASMBS Foundation office.**
- Obtain permission, keeping in mind that possible site use fees can be negotiated, if required.
- Choose an area where traffic can be restricted if needed or in an area that has a low traffic density.
- Utilize a route that is safe, simple and as flat as possible.
- Make an accurate map that includes parking, gathering area, course route, beverage and bathroom facilities and distance.
- Obtain course approval from appropriate law enforcement officials if public roads will need to be blocked or traffic disturbed.

Walk Routes

Walk the route to ensure the course is appropriate. The route can be deceptively easy when traversed in a vehicle. If the route is scenic, this adds to the enjoyment for the participants. One to three miles is recommended and should be measured with an accurate vehicle odometer or a measuring "wheel." A "loop" route is preferred so that walkers can start and stop at the same location. We recommend a route of 1-3 miles.

Use trail markers for direction and distance traveled. If the Walk is longer than one mile, signage for shorter turnaround points should be marked. If a route is longer than one mile, having a vehicle circle the Walk to assist those who may not be able to walk the entire route is advisable. Never have the Walk traverse through an area that would not be accessible for emergency vehicles.

Emergency Preparedness

On-site emergency vehicles are suggested and may be required by law enforcement or site owners (check with site owner). Make sure emergency vehicles have clear access to all points in the Walk. It is also a good idea to advise the nearest emergency room of the Walk. Provide them with basic information on the amount of walkers you will expect and the condition of the walkers.

Most Walks can be conducted using city streets and existing traffic control devices without special road closures. Volunteer crossing guards should be used to help walkers with particularly busy or difficult intersections.

In the Event of Rain

Have a contingency plan in case of inclement weather, and if possible, a backup inside location. The Walk Committee should decide if the Walk should be cancelled or postponed. Ideally, contributions to the Walk should not be contingent on the participant physically walking. Because this is a charity event, the pledged amounts should still be able to be collected.

Site Logistics

Develop a plan for securing tables and chairs, tents if needed, route markers, parking signs, portable rest rooms and beverage and/or water stations. Use Walk volunteers (Girl and Boy Scouts, sororities, fraternities, friends and relatives, etc.) for parking help, registration, distribution of maps, walk route and course management (monitor walkers progress, assist those in need, directions).

Walk from Obesity Insurance

The ASMBS Foundation will provide insurance for each Walk site. Insurance coverage is basic coverage only. Examples of things NOT covered: animals, alcohol, rock climbing walls, ball pits, bounce houses, etc. For questions, please contact our office. If you require a certificate of insurance for your Walk site, please contact us no later than 45 days before your event.



FUNDRAISING

The Walk raises funds for prevention, education, research, advocacy and treatment of obesity. Funds raised through the Walk benefit the individual programs of the OAC and ASMBS Foundation. The Walk generates funds through these primary sources: registration fee (participants), pledges and sponsorships

Registration Fee

Each Walk participant is required to pay a registration fee. Online registration fees are \$25. All paper registrations are \$35. Registration is free for Children under 12. The registration fee includes the keepsake *Walk from Obesity* t-shirt and a one-year membership in the OAC. It's important to remind participants and emphasize that in order to receive their one-year Individual Membership, they must "check" the opt-in box when registering.

Participants are able to register for the Walk in advance on the Walk Web site at www.walkfromobesity.com. Once a Walker has registered, they will receive a confirmation e-mail. This email will also include verbiage that can be copied and placed into an e-mail to invite family, friends, co-workers, etc., to support them or join them in the Walk. We highly encourage walkers to use this communication tool to generate additional donations. For more information about registration, please see page 03.

Please note: Paper registration forms should only be used for on-site registration, the day of the event. Paper registration forms should only be made available prior to the event upon request. Please contact us if you need paper registration forms.

Securing Pledges

One of the most effective ways to raise funds for your Walk is to encourage your participants to seek pledges. Each walker should be challenged to raise \$100 in pledges. The pledge form to use when soliciting donations may be found on page 25. Pledges may be solicited through friends and/or family, colleagues, community leaders, etc. All contributions made to the Walk are tax-deductible.

Pledges for the Walk may be collected by the Walk participant and submitted online or on the day of the Walk event. All pledges should be made by check (payable to ASMBS Foundation), money order or via credit-card (online only) so that appropriate tax receipts can be distributed by the ASMBS Foundation. The Walk discourages cash donations. All credit card transactions on the *Walk from Obesity* Web site are completely secured and encrypted.

Remind walkers in the weeks coming up to the event that pledges are important and consider awarding a prize to the walker(s) who secure the most pledge contributions. See page 04 of this guide for fundraising incentives.

Securing Local Sponsorships

Local sponsorships provide the bulk of the income for the event. Local sponsorships may be for companies/organizations in your community to provide general support for the event, or you may ask for sponsors to support specific aspects of your event.

The Walk Committee Chair and local Walk Committee are responsible for raising money through local sponsorships. Walk participants are able to assist the Walk Committee in obtaining sponsorships by sharing any contacts that they may have with appropriate companies and/or organizations. The Walk Committee Chair may want to send an email to all Walkers who pre-registered, asking for their assistance in acquiring sponsorships. For information about the Local Sponsorship Prospectus,

please see page 14. The Sponsor/Vendor Commitment Form may be found on page 26 in this guide.

Local Sponsors are recognized for their support through a variety of means including: logo on the back of the event t-shirt, logo on designated event signage, name of sponsors in event-related promotional materials, etc. A breakdown of sponsor benefits may be found on the Sponsor/Vendor Commitment Form. Please note: require a minimum contribution of \$1,000 before including Local Sponsor logos on the back of your event t-shirt.

Sponsorship Ideas:

- Invite large companies in your local area to provide general sponsorship to the event where their company will get prominent exposure in the local community.
- A local eatery could distribute registration forms in its restaurants, offer complimentary healthy snacks to participants or help publicize the event.
- Local stores could donate giveaways to event participants that include their company name/logo on items.
- Radio stations and newspapers often donate free advertising, which may generate additional sponsors and participants.

