

**CRY Walk for Child Rights 2023**

**Guidelines for CRY America Action Centers**

*You’ve chosen to become a part of a movement for children’s rights that is growing in momentum, 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**

| Volunteer Action Director | Percy Presswalla | 7145152266 | [percy.presswalla@cryamerica.org](mailto:percy.presswalla@cryamerica.org) |
| --- | --- | --- | --- |
| Staff Accountant | Nidhi Saraogi |  | [nidhi.saraogi@cryamerica.org](mailto:nidhi.saraogi@cryamerica.org) |
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**Event Organizer’s Overview - Executive Summary**

1. **Event Prep – at least 3 months before Walk** 
   1. CRY AC Leads/ Walk Leads/ Core group volunteers should read the CRY Walk Guidelines Manual and share with others on the Action Center’s core team*.*
   2. Finalize your Walk Leader, Event Date, Venue, and Revenue/Expense Budget.
      1. Walk Leader: responsible for event organizing/ management and is the contact person for the walk event
      2. Event Date: be sure to factor in weather patterns and local event calendars. Some cities may consider rain date options, be sure to check with the appropriate city department or office on your options.
      3. Venue: choose a scenic walk path/ trail in a park/ lake front etc. 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, contact Supritha or Nidhi to secure the needed paper work.
      4. Budget: a completed budget with estimated expenses & revenues should be discussed with Supritha/ Patrick/ Lipika.
      5. Join the CRY Walk Team National Conferences Calls and Video Conferences or contact Supritha/ Patrick for guidance
      6. These meetings will guide you on your event, address logistical concerns (permits, insurance, web page, event fliers etc.) and are great opportunities to brainstorm fundraising ideas.
   3. Required Insurance Certificate for your walk event
      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 to 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 AC’s. Contact Supritha once your event details are confirmed.
   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 other 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 Event on your AC Facebook Group & encourage all Team Members to promote the event with their families/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/ yoga clubs/ dance schools etc.
   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 your event/ corporate sponsors to join the walk & send participants.
   7. Media Outreach
      1. Contact local radio, TV, newspaper etc to cover the event. A Press Release template is available on CRY America’s [Event Downloads](https://events.cryamerica.org/event-downloads/) page.
      2. CRY America has compiled a list of media contacts. Please use it & add more contacts. It can be accessed at: [CRY America Media List](https://docs.google.com/spreadsheets/d/1TNew9kkhEi6VDFKmzNCbjFKSMPlyZDHENeoJyrFgt-s/edit?usp=sharing).Forward all AC Media coverage to Supritha, so that all media coverage is tracked nationally.
      3. CRY Corporate may reach out to national media sponsors, including: TV Asia, India Abroad etc for event coverage nationally. National media & other sponsors logos will be on CRY Walk T-shirts & publicity material across AC’s.
3. **Fundraising (Donations & Registrations) - start 3 months before CRY Walk**
   1. Individual Online Fundraising Pages
      1. *Lead by example!* CRY Walk Leaders and core volunteers should setup Individual Online Fundraising pages with a fundraising goal & begin promoting their fundraising page to their family, friends, and colleagues.
      2. Encourage 10-15 volunteers & walk participants to set up Individual Online Fundraising pages. *Increasing the number of online fundraisers is the best way to increase your event revenues.* Funds raised online prior to the events usually forms around 90% of the total walk event revenues.
      3. Encourage Fundraisers to reach out to their family/friends around the world for support, not just locally. Encourage them to use email, phone calls, and in-person asks to reach their fundraising goal.
      4. Remind fundraisers that the funds significantly impact & benefit the lives of underprivileged children due to their fundraising efforts.
   2. Team Registrations
      1. Encourage people to walk in Teams of 8 to 10 people. Put the team names on the AC’s CRY Walk web page. Teams can be formal or informal groups - 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 Student Associations of local colleges and high schools & invite them to participate & bring their families/friends.
   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 for processing credit card transactions on event day. Minimum requirements for an AC to qualify for a Square Reader include: anticipating 50+ participants registering onsite on event day (200+ participants total) & the total estimated Walk revenue is $5,000 or more.
         1. Square Readers are compatible with smartphones and tablets that have the ‘Square Register’ app installed.
         2. AC’s to use Square mainly for event registrations for donors not wanting receipts, as Square Reports do not give donor details.
         3. For donations processed through Square, AC must enter details [donors full name, email add, 501c3/ Non 501c3 & city] for each transaction in the “Memo” section for accounting & receipting purposes.
         4. AC’s must use CRY America’s Square account and follow guidelines established by CRY Accounts. Contact Nidhi Saraogi, CRY Accountant, to clarify guidelines for Square usage.
   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 & takes 2 -3 weeks to process, from the day the event reports/ checks/ expense bills are received by the Accountants.
      2. Majority of receipts are sent to donors via email, where donors email is available.
      3. Event Registration fees (for walk & other events) are non-tax deductible (or Non 501c3) as per IRS rules. Registration fees are applied to the cost of the event & should be approx $20 -$25 per person for events organized by CRY.
      4. Food sales & merchandise sales are non-tax deductible (or Non 501c3) as the person receives something tangible in return for their contribution.
4. **Sponsorships - promote 3-4 months before CRY Walk**
   1. Compile a list of potential sponsors & send a proposal 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 cover the registration fees, if XX number of their employees walk/participate in 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 etc 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, Dunkin Donuts, local Pizza shops etc!
   4. AC’s get food donated by local restaurants/ temples which they serve to event participants. There are rules about food service/ sales at many venues, so check with venue officials.
   5. As per IRS Rules - event sponsorships are non-tax deductible because the sponsor gets publicity/ table space etc in return for their contribution.
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 - view on CRY America’s [Event Downloads](https://events.cryamerica.org/event-downloads/) page.
   2. We have one vendor for production of CRY Walk Tshirts nationally. Place your order through Supritha at least 3 weeks before your event, with exact sizes & quantities.
   3. T-shirts cost approx $7-$8 and is one of the largest costs of this event. AC’s must be judicious while ordering T-shirts with regards to quantities in order to avoid wastage or large numbers of left over t-shirts. Excess Tshirts increase costs & negatively impact the revenue.
6. **CRY Signature – include fun activities for Students/ Kids’**
   1. CRY Walks should be a family friendly event – where children, parents & grandparents can all walk together for a cause. Please choose a Walk trail that is accessible to everyone, including strollers, walkers, and wheelchairs.
   2. Add special activities that students/ kids will enjoy & ask student volunteers to organize.
      1. For eg: watermelon eating contest, lime & spoon race, smaller walk trail for children, balloon artist, face painting, henna, kite flying, magician, crafts table etc.
      2. People donate their time to conduct these activities [eg: henna], so ask around!
   3. Contact local dance schools/dance teachers/ dancers & invite them to conduct an exciting warm up session - bollywood/zumba dance session just before the walk event starts.
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/ 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 can give a short CRY speech & invite a guest to speak & lead the CRY Walk.
   5. Have Awards/Appreciation Certificates ready to give on event day (ie: to Top Fundraisers or Students etc). Templates available at CRY America’s [Event Downloads](https://events.cryamerica.org/event-downloads/) page.

