

ASMBS FOUNDATION'S
WALK FROM OBESITY FAQs
Fall 2015



What are the Requirements for Being Approved to Host an Event?

An application must be submitted by the posted deadline in order for your location to be considered for approval. All of the qualifications and requirements listed below must be met in order for your application/event to be approved.

1. At least one individual listed on the application must be an active member of the American Society for Metabolic and Bariatric Surgery (ASMBS). This individual can be the Event Leader, Presenting Sponsor, or a Walk Committee member.
2. All agreements on the application must be agreed upon. Application agreement is located at the bottom of the online application.
3. The listed Event Leader/Committee Chair must be committed to organizing the event and following all guidelines. (Forming a Walk Committee is highly recommended).
4. A phone interview with a member of the ASMBS Foundation staff may be required to discuss Walk best practices. If an interview is required, we will contact you to schedule a time.
5. The \$1,000 Presenting Sponsor event donation must be paid within (30) days of your application being approved. Walk locations that have held an event the previous year AND met at least 50% (\$5,000) of the required minimum fundraising goal will have a reduced event donation of \$500.

Please note: The number of approvals will be limited. Walk locations will be determined and strategically chosen by the ASMBS Foundation. Approval of your application will be based on the location, previous Walk planning experience and fiscal success, phone interview, etc.



What is the difference between the two types of events? *Walk from Obesity* and *Walk from Obesity+Fitness Fun Run*?

Presenters will have the option of hosting a traditional *Walk from Obesity* event or a *Walk from Obesity + Fitness Fun Run* event. All guidelines will be the same for each type of event and will primarily work the same way.

Both types of events will be a *Walk from Obesity*, however one incorporates a Fun Run. Hosting a traditional *Walk from Obesity* will continue to focus on "walking" and will be promoted as such. Participants may continue to choose to walk, jog, or run as they have always been allowed to do. Hosting a *Walk from Obesity + Fitness Fun Run* event will bring "running" into the focus of the event, along with "walking" and will be promoted as such. This will help to attract participants that may be more interested in a Run versus just a Walk.

Events that include the Fun Run option should maintain that it is just that; a Fun Run is a noncompetitive run and there should never be any type of race or placement involved in the run. Both types of events should be considered non-competitive and should allow participants to walk/run as much or as little as they want and should never be longer than a 5K (3.1 miles).

The biggest difference between the two types of events may be the choice of venue. If you choose to host a Walk that includes an official Fun Run, you will need a venue/site that will work for this type of event. It would be ideal to have a different route for runners. However, in a case where that may not be possible and walkers and runners will use the same route, runners should be asked to start first.

Also, all materials you receive, as well as your event's online registration page will reflect which type of event you are hosting. Please choose which type of event you wish to host on the application. This can be changed after the application is submitted if you wish to switch the type of event you are hosting. A deadline will be provided for making that change.

What is the role of the local Walk Committee and/or Event Leader?

A local Walk Committee is a key factor to the success of your Walk. Some of the top responsibilities of the Walk Committee and Committee Chair/Event Leader are:

- Ensuring that all guidelines set forth by the ASMBS Foundation or being followed.
- Finding a location to host the Walk and ensuring the venue's policies are followed.
- To obtain necessary permits.
- Recruiting local sponsors/vendors for the Walk.
- Distributing marketing materials throughout the community (brochures, flyers).
- Inviting strong leaders to form Walk teams to help recruit participants.
- Working with rental companies for items needed the day of the Walk (tables, chairs, sound equipment).
- Finding and posting on community bulletins and announcements to market the Walk.
- Ensuring that expenses are kept to a minimum and expense guidelines are followed.
- Keeping up-to-date on emails and communications from the National office.
- Setup and take down of the event.

New Walk from Obesity Logo Concepts



Is there a fee to host a Walk?

There is a required minimum \$1,000 Presenting Sponsor event donation that must be paid. **Please note: If your organization presented a Walk the previous year AND raised at least 50% of the required fundraising goal for that Walk, the event donation will then be reduced to \$500.**

The Presenting Sponsor event donation is due within (30) days of your application being approved. This donation will help to cover the start-up cost and materials for your event, and will count as income towards your event's fundraising goal. The donation will also count as your organization's sponsorship, allowing your organization to be listed as a "Presenting Sponsor."

The Presenting Sponsor event donation may also be divided between multiple organizations, in which all organizations will be listed as a Presenter. All organizations must be listed on the original application. A minimum donation from each group will be required and ranges from \$250-\$500 each (depending on the number of Presenters listed).

Why should my company donate \$1,000 to host a Walk from Obesity? Couldn't we host our own event for that?

The average expense cost to the ASMBS Foundation per event is \$3,000. This cost covers items that we provide to you from the National Office, such as brochures/flyers, a Walk banner, t-shirts, online registration system, liability insurance coverage, fundraising prizes, sponsor awards, press releases and much more! That amount does not include the local expenses that we also cover for your event (please see next question).

Also, we do not cover just the cost of the event, but we are always here to help you with your event. We provide online registration support, graphic design work, social media support, guidance, and much more!

The *Walk from Obesity* is also an event that takes place in cities across the country and has become an annual event for many healthcare facilities and ASMBS members.

Who pays for the local event expenses?

The ASMBS Foundation will cover the costs of items that are considered a necessity in order for the event to take place. We do have several guidelines that must be followed in order for you to be reimbursed for expenses. Any expense over \$250 must be preapproved by the National Office. Since this is a fundraising event, we ask that you try to get as many items donated as possible to help keep cost down and to help make your event a financial success. We strongly suggest that your local expenses stay below 15% of what you plan to raise to ensure that you have a successful fundraising event.

