**Sunol Glen Walk-A-Thon Master Plan**

Suggested Schedule

12:40 - 12:50 Put lap marking tags on students and distribute annual student gift

12:50 - 1:10 Assemble on the Track

1:10 - 1:20 Spirit Rally

1:20 - 2:20 Walk or Run!

2:20 - 2:30 Return lap counts to lap marking stations

2:30 - 2:40 Firefighter Hose down

2:40 - 2:50 Return to classrooms & dismissal

Suggested Organizing Committee Members

* Event Chair
* Publicity Chair
* T-Shirt/Logo Chair
* Pledge Accounting/Tracking Chair
* Pledge Recognition Chair
* Sponsorhip Chair
* Volunteer/Decorations/Other Chair
* Spirit Rally Chair
* Lap Tracking/Treats Chair

Event Chair

* convene initial WAT committee in early August to set jobs & decide theme
* set date (with Ms. Barnes' approval) & fill out event form and submit to Lindsay in the office
* find chairs for jobs below and be very nice to them ; )
* set follow up meetings approximately every 2 weeks to check on progress
* establish budget and present at September board meeting for approval
* send letter (update last year's) to the Buttner Family & Sunol Golf Course (they have been big sponsors in the past)
* email school board members - invite them to the event
* coordinate with Ms. Lindsay so she knows who can answer questions and so she has a general idea of what is occurring
* coordinate with Ms. Jeffries so our forms don't go home the same week as the big Student Council fundraiser
* coordinate with K/1 teachers on plan for the day, including keeping the Kinders all day (they usually send home a permission slip for Kinders who want to stay)
* coordinate with staff 3 weeks out (general outline & t-shirt orders) and 1 week out (specific plan) of what will happen on the event day and help needed from staff
* coordinate with Ms. Donovan on moving up the upper grade lunches
* coordinate with Mr. Hoxie to be sure equipment needed is available on event day & that the pick up line will be monitored to allow water and/or fire trucks onto the field (will need several garbage cans around; don't try to have kids sort stuff - they won't do it)
* create/write thank you notes to staff and committee members for their assistance with the event
* organize event wrap-up/evaluation meeting; make notes for improving for next year

Publicity Chair

* paint 2 large wooden signs - one for school entrance (with thermometer) and one for center of town
* paint 2 posters with WAT date/time/location
* paint 3 posters with T-shirt due date (front of school, pick up line, back entrance)
* paint 3 posters with Sponsorship due date (front of school, pick up line, back entrance)
* create flier for event with logo, t-shirt & sponsorship due dates, and event date
* put fliers up around school and on Sunol Post Office board
* put flier up above SGCC bulletin board along with sleeve containing pledge forms
* contact webmaster to update SGCC page with WAT info, forms, dates
* put letter/pledge/t-shirt sheet in teacher's boxes for delivery to students *at least* 2 weeks before t-shirt due date (preferably 3 weeks) and have form included in the Eagle Flier from this point until event
* put pledge/t-shirt sheet with Bold Deadline sheet in boxes for delivery to students the week before t-shirt orders are due
* continue to request notices in the Eagle Flier
* have Lindsay send periodic emails home on our behalf:
  + 4 weeks out - event description, $ goals, incentives
  + 2 weeks before t-shirt deadline - t-shirt deadline reminder
  + 1 week before t-shirt deadline - final t-shirt deadline reminder
  + 1 week before event - event invitation/schedule
  + 2 days before event - event invitation/schedule
  + Monday after event - final pledge due date reminder
* contact Neil Davies (zenteker@mindspring.com) to request that he distribute WAT information to the Sunol community
* after event, email home a notice that anyone who needs their child's lap total, should contact us

T-Shirt/Logo Chair

* decide on t-shirt vendor
* decide on t-shirt logo/style
* determine initial order submittal date for t-shirts to arrive 2 days before event date *(set deadline 1 day before this date, it always takes at least 1 day past the deadline to resolve any issues)*
* coordinate with Pledge Accounting Chair to get t-shirt sizing info on the Pledge form correctly
* coordinate with Pledge Accounting and Sponsor Chairs to be sure all sponsors are on the shirt (Encore Theatrical should be added & it's Rodgers Family - spell it right!)
* determine number for a second order - adjust publicity based on likelihood of a second order
* order comp'd shirts for 3 board members and 1 AL for our t-shirt display
* submit initial order
* receive initial order, label & deliver shirts the day before event date
* do a second order if desired