Other Options

There are an endless number of additional ways to raise funds for the *Walk from Obesity*. The following are a few proven ideas utilized by large non profit organizations. Please share these tips with your team members, fellow walkers and volunteers.

Company Vendors

Contact your company's vendors and ask them for a donation equal to one percent of the annual business that you provide them.

Matching Gifts

Matching gifts are an easy way to raise funds. Many companies offer 1:1 or 2:1 matching programs for employees participating in or sponsoring a charity event. Ask your human resources department for more information.

The Pen Can be Very Mighty

By making a few adjustments to your pledge sheets, you can easily increase your donations. Institute your own minimum pledge average - say \$25. Create different pledge sheets with different minimums, making it easier to ask your boss for \$100 and your grandmother for \$10.

Turn the Tables

All year long, you do business at hundreds of different places. Carry a pledge sheet with you. You'll be amazed at how easily you can collect pledges during everyday encounters. For example, have you sponsored a friend for an event before? If so, surely they would be happy to reciprocate. Does your dry cleaner know your clothes by sight? Does the server at your favorite restaurant know your order before you say it?

Get Your Company Involved

Here are tips from other companies. Try them!



FUNDRAISING CONTINUED

- Ask your upper management and CEO to walk with your team.
- Challenge your branch offices to create teams.
- Create department, floor or shift competition.
- Ask for some “seed” money for Walk expenses.
- Ask your company to donate space to hold a team rally or fundraising activity.
- Ask for space on your company website or in your company newsletter to advertise your team.

Host a Letter Writing Party

A letter writing party is a fun and easy way to raise pledges. You will need the following: Meeting room with tables and chairs, computer with printer, copier, generic fundraising letter (see sample letter on page 24 in this guide), paper, envelopes (half will go inside letters), stamps and pens.

Before your team members arrive, customize one of our sample fundraising letters - including your team name and event details. Make sure the information is general enough that all of your team members can use it. Make at least 20 copies for every team member. Ask each of your team members to bring their address books with at least 20 names each. They can send the letters to family, friends and business acquaintances. At the party, ask each team member to write their return address on 20 envelopes. These envelopes will be sent along with

the letters. Have team members sign each of their letters, address the envelopes, insert the contents and seal the envelopes (see sample letter on page 24 in this guide).

Tips for a successful letter writing party

- Have team members include a handwritten postscript on each of their letters. According to research, fundraising letters get a more positive response if they have a personalized PS.
- Print letters with different donation amounts. This allows people to personalize how much they would like to ask each person to pledge.

After the letters are mailed, encourage team members to follow up with a phone call.

Please review information about the the fundraising incentive program on page 4.

LOCAL SPONSORSHIP PROSPECTUS

We will provide you with an electronic Local Sponsorship Prospectus. The prospectus will have space for you to add your local information. You may request this form by contacting the ASMBS Foundation office.

The following is information designed for you to hand-out to any potential Local Sponsors:

A Worthwhile Event

The ASMBS Foundation and the Obesity Action Coalition are proud to host the Annual *Walk from Obesity*. The *Walk from Obesity* is a nationwide fundraising event designed to bring together all who are affected by obesity to draw national attention on the need for awareness, treatment and advocacy initiatives.

The annual *Walk from Obesity* event is held in cities all across the nation. Cities are designated based on responses from volunteers wishing to host a Walk in their area.

The Walk's theme is participation on foot. Participants of the Walk include:

- Individuals currently living with the life-threatening disease of obesity
- Family members and/or friends of those affected
- Individuals who have successfully treated their obesity through various interventions
- Physicians
- Bariatric surgeons
- Allied health professionals
- Community at large

Participants come together on the specific Walk date in their local area and walk along a designated course to bring awareness to obesity and raise funds for education, research and treatment of obesity. Funds are raised through various means such as: registration fees, general donations (pledges), corporate contributions, National Sponsorships, Local Sponsorships, etc.

With Your Help

The funds raised through this event will support the ASMBS Foundation and the Obesity Action Coalition's educational missions by:

- Improving obesity awareness and reducing its associated discrimination
- Increasing public education about obesity
- Increasing professional and patient education concerning effective treatments of the disease
- Increasing obesity research funding

Please note: please be sure to use the space provided on the prospectus to include your local event information. This will provide your potential sponsors the information they will need to submit payment, as well as assist the National Office when crediting payment to your event.

"Many Americans still believe that being obese is a matter of personal choice or lifestyle. It is time to take a stand and support the root of the majority of today's healthcare problems – obesity and its negative stereotypes. By treating obesity, we can target the cause rather than the multiple conditions that result from it."

— Bryan G. Woodward, Founder,
Walk from Obesity

POLICIES AND GUIDELINES

As the *Walk from Obesity* is a charitable event, there are several policies and guidelines that must be maintained. The *Walk from Obesity* policies ensure that Committee Chairs and committees across the country have clear rules to follow in protecting the ethical standards and reputation of the ASMBS Foundation, the OAC and the *Walk from Obesity*. Committee Chairs and sponsors will agree to adhere to the following policies when they complete their event registration application.

Protect the *Walk from Obesity* Name and Use of the Official Logo

- The official name of the event for use in any type of promotion or documentation shall be "*Walk from Obesity*."
- The ASMBS Foundation and the OAC have sole jurisdiction over the use of the *Walk from Obesity* name and logo designed to support *Walk from Obesity* events. The logo may be used to promote the *Walk from Obesity* on flyers, posters, signage and for news articles. The *Walk from Obesity* logo may not be used on marketing materials that promote one group, practice, or hospital, without approval from the ASMBS Foundation office. The logo will only be provided to Local Sponsors that sponsor at a level of \$1,500 or higher and a proof of the item MUST be provided for approval by the ASMBS Foundation Staff. The official logo may not be used on team shirts, as this is a conflict with our agreement with National Sponsors.
- The *Walk from Obesity* event will be a stand-alone event to take place throughout the country. The event can share a space (i.e. park) with another event but cannot share its name, proceeds or promotional material with another event.