* Appreciation Certificates for students who have raised funds and brought student walkers for the event
* Appreciation/Award Certificates to key volunteers eg: Top Fundraisers
* Medals or Certificates for the Winners of the Run
  1. People will arrive in batches, have volunteers ready to greet/guide them on arrival.
  2. Lastly, enjoy the event. You & Your Team have done a great job!

1. **Post Event Day**
   1. Photos - Send your CRY Walk event photos & updates to Supritha to post on CRY America’s Facebook/ Insta/ Twitter etc
   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 or ask the CRY accountant to make the bigger payments (make sure to keep copies of all bills to be reimbursed by CRY). Scanned copies of all bills/vouchers/expenses to be sent to CRY Accounts in order to get the reimbursements, along with the Events Spreadsheet.
      3. Fill out the Events Accounts spreadsheet & email it to [nidhi.saraogi@cryamerica.org](mailto:nidhi.saraogi@cryamerica.org)
      4. Mail all checks to: CRY America, P.O. Box 850948, Braintree, MA 02185
   3. Send a thank you email to all volunteers/fundraisers. Appreciate jobs well done!
   4. Apply for the CRY Walk 2021 National Award & recognize the efforts of your volunteer group. The CRY Website “Honor Roll” lists top Fundraisers from across the country (it is updated annually) - point this out to volunteers from your AC.
2. **Where can I find the 2023 CRY Walk materials**

Templates for CRY Walk 2023 promotional materials can be found on the [Event Downloads](https://events.cryamerica.org/event-downloads/) page:

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

**CRY Walk 2023 – Event Organizer’s Detailed Guidelines**

**Why the CRY Walk?**

CRY’s Walk for Child Rights is a popular fundraising event among Action Centers (AC’s) in the US, with many having staged such walks successfully, year after year. The first-ever CRY Walk was held in 2004 by 3 AC’s (RDU, Richmond, Boston), which turned out to be an attractive and cost-effective fundraising model. Relatively little expense, organizational time and effort is required for a potentially large return, through registration fees, online pledges, and event sponsorships. Organized in a planned way, the walk can serve as a great source of publicity for CRY America, since a large group of people walking for a cause will get noticed by the local press and every passerby.

This is an event that volunteers enjoy, from organizing to attending with their friends, family and colleagues. Most walks are non-competitive, though if an AC’s Core Team has sports enthusiasts, they may add a competitive run or bike ride into the event. Be creative & add elements that will make the event a success with your local community.



**An Overview - The Very Basics**

* Your action center plans a 5K Walk (non-competitive, family friendly)
* Participants pay registration fees to CRY America and volunteers raise donations from their friends, family, and colleagues through their Individual Online Fundraising Pages. Event sponsorships and Corporate matching gifts also add to the event revenues.
* On the event day, participants gather at the venue, learn about CRY’s mission, walk the course, and participate in other family-friendly activities.
* If you’ve made the proper preparations, event day will run smoothly.



