



# STEPS ON THE WAY WALK-A-THON 2007

## Coordinator Manual

### STEPS ON THE WAY Benefit for the North American Retreat Center Project Saturday September 15, 2007

Thank you so much for being your center's STEPS ON THE WAY WALK-A-THON Coordinator(s). As STEPS Coordinator for your center, it's up to you to inspire and organize the STEPS ON THE WAY WALK-A-THON for your center.

#### GETTING STARTED

Please send your name and cell phone number to the National STEPS Coordinators. We will contact you for pre-event planning, a Participant count, and Donation totals on the day of the Event.

Eve Smilack@ 310-293-6758 (Pacific time)

Nicole Kissam@ 909-910-0926 (Pacific time)

[STEPSWALK@diamondway.org](mailto:STEPSWALK@diamondway.org)

Download and print out STEPS ON THE WAY forms. This is your tool kit for this entire event. You could put these in a notebook or folder to have handy in one place.

- STEPS ON THE WAY Participant Coordinator Sheet
- STEPS ON THE WAY Sponsor Sign-Up Sheet
- STEPS ON THE WAY Participant Guidelines
- STEPS ON THE WAY Information Sheet
- STEPS ON THE WAY Credit Card Donation Form
- STEPS ON THE WAY Receipt Form

Did we mention THERE WILL BE A COOL PRIZE for the person with the Most Sponsors and one for whoever raises the Most Money?



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### GETTING STARTED (continued)

Send out SAVE THE DATE ANNOUNCEMENTS by ASAP. Send emails out to let everyone in your Group/Center and your closer friends know about this Fund Raising event taking place on September 15th across the US and Canada. Be sure to provide STEPS Information flyers.

- 1) Send emails announcing it to your group's email list-with Sponsor Sign-Up Sheet attached!
- 2) Make a big sign or poster with EVENT name, day, time and route. Display it with SPONSOR forms and support materials nearby.
- 3) Announce it during group meditation nights and hand out Sponsor forms.
- 4) Put it on your Center website with a downloadable Sponsor form and/or refer to the Retreat Center website:  
[www.diamondway.org/retreatcenter](http://www.diamondway.org/retreatcenter) for downloadable forms

Determine your center's route and distance. Pick a location and distance that is accessible and enjoyable. This way when sponsors ask where the walk will be and /or how far, you can tell them. ☺ In Los Angeles, we walk along the beach boardwalk and enjoy the ocean air and great scenery. When you pick the route and distance, let Eve or Nicole know the distance and route for your center by August 18th.

Choose a starting place and time. Having a specific STARTING PLACE is important. It provides a specific place to record who is participating that day, collect donations and Sponsor Sign-Up Sheets, and find out the total amount of donations collected so we can add up the \$ we raised from the entire NA sangha. It also provides a beginning point to the route you will cover so the route is measurable. ☺

If the entire group leaves at the same time from one place then there's no need to have anyone be at that point all day. If everyone begins at different times, then a person will need to be there until all participants have started on the route.

Decide if your center wants to walk together (a very cool sangha thing to do) or in multiple groups for runners, walkers, and skaters.

Set a fundraising goal for your center would also be great. This can really help motivate the participants to find sponsors.



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### FUNDRAISING

Encourage everyone to find sponsors. Some sangha members may be uncomfortable asking family and friends to support this Walk-A-Thon. As STEPS Coordinator you can help Participants feel more at ease when seeking donations and finding sponsors. Here are activities that can help participants approach sponsors.

Remind participants to set a personal distance to go before finding sponsors. This distance can be the same as the center goal, or can be greater or lesser depending on the participant's fitness levels. Most donations are given on a per mile basis. So if 10 a walker set a personal goal of 10 miles and a sponsor donates \$10 per mile, the sponsor will give the participant \$100 for the Retreat Center Project!

Suggest that each participant set a personal goal for how much they want to raise. This Fundraising goal can be great motivation for participant. Let walkers know that they will be amazed at how many people will give generously so each can reach their personal goal.

Emphasize that all participants need to collect donations before the day of the event. If this is not possible, participants should collect donations and turn them to you it ASAP, before October 1<sup>st</sup>.

**Remember THERE WILL BE A COOL PRIZE for the person with the Most Sponsors and one for whoever raises the Most Money!**

Suggestions you can participants to help find sponsors:

Many people are happy to donate money for something that you are excited about and is important to you. You'll find that once you have a few sponsors, raising money will become easier and more enjoyable.