Be Financially Accountable

- All event start-up and operational costs are the responsibility of the sponsoring individual and Committee Chair who signed the initial agreement. All events will be financially self-sufficient, working within the community to raise funds and garner donated items to cover event costs. Funds raised will be forwarded to the ASMBS Foundation.
- The Committee Chair has the overall responsibility to ensure that all monies collected during the event are handled according to the security protocols established as part of the event operations.
- **Any expense \$250 or higher must be preapproved by the ASMBS Foundation office.**

Maintain the Highest Ethical and Safety Standards

- *Walk from Obesity* Insurance: the ASMBS Foundation will provide basic insurance for each event.
- All participants and volunteers must sign a waiver form before participating in the event.
- Events will be well supervised with proper safety procedures in place to ensure the well-being of participants and volunteers.
- For safety reasons, dogs will not be allowed on the course.

Appropriate Use of Local Corporate Sponsorship Funds

It is necessary that all Committee Chairs and the appointed Walk Committee abide by the following guidelines:

1. We must maintain the highest level of confidence from Local Sponsors that monies donated are appropriately utilized for the good of the event.
2. We must in no way jeopardize the relationships with the event's National Sponsors.

If you have a special circumstance or request, please forward your request to the national Walk address for review.

Items that would be inappropriate to purchase:

- Items for participant bags – any such item should be donated
- Participant giveaways other than the event t-shirt
- Office equipment (computer equipment, software, camera or other electronics)
- Entertainment or food for volunteers or Committee Chair
- Professional Photographers and/or Professional Event Planners
- Alcohol
- Advertising

POLICIES AND GUIDELINES CONTINUED

Advertising

Getting the word out about your event is important, but paid advertising does not always offer a good return on investment. Try contacting your local media and request they become a sponsor of the event by trading advertising in return for recognition as a sponsor. By building a more symbiotic relationship between the Walk and the media, you may receive press coverage at no cost.

Often times, media outlets provide complimentary event listings. Television stations are constantly looking for submissions for their on-air community calendars and newspapers almost always have event listings in their community sections. Radio stations are also able to plug events with a complimentary public service announcement. Provide these media outlets with the who, what, when and where of the event. The more basic information you provide, the better the chance the event will be recognized.

Committee Chairs wishing to purchase advertising need to contact the Walk staff for approval. Paid advertising efforts are discouraged, and almost always denied, due to the high-cost and low return experienced in previous years.

National Sponsor Privileges

The Walk has spent numerous hours cultivating positive relationships with the companies that have agreed to become National Sponsors and we must live up to the promises made to these generous donors.

- **Participants.** Attract as many participants as possible.
- **Size of Logos.** National Sponsor logos are to be of equal or greater in size when compared to Local Sponsor logos.
- **Giveaways.** Goods (i.e. water bottles) or other products donated by National Sponsors must be distributed at the event to participants in a manner acceptable to the sponsoring company.
- **Exhibitor's Table.** All National Sponsors are to be provided by your event a minimum of one 6-foot table for their display use. If you are providing canopy coverage for your Local Sponsors, you must provide this comfort to all National Sponsors, if requested. Canopy coverage for any sponsor is not mandatory.
- **Registration Fees.** Your event is to provide each National Sponsor with free registrations if representatives are in attendance.
- **Recognition.** It is crucial that as you publicly recognize your Local Sponsors, you also recognize and thank our National Sponsors.

ACCOUNTING/FINANCIAL

Finances

All funds raised and spent on your Walk must be documented and managed by the Committee Chair. **All checks must be made payable to the ASMBS Foundation. No cash should be accepted. The Walk from Obesity does not allow individual Walks to open a bank account.** All financial transactions must be handled by the ASMBS Foundation office.

One of the most important steps is to develop a budget and create a spreadsheet to track expenses. Before the event can take place, a financial goal and corresponding budget should be established. Consider these possible expenses:

- Site rental (ideally there is no expense)
- Signage
- Refreshments (bottled water, fruit, etc.)
- Sound equipment
- Complete DJ set up
- Microphone(s)
- Audio speaker(s)
- CD player(s)
- Tables (6' tables are standard size)
- Chairs
- Garbage cans and garbage bags
- Awards (largest contributor, most distance walked, etc.)
- Security/police
- Licenses and permits required by the city
- T-shirt printing fee (Local Sponsor logos)
- Port-a-Potties

How to Start Budgeting:

After receiving approval of your Walk application and assembling your volunteers, it is time to begin budgeting. Expenses for the Walk should be kept to a minimum. Reimbursements will only be given for items that are necessary for the event to take place (see the previous list above). Set a goal for your event and plan to only use a percentage of that goal. Expenses should never be higher than 10-15% of what you plan to raise. If you have a fundraising goal of \$10,000 then your budget for expenses should not be higher than \$1,500. If you plan to raise \$20,000, then your budget for expenses should not exceed \$3,000.

Try to get as many items donated as you can (water, tables, sound equipment etc.). Keep in mind t-shirts and marketing materials do not need to be added into your budget as these items will be provided by the National Office.

New Location

New Walks may have some difficulty in preparing their first budget due to lack of experience with the income and expenses of running a Walk. However, a basic budget should be developed by anticipating Walk income and expenses. Future year budgets will be easier once a financial history is developed.

