



IN PARTNERSHIP WITH
AMERICA'S CREDIT UNIONS AND



Next Race Date: April 1, 2012

Credit Union Cherry Blossom Ten Mile Run[®] Sponsor Planning Guide

Step 1.

**Pledge online now!
We'll invoice you.**

Step 2.

**Assign your
Coordinator(s)**

Step 3.

**Provide Coordinator(s) contact
information to Sarah Turner**

✓ Done	Race Coordinator	✓ Done	Volunteer Coordinator	✓ Done	Fundraising/Marketing Coordinator
	NOVEMBER				
	Designate Volunteer and Fundraising Coordinator (if other than you!)		Report Volunteer Coordinator to <u>Michelle Carter</u> , Race Volunteer Administrator, and <u>Sarah Turner</u> by Nov. 15		Review Fundraising <u>Competitions</u> . Prepare to win! Report Coordinator to <u>Sarah Turner</u>
	Send contact info to <u>Sarah Turner</u> by Nov. 15		Review Volunteer <u>Competitions</u> . Gear up to win!		Organize Fundraising committee
	Submit newsletter article to marketing dept. for Jan. issue (samples available on cucherryblossomrun.org)		November 17: 2:00 p.m. – 3:30 p.m. Attend Training at <u>National Building Museum</u>		Review Fundraising <u>materials and ideas</u> online. Brainstorm!!
					November 17: 2:00 p.m. – 3:30 p.m. Attend Training at <u>National Building Museum</u>
	Late November: Request race entry codes				Order items to sell: Credit Unions for Kids dolls, candy bars, notecards and CMN balloons - or your own creations!
	DECEMBER				
	Add CBR Sponsor icon to email signatures		Begin to solicit staff volunteers		Begin holiday fundraising; create collateral, set up lobby signage, begin tracking
	Add CBR Sponsor icon to CU website		December 1: Choose Volunteer Opportunity		Order "Got a Dollar" teller handouts/ statement inserts
	Solicit runners and teams <u>Request Guaranteed Race Entries</u>				Create online donation link from your CU website
	<u>Review Team Competitions</u>				Reach out to employees and members
	December 1-10: Online registration by lottery opened for general public				
	JANUARY				
	Share 2011 Yearbook with colleagues at other CUs		Share 2011 Yearbook with colleagues at other CUs		Share 2011 Yearbook with colleagues at other CUs
	DEADLINE January 15: <u>Request</u> for guaranteed race entries		January 1: Volunteer Registration opens		Meet with your local children's hospital coordinator to coordinate your local fundraising plans & get kit/ideas
					Order free CMN balloons for lobby fundraising, continue tracking
	NOTICE: LAST DAY FOR Race Entries is March 1				Begin "Got a Dollar" promo/ sell CMN balloons for \$1 in lobby

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	FEBRUARY				
	February 1: Capitol Hill Registration Opens		February 1: Begin entering Volunteer list		Order "Just a Dollar" statement inserts for March 1 (February statements)
	DEADLINE February 27: Capitol Hill Registration closes				Send Press Releases to local papers re: CU involvement and funds raised
	Send Press Releases to local papers re: CU involvement				Send Fundraising totals to date to <u>Sarah Turner</u>
	Send Press Releases to local papers re: CU involvement				Maintain Fundraising momentum
	MARCH				
	DEADLINE March 1: CU Guaranteed Race Entries Due & Team Registration closes		DEADLINE March 1: Credit Union Group Volunteer Registration Closes		Plan a bake sale/carwash/raffle as last ditch effort to raise more funds
	March 1: Capitol Hill registration closes				Send Fundraising totals to date to <u>Sarah Turner</u>
	March 1: Guaranteed race entry deadline				
	March 30: 10:30 a.m. – 12 noon Press Conference at Children's National Medical Center		Designate meeting time and place, organize transportation		
	March 30: Luncheon at Children's National Medical Center follows Press Conference				
	March 30: Capitol Hill Packet Pickup at Congressional & U.S. Senate FCUs 11:00 a.m.–2:00 p.m.				
	March 31: Health and Fitness Expo — 9:30 a.m.–5:30 p.m. Runner Packet Pickup at <u>National Building Museum</u>		March 31: Saturday Volunteers Report		
	APRIL				
	April 1: RACE DAY! Metro opens at 5:00 a.m.		RACE DAY! Meet your team of volunteers at the designated time and place		RACE DAY! Metro opens at 5:00 a.m.
	Deadline April 30: Report fundraising totals w/ CU membership for year end to <u>Sarah Turner</u>				DEADLINE April 30: Send final Fundraising totals to <u>Sarah Turner</u>
	Submit press releases to local papers				Make check presentations to local Children's Hospital; <u>invite legislators</u>
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	MAY		ENSURE YOUR COMPREHENSIVE PLAN FOR THE YEAR - BEGIN FUNDRAISING for 2013		