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**CRY Walk for Child Rights 2021**

**Resource Manual for CRY America Action Centers**

*You’ve chosen to become a part of a movement for children’s rights that is growing in momentum, literally with each ‘step’ that we take as volunteers across the USA. Organizing the CRY Walk is a step in the right(s) direction - Congratulations!*



**Staff and Vendor Contact List**

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| Volunteer Action Director | Percy Presswalla | 7145152266 | [percy.presswalla@cryamerica.org](mailto:percy.presswalla@cryamerica.org) |
| Staff Accountant | Paul Wu |  | [paul.wu@cryamerica.org](mailto:paul.wu@cryamerica.org) |
| T-Shirts | Supritha Shetty |  | [supritha.shetty@crymail.org](mailto:supritha.shetty@crymail.org) |
| Insurance | Maria Tignini | 212.279.4519 | [maria.tignini@epicbrokers.com](mailto:maria.tignini@epicbrokers.com) |
| IT (event module help) | Percy Presswalla | 7145152266 | [percy.presswalla@cryamerica.org](mailto:percy.presswalla@cryamerica.org) |



**Event Organizer’s Overview**

1. **Event Prep – at least 4 months before Walk** 
   1. AC Leads & all CRY Walk Leads should read CRY Walk Resource Manual and share with others on the Action Center’s core team*.*
   2. Finalize AC Walk Lead, Event Date, Venue, and Budget.
      1. Walk Lead: responsible for event management and is the contact person for the walk
      2. Event Date: be sure to factor in weather patterns and local event calendars. Some cities rain date options, be sure to check with the appropriate city department or office on your options.
      3. Venue: contact the venue official to determine what is required for a permit and what rules and regulations the venue enforces. If an Authorization Letter from CRY America, or anything else is required work with Percy/ Supritha to secure the needed paper work.
      4. Budget: a completed budget with estimated expenses & revenues should be turned in to Paul Wu.
      5. Join CRY Walk Team National Conferences Calls and Video Conferences or contact Patrick/Supritha for guidance
      6. These meetings will guide you on your event, address logistical concerns (permits, insurance, website, etc.) and are great opportunities to brainstorm fundraising ideas.
   3. Request a Certificate of Insurance for your walk
      1. All CRY events require a Certificate of Insurance, which CRY America Inc. provides to each Action Center through an arrangement with Insurance Agents at the national level. Once your venue and date are confirmed send an email to Maria Tignini - [maria.tignini@epicbrokers.com](mailto:maria.tignini@epicbrokers.com), 212-279-4519 (office) / 917-306-3908 (cell) including the date, time, location, expected participant numbers, description of the event & anything else the venue requires be included.
      2. Many venues require that they be listed as “additional insured” on the Insurance Certificates – please check with venue officials for specific requirements and *include all necessary details in the email to the Insurance Agents*.
   4. Download the CRY Walk Waiver Form, which must be signed by all walkers/runners who have registered offline or on the event day. Online registrants have already digitally signed the waiver.
      1. The waiver form is available on the [Event Downloads](https://events.cryamerica.org/event-downloads/) page on [CRY America’s](https://events.cryamerica.org/event-category/crywalk/) website.
2. **Publicity and Promotions** 
   1. Online AC CRY Walk Event & Registration Page
      1. CRY America’s IT Team will create CRY Walk Pages for all Action Centers, once the event details are confirmed please contact Supritha to process.
   2. CRY Walk Flyers and Emailers
      1. Templates for the CRY Walk Flyers are available on the Event Downloads page within [CRY America’s website](https://events.cryamerica.org/event-category/crywalk/). All AC’s are required to use this template to build brand salience & cohesion for the CRY Walk nationally.
      2. AC event details are editable through Adobe Photoshop and/or Adobe Illustrator. Alternately, submit event details to Supritha and the Communications department will return a modified flyer and emailer with your AC event information.
      3. Various other materials have been created for CRY Walks & can be viewed on the [Event Downloads](https://events.cryamerica.org/event-downloads/) page within [CRY America’s](https://events.cryamerica.org/event-category/crywalk/) website, including Facebook banners, t-shirt designs, winners certificates, student appreciation certificates, national press release, milestone markers, and more.
   3. Tabling at local community events
      1. Setting up a CRY Table is a great way to get new volunteers, to spread the word about your upcoming Walk event, and to offer pre-registration for your CRY Walk.
   4. Posters and Signage
      1. Encourage AC Team Members to put up CRY Walk posters and fliers at multiple local restaurants, temples, grocery stores, office bulletin boards, community centers schools and Universities, etc.