Existing Location

Approximately four months before the Walk, the budgeting process should begin. The Walk planning should begin by analyzing its income and expenses for the previous year and honestly assessing if those numbers are repeatable or if they should be increased or decreased. Also, any changes or additions to the Walk will need to be included by estimating the income and expense of such changes. Below, please find a basic budget:

Income	2014 Budget
Registration Fees (100 Walkers at \$25)	\$2,500
Contributions/Pledges	\$5,000
Sponsorship	\$7,500
Total Income:	\$15,000

Expenses	
Awards	\$200
Signage	\$200
Rental Fees (Tents/Tables)	\$500
T-shirt Printing (Local Sponsor Logo Printing)	\$350
Total Expense:	\$1,250
Income over Expenses:	\$13,750

Please note that this is a very basic budget. You may have more income and expense (as detailed above) categories.



FINANCIAL REPORTING

Financial reporting for the *Walk from Obesity* must be taken seriously and performed with great accuracy for maintaining non-profit status in accordance with the Internal Revenue Service. The following information will guide you and your committee as you develop your event. Please understand these processes may change, as tax laws and non-profit rules change frequently.

We strongly encourage all Walks to be financially self-sufficient, working with the community to raise funds and other donated items to cover event costs. In some situations this is not always possible and the ASMBS Foundation will help to pay approved expenses if considered necessary. **Any expenditure (or contract requiring an expenditure) of \$250 or more must be pre-approved by the Foundation office before an invoice can be paid.**

Monies Collected

All funds raised from the *Walk from Obesity* will be deposited into the ASMBS Foundation bank account. Each Walk is separated into a "class" and will contain a current total of income and expenses within the Foundation's accounting system. If you have questions or need assistance regarding accounting for your Walk please call the Foundation office. Ask donors and sponsors to make checks payable to ASMBS Foundation. All checks should be mailed with a Deposit Detail Form to the ASMBS Foundation office.

Please include a Deposit Detail Form with your checks for your records as well as the Foundation's. It is recommended that you not accept cash donations, but if it is necessary that you do, please obtain a money order or cashier's check in that amount and forward it to the Foundation with a Deposit Detail Form.

After your deposit has been received, you will be given a confirmation and the amount of your deposit will be accredited to your Walk. It is very important that the ASMBS Foundation receive all checks for deposit so that donors can be entered into the *Walk from Obesity* database and receive appropriate recognition. It is also important for income tax reporting as a charitable tax deductible donation. The ASMBS Foundation will be glad to reimburse you for deposit mailing expenses.

Check /Expense Reimbursement Request Policy

The Check/Expense Reimbursement Request Form on page 28 is used to request the ASMBS Foundation to directly pay for a Walk Expense or to request reimbursement for expenses paid personally by the Committee Chair. This form may be faxed, emailed or mailed to the ASMBS Foundation. The request will not be completed unless this form is filled out in its entirety.

When using this form, include a copy of the invoice and/or receipt with the request. If you would like the check mailed directly to the vendor, include the mailing address for the vendor. The purpose of the check must be described in detail and the amount must agree with the vendor's invoice. The check request must be approved by: the Committee Chair, an ASMBS Foundation Board member or the Executive Director of the ASMBS Foundation. If the payment is to an individual for services, the information on the bottom of the request form must be completed. If the payment is to a corporation, this information does not need to be completed. Checks will not be issued after December 31, 2014.

Deposit Detail Policy

The Deposit Detail Form on page 27 in this guide provides the necessary information about your deposits. The first section is for registration and is combined to account for multiple deposits of the same type. Please describe any miscellaneous amounts in detail to help with the accounting of these items.

Non-cash contributions (such as printing costs or advertising paid for by a sponsor or bottled water donated by a sponsor) need to be documented at the bottom of the form. The amount of the non-cash contribution has to be determined by the donor/sponsor. Please include the mailing address of the donor/sponsor for any cash contributions or sponsorships of more than \$250. Please mail all deposits to the ASMBS Foundation office.

Please see the Deposit Detail Form and Check/Expense Reimbursement Request Form on pages 27 and 28.

Deposit Detail Form

- All donations, sponsorships, and registrations submitted to the ASMBS Foundation must include a deposit detail form.
- All donations, sponsorships, and registration checks must be made payable to the ASMBS Foundation. Walks are not permitted to open their own bank accounts. All funds collected must be sent to the ASMBS Foundation office.

Check/Expense Reimbursement Request Form

- All expenditures (and contracts requiring expenditures) of \$250 or more must be pre-approved by the ASMBS Foundation.
- Please complete all Check/Expense Reimbursement Request Forms in full by including who the check should be made payable to and who the check should be mailed to including address for mailing (see bottom of form).

Online Report Access:

The Committee Chair for your event will be provided with online access to your Walk's financial reporting. A list of registered participants and general donations (sponsors) can be accessed with a username and password. These list will include any transaction that was completed online or entered by the National Office. If you need assistance with this, please contact the National Office.

PUBLIC RELATIONS

As the *Walk from Obesity* continues to grow each year, interest from the general public and the media increases. It is important to generate media attention for your Walk. Media attention will result in free advertising, encourage participation, help bring obesity to the forefront of the healthcare community and provide great opportunities for you to explain the event and its purpose.

The following are three primary talking points that you and/or your spokesperson(s) can refer to in all interaction with media (including newspapers, local tv and radio stations). Always feel free to contact the ASMBS Foundation to request assistance when dealing with the media.

Talking Point 1

The ASMBS Foundation and the Obesity Action Coalition sponsor the *Walk from Obesity* to raise awareness of the obesity epidemic in the United States. Obesity related illness accounts for more than 100,000 deaths each year and we want to take the lead in changing this at the community level.