- Call your family and friends. The people closest to you will want to support you in any pursuit that you find meaningful. Every little bit adds up. You can fill out the credit card form for them over the phone and be sure to write their name and credit card donation on your sponsor sheet. Or you can have them go Online and donate there. Let them know we will not put anyone on our DWB mailing list unless they want to be.
- Take your Sponsor forms to Work, School, and Social gatherings. Tell people what your doing and see if they will support this great cause of preserving the thousand-year-old Wisdom from Tibet.



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### Some Questions and Answers About Fundraising

Here are questions that participants may ask about fundraising and STEPS ON THE WAY and some answers to help sangha members understand this fundraising event.

Q: I participated in Steps on the Way two years ago. Isn't it too soon to ask the same people for financial support again?

A: The only way to find out is to ask. Explain the importance of the project and how you are committed to supporting this project in an ongoing basis. You might be surprised how excited sponsors can get when you are positive and excited about this project.

Q: Buddhism is seen as a religion/belief system by the general population. I feel uncomfortable asking people for money to support something they may not agree with or find relevant. What do I do?

A: Diamond Way/Vajrayana Buddhism is a unique system of methods for working with the mind that has been practiced in Tibet for the last 1,000 years. The practice is part of the rich cultural tradition of Tibet that has taken root in the Western world. Supporting the retreat center increases the opportunities for interested people to gain access to this information, and ensures its survival outside of occupied Tibet.

Q: The money we raise will go towards purchasing the land and the needed structures/upgrades for a retreat center. Why would non-Buddhists want to donate money to our cause when there are charitable organizations that address more immediate causes of suffering such as AIDS/Cancer research, domestic violence prevention, etc?

A: We think the cause of preserving the unique teachings and wisdom from a culture that is in danger of being wiped out in its native land is extremely important. Plans for the retreat center include building a library and acquiring a collection of Buddhist texts that visitors can access for study. The center will also be used for teaching and meditation courses to instruct people on DW methods ensuring they are passed on. In order to support the visitors in residence, we will need to provide some housing, utilities, and food prep facilities.

Remember **THERE WILL BE A COOL PRIZE** for the person with the Most Sponsors and one for whoever raises the Most Money!



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### PREPARING FOR THE STEPS ON THE WAY WALK-A-THON

Make a map of the route. Mark each mile on it, and make copies for all participants by August 25<sup>th</sup>. The more support information you give to the people in your sangha, the easier it will be to participate.

EXAMPLES: (you get the idea! ☺)

- Track- Make a map of how to get there and how many times around equals 1 mile.
- Park - Make a map of where it is, where the starting place is and mile markers.
- Sidewalk thru city neighborhoods- Designate a starting place and map out the streets with mile indicators. – listing cool cafés, restaurants would be helpful too ;-)
- Nature trail- Give directions for where to meet. Many public trails are measured already.
- Beach - Make a map of how to get to the starting place and know how far you need to go.

Send out a reminder email. A week before the walk let the Participants know where the starting point is located, send additional STEPS information, and provide maps and forms for each walker. Also encourage participants to make sure they collect donations BEFORE the walk and bring them to the starting point, along with the Sponsor Sign-Up Sheet

Prepare the Participant Registration form. Print out a few copies of this form to bring to the starting point. Get started with registration before the event and fill in each participant's name and contact info on your form.

IF YOU HAVE ANY QUESTIONS or just want to hear some enthusiastic and encouraging voices, call the National STEPS Coordinators Eve Smilack@ 310-293-6758 (Pacific time) or Nicole Kissam @ 909-910-0926 (Pacific time) or email [dwstepswalk@gmail.com](mailto:dwstepswalk@gmail.com).

We are here to help all of us raise an amazing amount of money together while having fun.



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### DAY OF THE EVENT: Saturday September 15, 2006

Bring the Participant Registration form, a box of Standard size envelopes, 1 Big brown envelope, cell phone, calculator, pens, Retreat Center Fund Raising brochures, first aid kit, bottled drinks and snacks for everyone (optional). Have a notebook to write on and something to sit on.

Note: Please put each person's paper work and donations in a standard size envelope. Then place each small envelope in the big envelope, with other participants' envelopes.

Arrive at the starting place a little before the scheduled starting time, to set up. Since you are the main organizer, it is important for you to be there to help participants. If you cannot get there, make sure you arrange for someone to help you.

