

Walk On The Horizon Participation Packet



**Take a Little Step.
Make a Big Difference!**

Overview

- What: Our 9th Annual Walk on the Horizon.
- Goal: Raise \$75,000.
- When: Saturday, August 27, 2013 at 8:30 a.m.
- Where: Anheuser Busch, 15800 Roscoe Blvd., Van Nuys, CA 91343
- Participation: 300-500 participants are expected. This is a family friendly event.

As you know, we have a huge fundraising event coming up on **Saturday, August 27, 2016**. It's our 9th Annual Walk on the Horizon walk-a-thon. This is one of New Horizons' major fundraisers and an important community outreach event.

This packet is designed to:

1. give you information you need to help us promote the event,
2. answer any questions about the event that friends or family may have,
3. help you participate,

About Walk on the Horizon

Walk on the Horizon, now in its ninth year, has grown into one of the largest Walkathons in the San Fernando Valley. The event is hosted by and directly benefits New Horizons, a non-profit social service agency serving individuals with special needs such as Autism, Down syndrome and Cerebral Palsy.

This year we're excited to hold the event at Anheuser Busch in Van Nuys.

Event Highlights

- Commemorative T-shirts to all registered participants.
- Music throughout the event
- Free Refreshments
- Exclusive entrance to Anheuser Busch "Family Day" at 11:00am
- FUN for the whole family!

Anheuser Busch "Family Day" Events at 11:00am

- Music
- Entertainment, including the Clydesdales Parade
- Classic Car Show
- Brewhouse Tour
- Food Trucks
- Beer Garden
- Games with the Kids

Event Schedule

Registration: 8:30am

Walk Begins: 9:30am

Anheuser Busch "Family Day": 11:00am (**walk registrants only!**)

Sponsors

Sponsorships for this event are available at a number of levels. This year sponsorships include the opportunity to subsidize our clients so that they too may be able to attend and enjoy Walk On The Horizon. If you know of any business or organization that would be interested in being a sponsor, please refer them to Daryl Rubin at ext. 318 or drubin@newhorizons-sfv.org.

Why should I participate?

Coming to work at New Horizons is more than just coming in and collecting a pay check. It is being a part of something much bigger. It is about helping people live better lives doing everyday tasks that we all take for granted. It is about compassion, caring, and sharing. It is about knowing that the work we do is important to our clients and their families and the community.

Unfortunately, providing the special supports our clients need is costly and neither Federal nor State funds are sufficient to meet those needs. Every year utility, rents, gas prices and other costs rise while our government funding decreases so the gap between government funding and our expenses widens. New Horizons must raise additional revenue through fundraisers like Walk on the Horizon just to break even! We can't do this alone! Without the support of EVERYONE in the organization, we will never make our goals.

How can I help?

1. **Sign up to walk!** You can sign up as an individual and ask people to sponsor your efforts. If you are a top fundraiser, you can win a prize in appreciation of your fundraising efforts!
2. **Start at team!** The more members you have on your team, the more money you can raise!
3. If you are a direct-care worker, **help your client participate.** Encourage them to go out into the community and collect donations.
4. **Spread the word!** Let your family and friends know about what we do. Give them information on our events and ask them to support what we do. Tell business that you all about the great opportunities we have for them to participate as a sponsor!
5. **SHARE!** – go on Facebook, Twitter, Pinterest **and like us like crazy!**

How do I register?

Easy! Go on-line to www.newhorizons-sfv.org and sign up. Simply click on the Register button. Complete the form and enter your credit card information to pay for your registration fee. If you would prefer to pay by cash or check, we can help you register off-line stop by the Development office.

How much does it cost to register?

Everyone who participates as a walker must pay a registration fee to participate in the event and attend Anheuser Busch "Family Day. " The registration fee helps us off-set the cost of putting on the event. The registration fee includes a special commemorative T-shirt and an invite to attend Anheuser Busch "Family Day."

New Horizon Clients may register at the subsidized price of \$20.00 each.

For all others the cost of registration is \$35.00.

Special discounts are offered for the following:

- Children age 2 and under are FREE (no T-shirt)

The best way to register is online! The online registration process is quick, easy and provides lots of online fundraising tools at your fingertips. Simply visit our website at www.newhorizons-sfv.org to get started!

So, now that I have a registered...what's next?

It is time to start fundraising! To help get your fundraising juices flowing, we have prepared a "Fundraising Top 10 List" of the most helpful things you can do to maximize your efforts.

1. Have FUN!
2. Register online and set up your Personal Walk Page
3. Customize your Personal Walk Page with photo & story (10 to 12x more \$\$)
4. Set your fundraising goal. We recommend a minimum goal of \$250.
5. Launch an email writing campaign (email campaigns raise 5 to 10x more \$\$)
6. Ask your friendly local business owners for donation to help you reach you goal.
7. Encourage online donations (Average Offline donation is \$20, Average Online donation is \$50)
8. Ask 10 people for \$10 = \$100
9. Use Matching Gifts (ask your donors if their employer has a matching give program. This will double the impact of your gift)
10. Launch a social media campaign! Put Facebook and Twitter to work for you! Post the link to your Personal Page on your wall and ask your friends for support!

Raise money for New Horizons and awards!

Top individual fundraisers deserve extra special recognition! Raise money **(inclusive of your registration fee)** and you may be recognized as one of our Top Fundraisers!

GO TEAMS!

Of course, the real success and fun of the Walk is in the teams. For those who have participated in the past, you know what a fun and inspiring event this is.

What is a Walk Team?

A Team should include anyone and everyone who wants to join the effort to raise money for New Horizons and celebrate your success and support on Event Day. Team Captains and their fundraising efforts drive the success of a Walk – and the more people you have on your team fundraising with you, the more successful you will be! Each team member will have both a personal fundraising goal (like \$250) and help meet the team goal (maybe something like \$1,000).

How do I recruit members to join my Team?

The best way to recruit team members is to share your story and **ask them to join!**

- a. Tell people why you are involved with the Walk on the Horizon
- b. Let everyone know your team goal
- c. Explain why you need their support... increased fundraising, awareness, support, fun...
- d. Let people know how they can help... by joining your team and fundraising!

Remember, everyone who participates in Walk On The Horizon must register, especially if you want to attend Anheuser Busch "Family Day" – and you can do this by going online (by far the best way to register) or by stopping by the Development Department at New Horizons.