- More than 93 million Americans are affected by obesity and more than 15 million affected by morbid obesity.
- More than 2/3 of all Americans are classified as overweight or obese.
- Obesity costs our healthcare system more than \$117 billion each year.
- Obesity is a leading cause of preventable death.
- Obesity increases the likelihood of diabetes, heart disease and cancer.
- Obesity is a disease treated through a combination of methods that may include behavioral modification, nutritional guidance, exercise and/or medication.
- For those affected by morbid obesity, 100 pounds or more overweight, weight-loss surgery may be an effective treatment option. Individuals need to consult with a healthcare professional to help determine which methods are appropriate for them.

Talking Point 2

The ASMBS Foundation and the Obesity Action Coalition have partnered with individuals affected by obesity, healthcare professionals, the healthcare industry and concerned citizens in many cities throughout the U.S. for the annual *Walk from Obesity*.

- In previous years, the *Walk from Obesity* received support from healthcare leaders.

- Local and national volunteers include individuals affected by obesity, obesity specialists, nurses, community workers, healthcare professionals and many more.
- Each year the Walk continues to grow. In 2010, the *Walk from Obesity* added "Spring" walks in addition to the "Fall" walks to accommodate more cities and participants nationwide.

The ASMBS Foundation and the Obesity Action Coalition play an integral role in fighting obesity by funding research, providing educational resources and advocating on behalf of the more than 93 million Americans affected by obesity.

Talking Point 3

The ASMBS Foundation and the Obesity Action Coalition have partnered with individuals affected by obesity, healthcare professionals, healthcare industry supporters and concerned citizens in cities throughout the country for the *Walk from Obesity*.

The *Walk from Obesity* raises money to continue research and education that is a vital part of obesity and its treatments. All local citizens can get involved in a local Walk by walking or sponsoring someone who walks. More information can be found by visiting www.walkfromobesity.com.

Media Outreach Materials and Guidelines

The following information and sample materials are designed to assist you when working with the media in support of your local *Walk from Obesity* event.

Addressing Media Inquiries

If you are contacted by your local media regarding the *Walk from Obesity*, be sure to get the following:

- Name
- Phone/fax number and email address
- Media affiliation, i.e., newspaper, TV or radio station name
- What information the reporter is requesting.
- Does he/she plan to attend the Walk? If so, provide him/her with an onsite location and/or phone number so you can facilitate interviews and logistics. If not, invite and encourage them to attend to see first-hand the impact of the Walk.
- What is the angle and focus of the story?

The Walk? Walker profile including mention of the Walk? Obesity in general?

- What is the reporter's deadline for the story?
- What is the best time to reach him/her (if you need to call back with information)?
- Do they want to interview someone such as a Walk participant or local spokesperson? If so, determine when they want to do the interview and offer to facilitate by coordinating time and location, and identifying a spokesperson(s). (See "Select the right spokesperson" on the next page.)

Once you provide the reporter with the information he/she needs, follow-up with a phone call to confirm they have everything they need to finalize their story. Reporters often operate under a deadline. Not giving them what they need in a timely fashion may result in your event not being covered.

How to Generate Local Media Interest in Your Walk from Obesity

The *Walk from Obesity* has several characteristics of an appealing media story. Here are some specifics:

- A nationwide event involving your city
- A partnership effort between individuals affected by obesity, healthcare professionals and the public to raise awareness and funds to fight obesity
- The first event of its kind
- Local citizens with personal experience who are supporting the effort

However, many organizations and individuals in your community are constantly competing for media attention. How do you get the *Walk from Obesity* noticed above the others? The following are some suggestions:

Provide Local Statistics and Information

- How does your city/state rank in number of individuals affected by excess weight or obesity?
- Has the number of individuals affected by obesity in your city/state increased throughout the past 5-10 years? If so, by how much?
- Is there anything happening on the state or local legislative level in an effort to fight obesity? I.E., ban on vending machines in schools, government-sponsored exercise programs, etc.



PUBLIC RELATIONS CONTINUED

Provide an Individual Who can Talk About His/Her Experience

Confirm the following when identifying an individual:

- He/she is comfortable being recorded
- His/her experience was positive and inspiring
- He/she is open about their experience before and after their weight-loss
- When he/she is available to talk to the media
- Record their contact information and remind them in advance, to make sure they contact the reporter

Provide a Healthcare Professional to Discuss the Obesity Epidemic

Confirm the following when identifying a healthcare professional:

- Has he/she participated in media interviews?
- How does he/she feel about the media?
- What is their availability?
- Is he/she familiar with the goals of the *Walk from Obesity*?
- Can he/she discuss the impact of obesity on your local population?

Select the Right Spokesperson(s)

A good spokesperson(s) will communicate the key messages (see key messages provided) about the *Walk from Obesity* in a simple and positive way. Encourage them to speak about the differences weight-loss has had in their life, such as the number of medications decreased, improved physical, emotional and social well-being, etc. You can use the Q&A and obesity fact sheet provided in this guide to prepare your spokesperson for interviews. Look to identify a spokesperson that is:

- Passionate about the cause of obesity
- Compelling
- Articulate
- Concise and to the point
- Not shy about sharing his/her experience

Media Outreach Guidelines

The following are some guidelines to keep in mind when conducting media outreach:

Materials: Only official Walk media outreach materials that have been approved by the ASMBS Foundation and the OAC and that contain the *Walk from Obesity* logo should be disseminated to local media.

Walk Representative Contacts: establish yourself or another appropriate representative from your local team as the key contact for media who may call with questions about the Walk, or media who attend the Walk.

Facilitating Media Interviews: maintain a sign-in sheet for media representatives who show up at the Walk so you can get their name, affiliation and contact information for follow-up calls.

Try to determine from the media representative what the focus of the interview will be and advise those individual(s) who are to be interviewed beforehand so they are prepared.

If you receive a phone call from a reporter seeking more information regarding your event. Be prepared to answer their questions, which may include the following:

- Where is the Walk located?
- What is your attendance to date?
- Why do people attend the Walk?
- What organizations are behind the Walk?
- Are there any special guests at the Walk?
- Who benefits from the funds raised from the Walk?