Here is a list of a few items that would be considered appropriate and inappropriate for purchase:

Appropriate Items:

- Table and chair rentals
- Permits
- Venue charge
- Event signage and printing
- T-shirt printing
- Sound equipment rental
- Coloring Contest supplies
- Other items that must have pre-approval from National Office

Inappropriate Items (we do not cover the cost for these items):

- Participant giveaways or raffle prizes (should be donated)
- Office equipment (computers, cameras)
- Entertainment or food
- Professional photographer
- Professional event planners
- Alcohol
- Advertising
- Additional activities (bounce house, games, etc.)
- Team t-shirts
- Guest speakers

What marketing materials and tools are provided by the national office?

Our office provides many tools to help in the planning and promoting of your Walk. We will provide you with an unlimited amount of *Walk from Obesity* brochures. The brochures can be used in mailings or placed at local businesses to help promote your Walk.

We also provide several online and electronic tools including a local sponsorship prospectus, social media support, a customizable Walk flyer, and an online registration and fundraising system for your participants. Weekly/bi-weekly email communications will also be sent to you with helpful tips and information you will need throughout the planning process. We also email your registered Walk participants with encouragement to ask others to register and fundraise.

Materials for the day of your event will also be provided. Those materials will include the official *Walk from Obesity* t-shirt, a *Walk from Obesity* banner (with National Sponsors listed), handout materials and more!

The minimum event fundraising goal is \$10,000, what happens if I do not meet that goal?

A minimum fundraising goal of \$10,000 is required to be set by each event. All income from your event will go towards this goal and efforts to meet the goal are expected. Income will include: the Presenting Sponsor event donation, local sponsorships, raffle monies, participant registration fees, donations collected by participants, and any other funds you raise by other means.

We do not require that the goal be met and there are no additional fees involved if the goal is not met. However, if the goal is not met, future applications to host could be denied. We encourage our events to strive to meet this minimum goal to ensure you have a successful fundraising event. If you have concerns about this, we will be happy to discuss those with you.

Please note: In-kind donations (non-cash items) may not be included as income towards your fundraising goal.

Do I need to have local sponsors for my event or can I be the sole sponsor?

The *Walk from Obesity* is intended to be a community event and should never be considered a private event for one sole sponsor. Getting local sponsors is the key to bringing several local hospitals, doctors, and local businesses together to provide an event that will raise awareness and benefit the entire local community. Local sponsors provide financial support for your Walk, but can also promote your Walk and help increase attendance. Any person/company that shares our mission and is working for our cause should always be welcome and encouraged to become a local sponsor.

Where can I host the event and how long does the Walk route have to be?

The Walk can be held at many types of venues. Those venues can include: community parks, shopping malls, hospitals, schools, churches, sports venues, and more! Keep in mind that a safe and easy walking path will need to be provided. We recommend that our Walk's be at least 1 mile in length, but not longer than a 5K (3.1 miles). It is also suggested to provide a Walk route that will allow participants to choose how far they walk.

The *Walk from Obesity* should not be considered so much as an athletic event, but as an event to provide participants with options to choose how far and how long they can or wish to walk. However, participants do not have to walk to participate, they may choose to cheer on and encourage the other walkers from the finish line.

If you will be hosting a *Walk from Obesity + Fun Run*, please take that into consideration when choosing your route(s).

Each participant must pay a registration fee, what does that fee cover?

The registration fee for each participant is \$35. However, we offer an online registration for only \$25, and this option is available through our website until the Friday before the event takes place. Children under the age of 12 are always FREE, but must be accompanied by a paid parent or guardian. When registering online, participants will have the option to register as an individual, join a team, or start their own team.

Many levels of local sponsorship do include promo codes that will allow participants to register for "no fee." Promo codes may also be purchased for an additional donation if you wish to offer a "no fee" registration option with the use of the promo code.

Registration will give a person access to the event, an official *Walk from Obesity* t-shirt, a personal online fundraising page, and access to any giveaways that may be available at the event. The registration fee is also considered a donation from the participant and goes towards your events fundraising goal.

Can the Walk be held in conjunction with any other event?

The *Walk from Obesity* must be a standalone event. It cannot be held in conjunction with, nor publicized with, any other event. This includes: health fairs, company picnics, parties, or any other Walk or Run. These events can be held before or after the *Walk from Obesity*, but must not be considered part of the event.

Once my application is approved, when may I start planning my Walk?

Confirmation of application being received will be emailed to you within (5) business days of your application being received. We will then offer a phone interview with you to answer any questions you may have and provide you with information you will need to get started. We will also provide you with our official Walk Committee Planning Guide prior to the phone interview. The guide will provide you with all of our guidelines and forms that you will need while planning your event.

You will then have 30 days to pay your Presenting Sponsor event donation after approval has been given by our office. Once payment has been received you may begin the early stages of your planning (forming a Walk Committee, finding a venue, and recruiting local sponsors, etc.).

An official kickoff date will be set for all events taking place in our Spring/Fall Walk season. This date will act as the official date for when Walk cities will be announced, online event pages will be made active, and marketing materials will start to be mailed to you.

Please note: A minimum time frame of 3 months for planning and preparation is highly recommended. Please choose a Walk date that will allow yourself enough time to plan your event.

I want to host a *Walk from Obesity* in my community. How do I apply to host?

Apply online now at www.WalkfromObesity.com. We offer several dates to choose from and you may also request a date that is not listed with prior approval for the date from the National office.