Pledge Accounting/Tracking Chair

* update old pledge form based on new dates, theme
* get key to SGCC box and empty frequently
* log pledges into pledge logging form
* periodically send an update to the Pledge Recognition Chair & Webmaster
* every time you give a deposit to the SGCC Treasurer, start logging data in a new color (helps find mistakes if there are any)
* provide t-shirt chair with t-shirt order on appropriate date
* continue to track pledges until end of event
* follow up on missing, monthly pledges until all pledges are collected
* run mail merge to create tax receipts for thank you notes

Pledge Recognition Chair

* determine design of pledge recognition wall (do not include $ values)
* create pledge recognition wall (it helps to have this up by Back-To-School Night so parents realize they will be recognized)
* update pledge recognition wall periodically
* organize recognition of donors in the eagle flier
* create event thank you card (use Costco holiday card order)
* coordinate committee stuffing thank you cards & tax receipts; and delivery to classroom for distribution

Sponsorship Chair

* in August, update old pledge request form with new theme, dates, sponsorship levels and request for t-shirt size
* mail to our list of past sponsors
* follow up the mailing a week later with phone calls or in-person visits; be sure they know the deadline for sending out the shirts
* sponsorship due date should be at least 3 days before the t-shirt art is due to allow for design of the shirt back and proofing by sponsors
* distribute the shirt-back art to sponsors for proofing
* after WAT is over, distribute t-shirts and thank you notes to sponsors

Volunteer/Decorations/Other Chair

* send out Jooners requesting set up and clean up volunteers; stuff needed for lap treats; and any other supplies we can get donated (e.g. coolers)
* coordinate Firefighter Hose down
* coordinate with SFPUC to see if they will bring their water truck
* coordinate with Sharon Rodgers (Alliance Welding) as she usually donates helium and balloons
* purchase annual gift to all students (e.g. pedometer, water bottle, something that fits the theme)
* Create playlist for event
* Organize donation of sound system (usually from the Sunol Business Guild or Melody Mayer's dad)

Spirit Rally Chair

* 1 month in advance - send flier home inviting students to participate in the Spirit Squad
* determine what will be in the spirit rally (singing the school song and a dance to another song is typical)
* work with the Spirit Squad to perform at the event
* determine (or coordinate with Student Council) if there will be a "spirit week" leading up to the event
* coordinate with Encore Theatrical to get donation of the Eagle mascot costume
* coordinate with the Book Fair chair to get donation of the Clifford mascot costume
* find students to wear the costume
* borrow 2 "sponsor" t-shirts for the mascots to wear on the day of the event

Lap Tracking/Treat Chair

* determine what the 4 activity "lap treats" will be and collect/request necessary supplies
* determine what the food "lap treats" will be (having 3 choices works well) and collect/request necessary supplies
* determine the lap marking methods for # of laps walked and lap treats (large labels worked well as long as they don't get wet)
* determine signage, marking methods (diff colored marker for each station worked well), and label collection methods for lap marking stations (signs and yard sticks should be in the container)
* coordinate with Ms. Jeffries and the 8th grade students so they are prepared to run the lap marking and lap treat stations
* organize pizza delivery for 8th graders for lunch
* on event day, coordinate set up volunteers to set up the lap stations and coordinate 8th graders so they all know what to do
* make sure all lap marking stuff that is reused makes it back into the container
* determine lap winner & runner up in each grade
* create lap winner awards (special labels around Hershey bars work well; label with grade, teacher, and number of laps walked)

General Planning Schedule

Early August

* Initial planning meeting
* Set date
* Sponsor letters go out
* T-shirt logo and deadlines determined

Early September

* Pledge info goes home and on website (*at least 2 weeks before t-shirt order due)*
* Signage goes up
* Parent communication begins

Mid September

* T-shirt order submitted
* Teacher communication begins
* Lap stations finalized

Notes from the 2012 WAT

* have a volunteer in each classroom to help teacher put labels on students and hand out gift for the year
* don't do a pledge raffle - doesn't seem to make a difference
* make sure CDF trucks can get onto field so firefighters can be inside the track
* labels work great - if they stay dry - and were good for tracking lap treats
* adjust "lap treat" schedule - K/1's typically walked 8 laps, 2/3 typically walked 12 laps, 4/5's walked 15 laps, 6/7 walked 20 laps
* different color markers for different grades worked well
* do it on the track & have the 8th graders work the stations
* 1 hour walk was perfect
* if do face painting, have ~15 - 20 people working that station for the first hour