To make sure you're prepared to answer these questions and others, please see the *Walk from Obesity* Q & A on page 21.

Obesity Fact Sheet

What Is Obesity?

Obesity is excess weight produced by an abnormally high proportion of body fat. It is determined by calculating a person's Body Mass Index (BMI) which, for an individual affected by obesity is 30 – 39.9.

Morbid Obesity (also known as clinically severe obesity) is an extremely high level of body fat equivalent to being at least 100 pounds overweight. A person with a BMI of 40 or more, or a BMI of 35 with obesity-related diseases, is considered to be affected by morbid obesity.

The Obesity Epidemic

- An estimated 93 million Americans are affected by obesity and 12 million people are affected by morbid obesity.
- Obesity is a leading cause of preventable death in the U.S.

- More than 100,000 people die each year from an obesity-related health condition, such as pre-diabetes, type 2 diabetes, hypertension and more.
- Obesity costs the U.S. healthcare system an estimated \$117 billion annually.
- One in three children are affected by childhood obesity or considered overweight.

Risks of Morbid Obesity

People who are affected by morbid obesity are at greater risk for several life threatening diseases, including type 2 diabetes, coronary heart disease, stroke, hypertension and some cancers.

Obesity also increases the risk for other diseases and conditions such as sleep apnea, asthma, osteoarthritis, joint degeneration, gastroesophageal reflux disease (GERD), lower back pain and urinary incontinence.

Treatment for Obesity

Obesity is a disease that may be treated through a combination of methods including diet, exercise and/or medication. For individuals affected by morbid obesity, physician supervised programs and weight-loss surgery are two viable treatment options. Individuals should consult their physician or other healthcare professional to determine which methods are appropriate for them. For more information about treatments for obesity, visit www.obesityaction.org.



WALK FROM OBESITY Q & A

Q: What is the Walk from Obesity?

A: The ASMBS Foundation's *Walk from Obesity* is a nationwide fundraising event taking place in cities across the country. The Walk is a partnership effort involving individuals affected by obesity, healthcare professionals, the healthcare industry and concerned citizens to help raise awareness of obesity as a critical public health problem. The mission of the Walk is to bring together all who are affected by obesity to draw national attention on the need for awareness, treatment and advocacy initiatives.

Q: What cities are participating in the Walk from Obesity?

A: Each year, more cities join this excellent cause. To locate a Walk in your area or see a list of Walk cities, visit www.walkfromobesity.com.

Q: Why have a Walk from Obesity?

A: Our society is experiencing an obesity epidemic. As estimated 93 million people in the U.S. are affected by obesity and 15 million are affected by morbid obesity, putting them at increased risk for other obesity-related conditions including type 2 diabetes and heart disease, at a cost of \$117 billion every year. The *Walk from Obesity* is a national effort to increase public awareness of the disease of obesity, the numerous physical and emotional consequences that result from it, and available treatments.

Q: Where does the money raised from the Walk go?

A: The *Walk from Obesity* will raise money for education and research efforts into obesity and related illnesses, obesity prevention and treatment and will call attention to one of the most important public health problems facing us today. A portion of the funds are returned to local communities to support community obesity initiatives through the Bryan G. Woodward Community Grant Program.

Q: What are the Bryan G. Woodward Community Grants?

A: Named after the founder of the *Walk from Obesity*, the Bryan G. Woodward Community Grants (Program of the ASMBS Foundation) support community initiatives with grants of up to \$5,000 in communities hosting a Walk. Preference is given to those who actively participated in the Walk. More information on the Bryan G. Woodward Community Grants can be found by visiting www.asmbfoundation.org.

Q: What is the ASMBS Foundation?

A: The ASMBS Foundation is a nonprofit organization formed by the American Society for Metabolic and Bariatric Surgery, the largest society for weight-loss surgery in the world. The Foundation is dedicated to research and education into the causes, prevention and treatment of obesity. The ASMBS Foundation established the first annual *Walk from Obesity* in 2003, with the vision and direction of Bryan G. Woodward.

Q: What is the Obesity Action Coalition (OAC)?

A: The Obesity Action Coalition, also known nationally as the OAC, is a registered 501(c)3 nonprofit membership-based organization founded in 2005. The OAC is the only nonprofit whose sole focus is representing those affected by obesity through education, advocacy and support. The OAC offers a wide variety of free educational resources on obesity, morbid obesity and childhood obesity, in addition to consequences and treatments of these conditions. The OAC also conducts a variety of advocacy efforts throughout the U.S. on both the national and state levels, and encourages individuals to become proactive advocates.

Q: Why are the ASMBS Foundation and OAC leading the Walk from Obesity?

A: The ASMBS Foundation and the OAC are involved in the *Walk from Obesity* because there is an obesity epidemic in this country that accounts for more than 100,000 deaths each year due to obesity-related illnesses and costs our healthcare system \$117 billion a year. The ASMBS Foundation and the OAC want to lead the effort to change this and are working with individuals affected, healthcare professionals, the healthcare industry and concerned communities to increase awareness of and take action against this serious health epidemic.

Q: How is the healthcare industry involved in the Walk from Obesity?

A: The *Walk from Obesity* is a partnership effort involving individuals affected by obesity, healthcare professionals, research organizations, concerned citizens and the healthcare industry to help raise awareness of obesity as a critical public health problem.

Q: Who can participate in the Walk from Obesity?

A: The Walk is open to anyone who wants to participate, including those currently affected by obesity, those who have successfully treated their obesity, the family and friends of those affected by obesity, healthcare professionals, athletic teams and fitness groups and other members of local communities.

Q: How far is the Walk from Obesity?

A: The distance of each Walk varies depending on the city and site where it is taking place (i.e. a park, a track, local roads, etc.). Most walks will range from one to three miles.

