

MOVE-A-THON

FUNDRAISING EVENT GUIDE

hearts
in action 

FOR CHaD KIDS

Run, jump, dance — MOVE! Participants collect pledges to get active and keep moving at your event. It is the perfect fundraiser for families, promotes wellness and can take place indoors or out. Challenge participants to a single Move-A-Thon activity (i.e. walk, run, bike, dance) for period of time or have them complete a series of stations at your event (i.e. jump rope, obstacle course, scooter, basketball, etc.). Choose your location, date and timeframe; then get people movin' and groovin' for the kids at CHaD!

HOW ARE FUNDS RAISED?

- ◆ Pledges
- ◆ Sponsorships
- ◆ Matchings Funds
- ◆ Event day donations

TARGET AUDIENCE

AND VENUE:

This event is appropriate for all ages, and is well-suited to families. Be sure to make the proper adjustments to accommodate younger children.

Your local school or recreation center is the perfect venue, though other locations could easily accommodate this event. Consider a space that includes both outdoor and indoor options so that weather doesn't put a damper on the fun.

BUDGET CONSIDERATIONS:

Revenue

Registration _____

Sponsorships _____

Donations _____

Expenses

Venue _____

Food/Beverage _____

printing/advertising _____





supplies, prizes _____

Other _____

ROLES FOR VOLUNTEERS:

- ◆ Flyer distribution
- ◆ Emcee
- ◆ Event set-up/break down
- ◆ Registration
- ◆ Activity leaders
- ◆ Fundraising/Accounting

LOGISTICAL NEEDS:

- ◆ Participant pledge forms and envelopes
- ◆ Registration tables for participant check-in
- ◆ Safety cones for marking area
- ◆ Event and parking signage
- ◆ Clock or timer
- ◆ Water and snacks
- ◆ Prizes for top-fundraisers
- ◆ Promotional flyers 
- ◆ Donation Box 
- ◆ Banner 
- ◆ Facebook Event Page 

 Hearts in Action can help!

Social Media Tip

By setting up a Facebook event, you can promote your fundraiser and track RSVPs for free! Hearts in Action's social media guidelines and custom graphic header can get you started!



PERMITS: If you plan to use public spaces or roads for your event or are holding a raffle, check in with the local city or town hall for guidance on whether a permit is necessary, and if so, how to obtain one.

INSURANCE: Some venues may require insurance.

Please note that CHaD is unable to provide insurance for third party events.

Ready to get movin' on your fundraiser?
Call us at (603) 650-3431
or send an email to
CHaD.Community.Relations@hitchcock.org