      2. Be sure to include your local contact information on all materials, so people can email or call for more information.
   5. Online Promotions
      1. Once event details are finalized, contact Supritha if you need a Facebook event page. Post this Event onto your AC Facebook Group and encourage all AC Team Members to promote the event to their families and friends through their personal Facebook profiles.
      2. List your CRY Walk on multiple popular online portals to spread the word, these include local news pages, event pages, sports clubs, yoga clubs and anything else you can think of.
   6. Special Guests
      1. Raise the profile of your event by inviting famous local personalities to join the CRY Walk (ie: celebrity, business leader, city official etc.) In addition to the individual being a draw, they will likely promote the event to their own network.
      2. Invite corporate sponsors to join the walk, for example a local fitness center may sponsor the walk and send a few trainers to participate.
   7. Media Outreach
      1. Contact local radio, TV, newspaper, and other media to cover the event. A Press Release template is available on the [Event Downloads](https://events.cryamerica.org/event-downloads/) page within [CRY America’s](https://events.cryamerica.org/event-category/crywalk/) website.
      2. CRY America has compiled a working list of local media contacts. Please use it as a first step, and feel free to add additional contacts. It can be accessed here: [CRY America Media List](https://docs.google.com/spreadsheets/d/1TNew9kkhEi6VDFKmzNCbjFKSMPlyZDHENeoJyrFgt-s/edit?usp=sharing).Please forward all AC Media coverage to [volunteers@cryamerica.org](mailto:volunteers@cryamerica.org) , so it can be added to the national media page on the CRY America website & we can track all media coverage nationally.
      3. CRY Corporate will also be reaching out to national media sponsors, including: TV Asia, Star TV, and India Abroad for coverage of the CRY Walk nationally. National media sponsors, and other national sponsors, logos are required on CRY Walk T-shirts & publicity material across AC’s.
3. **Fundraising (Donations & Registrations) - 3-4 months before CRY Walk**
   1. Individual Online Fundraising Pages
      1. *Lead by example!* CRY Walk Leads and AC Core Team Members should setup Individual Online Fundraising pages with a clear fundraising goal, and begin promoting their page to their family, friends, and colleagues.
      2. Set a goal to have at least 10-15 Individual Online Fundraising pages setup up by core volunteers and walk participants. *Increasing the number of online fundraisers is the most effective way to increase revenue and reach your AC’s CRY Walk fundraising goal.* Funds raised online prior to the event, usually forms around 90% of the total walk event revenues.
      3. Encourage fundraisers to reach out to their family and friends around the world for support, not just locally.
         1. Encourage them to use email, follow-up phone calls, and in-person asks to reach their fundraising goal.
      4. Remind fundraisers how the money benefits underprivileged children and that they should be proud of the impact that they are enabling through their fundraising efforts.
   2. Team Registrations
      1. Encourage people to walk in Teams of 8 to 10 people – put their Team name/ logo on the AC’s CRY Walk web page. Teams can be formal or informal groups - regional/cultural organizations, student groups, running/walking clubs, yoga groups, schools, team of employees for a company, groups of friends etc.
      2. Encourage teams to set up Online Fundraising Pages
   3. Student Outreach
      1. Get in touch with Indian/ International and other Student Associations of local colleges, universities and high school students. Invite them to participate in student teams or to bring their families, friends and colleagues to the Walk.
   4. Payment Methods and Tax Deductibility
      1. Online registrations and donations can be made using MasterCard, Visa, American Express, Discover, or PayPal. *Action Centers should encourage participants to pre-register through the online registration page as this will lead to a faster check-in process & less confusion on the day of the event.*
      2. Square Readers are available on a case-by-case basis, as a tool for processing credit card transactions on the event day. Minimum requirements for an AC to qualify for a Square Reader include: anticipating that 100+ participants will be registering onsite on the day of the Walk (300+ participants total) and the total revenue for the Walk estimated is $5,000 or more.
         1. Square Readers are compatible with smartphones and tablets that have the ‘Square Register’ app installed.
         2. AC’s using Square must enter details [donors full name, email add, 501c3/ Non 501c3 & city] for each transaction in the “Memo” section for accounting purposes.
         3. AC’s must use CRY America’s Square account and follow the strict guidelines established by the Accounting Department. Contact Paul Wu, CRY Staff Accountant, to clarify rules and restrictions for Square Readers.
   5. Tax Deductibility