Collect donations and Sponsor Sign-Up Sheets from each participant.

- If someone has not collected ALL of their money (for some reason) DO NOT take the \$ they have. It is better to have them turn in ALL of their donations to you at one time, before October 1st.
- If they DO have all of their money collected, but some of it is in cash- DO NOT take any of it unless they write a check for the CASH amount payable to DWBC USA with "STEPS ON THE WAY" on the memo line. If they need to they can turn it all in later. You cannot send cash through the mail.
- PLEASE be sure to still REGISTER that person and the total amount of the PLEDGED donations. (We need this for our Grand Tally announced on the Day of the Event and you will need it follow-up with that person later.)
- For each participant, count the donations (use calculator) to be sure everything is accurate before putting it in a standard size envelope (which will keep each individual's separate from other participant's money and forms.) Then put it in the big envelope. Thanks!

Register each participant. On the Participants Registration Form record the Participant's name, email, phone, total donations pledged. You can. If they do not give you their money- DO NOT check the box. PLEASE BE SURE THAT ALL DONATIONS, CREDIT CARD FORMS and ONLINE DONATIONS, ARE ALSO RECORDED ON PERSON'S SPONSOR SHEET. (Please write Participant Number and name on each of the credit card forms to make accounting easier)



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Report totals. When you have registered all participants on the Event day, add up the total amount of money, pledged or collected, from your Center Participant Registration form and call Eve Smilack@ 310-293-6758 (Pacific time) or Nicole Kissam @ 909-910-0926 (Pacific time) with the Total number of participants and total amount of Donations raised.

If the weather is really bad you can cancel the event and keep the money. Let your sponsors know this if they ask. Call each participant to notify them of the cancellation at least 1 hour before the set starting time.

### AFTER THE WALK

Please send your center's completed Participant Registration form and all Sponsor Sign-Up Sheets with donations, to Nicole Kissam before October 1<sup>st</sup>.

Please keep each person's sponsor form and donations together. Check to be sure everything is correct and complete:

\_\_\_\_All checks made out to DWBC USA

\_\_\_\_Completed CREDIT CARD forms with corresponding Participant # and name on each.

Please Mail To:  
STEPS ON THE WAY  
c/o Nicole Kissam  
PO BOX 61173  
PALO ALTO, CA 94306  
909-910-0926

IF YOU HAVE ANY QUESTIONS or just want to hear some enthusiastic and encouraging voices, call the National STEPS Coordinators Eve Smilack@ 310-293-6758 (Pacific time) or Nicole Kissam @ 909-910-0926 (Pacific time) or email [dwstepswalk@gmail.com](mailto:dwstepswalk@gmail.com).

We are here to help all of us raise an amazing amount of money together while having fun.

Thank you very much for coordinating this important event for your group or center!



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### THE AMAZING POTENTIAL OF THIS EVENT

WE WILL RAISE A SUBSTANTIAL AMOUNT OF MONEY FOR THIS IMPORTANT PROJECT WHEN MANY OF US PARTICIPATE...

When only FOUR people walk 10 miles being sponsored by only 10 people at an average of \$2 per mile we will raise: \$800  
If 28 groups did exactly the same we will raise \$22,400

20 sponsors= \$1,600

28 groups = \$44,800

When ONE Group has 15 people walking 10 miles,  
sponsored by 10 people @ \$1.00 per mile,  
we will raise \$1,500.

When 20 groups do this, we will raise \$30,000.

28 Groups= \$42,000

Think about it... When we are excited about what we are doing, no matter what it is, Friends, family, coworkers, businesses will be happy to support us in some way.

When 15 people, average 20 sponsors giving \$1.00 per mile for 10 miles, we will raise \$60,000.

\$5 a mile could happen - generosity feels good!

28 groups of 15 participants, receiving an average of \$5 per mile for 10 miles from only 10 sponsors = \$210,000

20 sponsors = \$420,000

WE HAVE 32 GROUPS!

When we all have many sponsors, supporting this project at a generous rate per mile and all walk at least 10 miles, we will raise enough in this one event to purchase a beautiful property for the Retreat Center! It will be a fun thing to do together and thanks to the generosity of our sponsors, we can all contribute toward something that will enrich our Western culture, help the Karma Kagyu Lineage and benefit many beings now and in the future.

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THANK YOU FOR PARTICIPATING!