



Friendship Walk (Walk) is the nationwide signature event of Best Buddies International. The success of this event for raising awareness and funding the Best Buddies mission relies on a consistent nationwide foundation with opportunity for local innovation.

All Walk Staff and Event Chairs should read this document and sign below for your internal records. If your Walk is unable to adhere to any of the below standards, please contact KathleenVacanti@bestbuddies.org.

Details

- There is no registration fee
- \$50 t-shirt minimum
- It is suggested that 80% of the revenue be participant dollars and 20% sponsorship dollars
- Team fundraising will not be counted towards sponsorship
- All Walks are noncompetitive, family friendly, between 1 and 3 miles and has a wheelchair accessible course.
- Third party events and restaurant give back nights are organized by participants only (not staff)
- Walk is a celebration of a fundraising campaign; not a solicitation for additional revenue through raffles, silent auctions, merchandise sales, food vendor sales or other revenue enhancers

Benevolence (Bene)

- All Walk's must have a Ben webpage, regardless of size
- All Walks must enter ALL registrations into Bene
- All Walks must enter all fundraising data into Bene including offline donations and sponsorship dollars
- All Walk revenue is tracked and maintained in Bene and Walk Budget Workbook

Branding Guidelines

- Walk is a national sub-brand of Best Buddies International. All materials must adhere to the branding guidelines
- Walks will utilize National templates for brochures, posters, t-shirts and event day signage and maintain standards on any local materials

Committee Structure

- Walk should operate with a volunteer-led and staff-supported committee structure including a Walk Event Chair, Walk Event Vice Chair, Team Retention Chair, Team Recruitment Chair, Sponsorship Chair, Publicity Chair, Mission Chair, Logistics Chair

Programs

- All Walks will implement and promote the Legacy Leaders program including onsite experience and medals
- All Walks will participate in the nationwide Incentive Program
- All Walks are required to use national vendors for t-shirts

Model

- Walk is a team event where Team Captains are recruited and asked to organize walkers and encourage team and individual fundraising
- Walks will utilize and adhere to the Walk Timeline
- Each Walk will hold supporting events including:
 - Volunteer Kickoff Party
 - Past Team Registration Event
 - New Team Kickoff Event
 - Walk Celebration Party
- All Walks will implement the Team Captain Stewardship Plan calls

Day of Experience at Friendship Walk

- Every Walk will provide a full mission experience
- Every Walk will have programs/services information
- All Walks will have a brief (15-20 minutes maximum) opening ceremony program utilizing the national script template
- Every Walk will have water along the route
- Utilize high-quality sound system appropriate for location

I acknowledge that I have read and agree to the above Friendship Walk Event Standards

Name

Position

Date