      1. As per IRS Rules all donations to CRY America are tax deductible (or 501c3). Receipts to donors are issued centrally by CRY America and may take up to 2 -3 weeks to process, from the day the event reports and checks are received by the Accountants. Majority of receipts are sent to donors via email.
      2. Registration fees (for walk and other events) are non-tax deductible (or Non 501c3) as the person receives something (participation in the event) in return for their contribution. Registration fees are applied to the cost of the event & should not be less than $15 -$20 per person for any event organized by CRY.
      3. Food sales and merchandise sales are non-tax deductible (or Non 501c3) as the person receives something tangible in return for their contribution.
4. **Sponsorships - 3-4 months before CRY Walk**
   1. Compile a list of potential event sponsors and send a short proposal out to them. Follow-up with a call or personal visit. CRY Walk sponsorship templates are available at the national level.
   2. Companies where volunteers work, often give small event sponsorships ($500 - $1000) which can be tapped into by the volunteers themselves. Sometimes Companies also cover the registration fees, if XX number of their employees walk/participate at the event (eg: Credit Suisse donates $3,000 for a group of 10 employees, $30 per walker).
   3. Local Indian grocery stores, restaurants & food chains often donate water, granola bars, fruit, donuts, pizza’s etc for local events. AC’s have been successful with financial and in-kind donations from Trader Joes, Whole Foods, Costco, Jamba Juice, Dunkin Donuts, local Pizza shops etc!
   4. AC’s sometimes get food donated by local restaurants which they serve to event attendees, either free or at a nominal cost. There are rules around food service/ sales at many venues, so please check on this aspect with your venue officials.
   5. As per IRS Rules - event sponsorships are non-tax deductible because the sponsor gets publicity/ table space etc in return for the contribution. The sponsorship is usually a negotiated amount.
5. **CRY Walk T-shirts - 3 weeks before CRY Walk**
   1. Each year CRY America creates a National Walk T-shirt design for all AC’s to use for their event, that can be viewed on the [Event Downloads](https://events.cryamerica.org/event-downloads/) page within [CRY America’s](https://events.cryamerica.org/event-category/crywalk/) website.
   2. We also have one national vendor for production of CRY Walk Tshirts. Orders must be placed through Supritha at least 3 weeks before your CRY Walk, you will need to know sizes and quantities to place your order.
   3. T-shirts cost approx $5 and is one of the largest costs of this event. AC’s must be judicious while ordering T-shirts with regarding to quantity to avoid having large numbers of t-shirts left over. Excess Tshirts increase event costs & negatively impact the revenue.
   4. If you have offered local sponsors the opportunity to have their logo featured on t-shirts please note:
      1. The corporate logos must be received 3 weeks prior for the t-shirt vendor to add them
      2. **Logos** should be in *Vector Format* (.eps) at minimum 300dpi resolution, usually designed in “Adobe Illustrator” or “InDesign”.
6. **CRY Signature – include Kids’ activities**
   * 1. CRY walks should be a family friendly event – where children, parents and grandparents can all walk together for a cause. If possible, please choose a Walk trail that is accessible to everyone, including strollers, walkers, and wheelchairs.
     2. Be creative - add a few special activities that kids will enjoy at your event
        1. For example: lime/ spoon race, smaller walk trail for children, balloon artist, face painting, henna, kite flying, magician, crafts table, etc.
        2. Many people are happy to donate their time for these activities so ask around!
     3. Reach out to local businesses that offer kids programs (ie: a dance school or karate dojo) and invite them to set up a booth and host an activity or give a demo.
7. **Event Day** 
   1. Set up the Registration Table (with the registrants list, volunteer sign-up sheet, cash box, CRY leaflets, Participant Walk Waiver Form, T-shirts etc).
   2. Put up CRY banners, CRY posters and mark the trail with CRY placards/ milestones (placards are available on the [Event Downloads](https://events.cryamerica.org/event-downloads/) page within [CRY America’s](https://events.cryamerica.org/event-category/crywalk/) website.
   3. Set up a snacks and water table at the start of the walk or the halfway mark.
   4. The AC Leader or a Core Team member can give a short CRY speech and invite any special guests to speak and lead the CRY Walk.
   5. Have Awards and Certificates prepared to be given on event day (ie: Top Fundraiser), templates are available on the [Event Downloads](https://events.cryamerica.org/event-downloads/) page within [CRY America’s](https://events.cryamerica.org/event-category/crywalk/) website are available on the [Event Downloads](https://events.cryamerica.org/event-downloads/) page within [CRY America’s](https://events.cryamerica.org/event-category/crywalk/) website.