WALK FROM OBESITY Q & A CONTINUED

Q: Isn't it dangerous for someone affected by obesity or morbid obesity to participate in a Walk like this?

A: All participants are encouraged to walk only as far as they feel comfortable and physically capable. The Walk is a non-competitive effort to involve communities in light physical activity and bring attention to the serious issue of obesity. Similar to other events of this kind, local medical personnel will be on site, and all walkers should consult a healthcare professional before participating.

Q: What types of treatment are available for obesity?

A: Obesity is a disease that may be treated through a combination of methods including diet, exercise and/or medication. For individuals affected by morbid obesity, physician supervised programs and weight-loss surgery are two viable treatment options. Individuals should consult their physician or other healthcare professional to determine which methods are appropriate for them. For more information about treatments for obesity, visit www.obesityaction.org.

Q: Can those unable to participate in the Walk from Obesity still contribute?

A: Yes. Those who wish to make a contribution to the *Walk from Obesity* and its mission can visit the Web site, www.walkfromobesity.com, for more information on contributing online as well as by mail. Contributions can also be made by calling (866) 471-2727.

Q: Are donations to the Walk tax-deductible?

A: Yes. Since the event directly and solely benefits a charity, donations and contributions are tax-deductible.

Q: Why should I opt-in for my free OAC Membership and what are the benefits to Individual Membership in the OAC?

A: The OAC is an organization made up of those affected by obesity. Individuals who are affected face far too many challenges in accessing treatment and being unfairly targeted because of their weight. The OAC leads the charge to fight these issues and needs as many individual voices as possible to help in the fight. Membership in the OAC builds the voice of those affected.

WALK FROM OBESITY SPEECH

Giving a speech at the Walk is a great way to welcome your participants, thank your donors and sponsors, inform everyone of the importance of the Walk and how it benefits the community, the ASMBS Foundation and the Obesity Action Coalition. We have provided a speech here for you:

(After everyone has gathered at the beginning of your Walk)

Good morning/afternoon and welcome to the (INSERT YOUR WALK'S NAME)!

(LEAD CROWD IN APPLAUSE/CHEERING)

My name is (YOUR NAME) and I am the (YOUR TITLE).

This is our (INSERT THE NUMBER OF WALKS HELD IN THE PAST) *Walk from Obesity* and it is a great awareness building event for those affected by all forms of obesity. We are privileged to be a part of the largest patient-focused event with more than 70 cities in the United States hosting Walks.

I am very proud to be a part of this year's Walk. As someone who is personally involved in putting the Walk together, it is so very motivational and inspirational to see so many of you gathered here today to participate and raise awareness of the disease of obesity.

I would like to thank all of you for registering for this year's Walk. The funds raised through the Walk are truly welcomed and very important in our efforts. Both the ASMBS Foundation, the Obesity Action Coalition and those affected by obesity benefit greatly from your contributions.

Your funds help support obesity research, education, community grants, and the much needed resources for advocacy initiatives, such as the efforts to improve access to care and eliminate weight-based discrimination throughout the United States.

Congratulations to our top fundraiser (INSERT NAME)

(LEAD CROWD IN APPLAUSE/CHEERING)

And congratulations to our top fundraising team (INSERT TEAM NAME)

Thank you so much for all of your hard work and dedication to the fight against obesity!

(LEAD CROWD IN APPLAUSE/CHEERING)

I would also like to take a moment and thank our National and Local Sponsors for their efforts in helping us make this year's Walk the best ever.

(RECOGNIZE EACH SPONSOR BY SAYING THEIR NAME)

Our National Sponsors are as follows:
(INSERT NAMES OF EACH SPONSOR)

(LEAD CROWD IN APPLAUSE/CHEERING)

Our Local Sponsors are as follows:
(INSERT NAMES OF EACH SPONSOR)

Thanks again to all of our sponsors!

(LEAD CROWD IN APPLAUSE/CHEERING)

We would also like to thank the many volunteers that made today's event possible. We could not have done it without your help.

(LEAD CROWD IN APPLAUSE/CHEERING)

Ladies and Gentlemen, are we ready to Walk?

(PAUSE FOR A MOMENT/ALLOW THE CROWD TO REACT)

I am going to ask again walkers...(with emphasis) ARE WE READY TO WALK!

(LEAD CROWD IN RESPONSE AND INSTRUCT THEM TO BEGIN WALKING)

(AFTER WALKERS FINISH AND BEGIN TO REGROUP, APPROACH THE PODIUM/STAGE TO ADDRESS THEM ONE FINAL TIME.)

Alright! We did it! Let's give everybody a round of applause. Excellent work out there. I am sure we all feel great! Once again, I would like to thank all of you for coming out today and showing your support of the *Walk from Obesity*.

(LEAD CROWD IN APPLAUSE)

Hope to see you all again next year!

Thank you!

SUPPORT THE WALK FROM OBESITY (SAMPLE MESSAGE)



Dear (name),

On _____ I'll be helping the ASMBS Foundation and the Obesity Action Coalition fight one of the nation's fastest growing epidemics at the *Walk from Obesity*. Funds raised through the Walk support research, advocacy and education programs.

Step out against this disease by supporting my efforts. It's easy to do. Sponsor me by making a donation to the *Walk from Obesity* - and I'll do the rest!

Your donation helps in the fight against obesity by providing much needed funding to support our efforts. The obesity crisis is an epidemic and your support will help make important advances against the disease of obesity. Just complete the information below and return the form to me with your donation. The *Walk from Obesity* is quickly approaching, so please send it as soon as possible.

Thanks in advance for your support of the *Walk from Obesity* – together we can make a difference!

In better health,

(Your Name)

(Name of Your Walk)

Please make check payable to **ASMBS Foundation Walk from Obesity.**

- \$50 \$25 \$15
 \$10 \$5 Other:\$_____

Please return this form, along with your check, to: Walk Committee Chair's Name and Address

PLEDGE FORM (PLEASE PRINT)



Walk Location: _____

Participant Name: _____

Thank you for your participation in the *Walk from Obesity!* The pledges you collect help to fulfill the mission of the Walk and also help in the fight against obesity.

The *Walk from Obesity* is sponsored by the American Society for Metabolic and Bariatric Surgery Foundation a 501(c)3 non-profit organization. Contributions are tax-deductible (Tax I.D. No. 59-3520006). To request a receipt please, call (866) 471-2727.

Checks should be made payable to ASMBS Foundation. Checks may be brought to the event or mailed to the ASMBS Foundation at: **100 SW 75th Street, Suite 201, Gainesville, FL, 32607**. Please paperclip all pledge payments to this form. Please do not send cash in the mail.

Name or Company Name: _____ Check No.: _____ Pledge Amount: _____

Email: _____

Address (Street, City, Zip) _____

Name or Company Name: _____ Check No.: _____ Pledge Amount: _____

Email: _____

Address (Street, City, Zip) _____

Name or Company Name: _____ Check No.: _____ Pledge Amount: _____

Email: _____

Address (Street, City, Zip) _____

Name or Company Name: _____ Check No.: _____ Pledge Amount: _____

Email: _____

Address (Street, City, Zip) _____

Name or Company Name: _____ Check No.: _____ Pledge Amount: _____

Email: _____

Address (Street, City, Zip) _____



2014 WALK FROM OBESITY

Sponsor/ Vendor Commitment Form

Please Print

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Phone: _____ Email: _____

Please check sponsorship level:

- \$5,000 P3 (Purpose, Passion, Pledges) Pacesetter**
Includes logo displayed on the Walk t-shirt in a premier position, logo displayed on event's online registration page, vendor booth space with skirted six-foot table and two chairs, use of the official *Walk from Obesity* logo on marketing materials (per approval), special mention at the event, Promo-code for (50) Walk registrations, and (1) Walk year P3 Pacesetter plaque.
- \$2,500 Pacesetter**
Includes logo displayed on the Walk t-shirt in a prominent position, logo displayed on event's online registration page, vendor booth space with skirted six-foot table and two chairs, Use of the official *Walk from Obesity* logo on marketing materials (per approval), special mention at the event, Promo-Code for (25) Walk registrations, and a Certificate of Appreciation.
- \$1,000 Forerunner**
Includes logo displayed on the Walk t-shirt, company name listed on event's online registration page, vendor booth space with skirted six-foot table and two chairs, special mention at the event, Promo-code for (10) Walk registrations, and a Certificate of Appreciation.
- \$750 Contributor**
Includes company name printed on the Walk t-shirt, company name listed on event's online registration page, vendor booth space with skirted six-foot table and two chairs, special mention at the event, Promo-code for (5) Walk registrations, and a Certificate of Appreciation.
- \$500 Donor**
Includes company name listed on event's online registration page, vendor booth space with skirted six-foot table and two chairs, special mention at the event, and a Certificate of Appreciation.
- \$200 Vendor (Booth Rental)**
Includes vendor booth space with skirted six-foot table and two chairs, and a special mention at the event.
- \$200 Product Distribution**
Includes distribution of marketing materials and/or product samples to participants.
- Non-Profit Booth (No Fee)**
Available to IRS registered 501c3 non-profits only, that agree to support and publicize the Walk. Must provide proof of 501c3 status; Includes six-foot table and two chairs.



Attached is my check in the amount of \$_____ for sponsorship and/or vendor booth space rental at the 2014 *Walk from Obesity* _____ event.

- I understand and agree that approved artwork must be submitted to the Walk event leader by the specified date listed on the bottom of this form in order to meet the printing deadline.
- I also understand and agree that all sponsorships and booth rentals are subject to approval by the local Walk Committee and/or National Walk Office.

Signature of Authorized Agent: _____ Date: _____

Printed Name of Authorized Agent: _____

All forms of payment MUST be made payable to the ASMBS Foundation.

Forms and payment may be mailed to the ASMBS Foundation or turned in to your local WFO representative.

ASMBS Foundation. 100 SW 75th St., Suite 201, Gainesville, FL 32607



Walk from Obesity

www.walkfromobesity.com | 866.471.2727 | info@asmbsfoundation.org

Benefitting:



Follow us on:



DEPOSIT DETAIL FORM



Walk Location: _____ Date Submitted: _____

Prepared By: _____ Contact Number: _____

Registration

Number of Forms	Number of Checks	Total Amount
Total Registrations \$		

Misc Donations and Sponsorship

Description	Contributor Name	Amount
Total Donations and Sponsorships \$		
Total Deposit \$		

Non-Cash Contributions

Date	Contributor/Sponsor	Item	Amount

Return to:
ASMBS Foundation | 100 SW 75th St. | Suite 201 | Gainesville, FL 32607
Fax: 352.331.4975



CHECK/EXPENSE REIMBURSEMENT REQUEST FORM



Walk Location: _____ Date Submitted: _____

Prepared By: _____ Contact Number: _____

Vendor Invoice

Receipts Must Be Attached

Expense Paid	Vendor	Amount
Permits/License		
Equipment Rental		
Park Rental Fees		
Police/Security		
Entertainment		
Office Supplies		
Flyers		
Copy Charges		
Advertising Charges		
Postage		
Misc.		
Misc.		
Misc.		
Misc.		
Total Amount Requested \$		

Make Reimbursement Payable to: _____

Mail To:

Name: _____

Address: _____

By signing below, I confirm that the above reimbursement request is accurate and that any items purchased were for approved *Walk from Obesity* Expenses.

Signature: _____ Date: _____

Print Name: _____

Return to:
ASMBS Foundation | 100 SW 75th St. | Suite 201 | Gainesville, FL 32607
Fax: 352.331.4975