* Medals or Certificates for the Winners of the Run
* Appreciation Certificates for students who have contributed either through fundraising or bringing a team for the event
* Appreciation Certificates/ Awards to key volunteers eg: Top Fundraiser
  1. People will arrive in batches, be sure to have volunteers ready to greet and guide them on arrival.
  2. Lastly, enjoy the event. You & Your Team have done a great job!

1. **Post Event Day**
   1. Photos
      1. Post your CRY Walk event photos and updates on the Facebook Event page and your Action Center’s CRY Facebook Group.
   2. Accounting - close the event accounts within 3-4 weeks after the conclusion of event
      1. Collect receivables (donations/ registrations)
      2. Make payments for expenses (keep copy of all bills)
      3. Fill out the Events Accounts spreadsheet & email it to [paul.wu@cryamerica.org](mailto:paul.wu@cryamerica.org)
      4. Mail all checks to: CRY America, P.O. Box 850948, Braintree, MA 02185
   3. Send a thank you email to all the volunteers & fundraisers for their support. Appreciate jobs well done by your team!
   4. Apply for the CRY Walk 2021 National Award – it will show that you appreciate and recognize the efforts of your volunteer group. The CRY Website “Honor Roll” lists top Fundraisers from across the country (it is updated on a half yearly basis), point this out to volunteers from your Action Center who may qualify.
2. **Where can I find the 2021 CRY Walk materials**

The creatives & templates for the following CRY Walk 2021 communication materials can be found on the [Event Downloads](https://events.cryamerica.org/event-downloads/) page within [CRY America’s](https://events.cryamerica.org/event-category/crywalk/) website.

1. CRY Walk Fliers Online (HTML version)
2. CRY Walk Fliers Offline (JPEG version)
3. CRY Walk Waiver Form - to be signed by all offline event participants
4. CRY Walk T-shirt (Front & Back)
5. Facebook Banner
6. CRY Walk Participants & Student Appreciation Certificates
7. CRY Run Winners Certificates
8. Press Releases - National & Local (for Action Center)
9. Milestones for the walk trail