**Step One: The Who, What, When, Where and How?**

1. *The CRY Walk Leader & Core Team* - Every event needs a strong leadership team, choose a Walk Leader who will be the main organizer/manager & the point-of-contact for all things Walk, and establish a Walk Team that has specific roles/tasks assigned to each person. Having a Walk Team allows multiple tasks to be managed simultaneously & prevents volunteers getting burnt out.
   1. Once a Walk Lead is selected, inform Supritha about his/her contact information.
   2. Possible Walk Team tasks include: walk publicity/promotions, event day logistics, recruiting individual online fundraisers & volunteers, event sponsorships, event accounts etc.
2. *The National Walk Team –* Through conference calls, the national team will ensure that AC’s get the support they need to organize successful events & reach their event goals. Support includes:
   1. Steps to organize a successful event
   2. Online website page set up with donation & registration procedures
   3. Walk promotional materials – fliers, e-mailers, e-banners
   4. T-shirt design & orders
3. *The CRY Walk* - We refer to the CRY Walk for Child Rights as the “CRY Walk”. Remember to keep it family friendly that includes activities that appeal to students/ kids.
   1. If you have sports enthusiasts in your AC – consider adding a competitive run or bike race before the non-competitive walk starts. Adding a competitive component requires more labor on the day of the event, including: professional time keeping, announcing winners, prize giving etc. *A competitive component is not recommended unless you have someone on your team with experience planning competitive events.* 
      1. If you are adding a competitive component to the event, consider offering sponsor-donated prizes or medals for fastest times.
      2. Competitive & non-competitive walks/runs need not be mutually exclusive. Runners can start first at an appointed time and the Walkers can start later. You’ll need the proper equipment and personnel for a timed run.
   2. If the walk track is suitable for bikers along with walkers, open participation to bicyclists.
   3. Add fun activities for kids – games for kids, music (DJ or performance), face-painting, henna, clowns, three-legged races, watermelon eating contest, lime & spoon race etc. *Vendors will consider donating, as it will be good community marketing for them.*
4. *The Event Day -* CRY Walks take place across AC’s/USA from June-October, with the most popular months being September & October. When considering dates, be aware of:
   1. Weekends tend to have the biggest turn-outs
   2. Avoid major holidays, as many people travel and may not be available
   3. Avoid exam days (finals week for colleges, SAT and ACT exams for HS students)
   4. Check for conflicting big Indian community events in your area
   5. Check if your Parks Department offers rain dates, decide what you will do should there be inclement weather (most walks run rain-or-shine)
5. *The Event Time -* Mornings/ early afternoon is often ideal, depending on expected local weather in your area (ie: if your walk is in October, 9am may be too chilly). If it is the first time your AC is undertaking a walk, take a look at other walks/runs in the area. The event should last around 4 hours, from setup to cleanup, with the actual walk occupying about 2 hours of that time.
6. *The Event Venue -* Choosing the right location is vital, consider: park trails or lake trails or urban paths that offer views of city skylines, walks on University campuses, popular parks that get a lot of foot traffic. Avoid paths that have roads/traffic intersections due to participant safety concerns.
   1. Even in this age of Google maps, easy-to-find, centralized locations are preferable. Prior to committing, it’s best to check/survey the trail/area yourself. Make sure that:
      1. Sufficient public parking exists
      2. Restroom facilities are on-site or easily accessible nearby
      3. There is space to set up Registration Table at the beginning of the walk
      4. There are areas along the walk to set up water/snack stations
   2. Map your route - especially if you are planning walks/runs of varying distances
      1. Some Parks & Recreation Departments have maps available which you can distribute to participants. These maps will also help you place CRY placards along the path.
7. *The Permit, Certificate of Insurance & Budget –* A permit from your municipality will be required to host an event in a public space. Most municipalities also require proof of CRY’s insurance.
   1. Once a venue is chosen, submit the needed paperwork to secure a permit for the Walk, which should be done 3 months before the walk. A fee may be required for the use of the venue – make sure to request for a non-profit rate.
   2. Submit your request for an Insurance Certificate to maria. & include:
      1. AC Name & Event Name
      2. Walk Lead Contact Info – name, email, phone
      3. Event Date and Time
      4. Event Location/Venue – full address of venue
      5. Description – briefly describe your event, including any additional activities
      6. Number of Participants Expected
      7. Other – If your municipality has specific requirements, list them here (ie: that local police or sanitation department be listed as “additional insured” on the certificate)
   3. Work with Supritha to put together a budget for your walk that includes estimated expenses & revenues [registrations/donations/sponsorships etc].



**Step Two: Publicity and Promotions (begin 3 months before Walk)**

1. Online/Website Registration Page
   1. CRY America’s IT Team will create Walk Pages for all AC’s. Contact Supritha as soon as your event details are confirmed. If you run into problems, contact Edward.
2. CRY Walk Flyers and Emailers
   1. Editable templates for the CRY Walk Flyers are available at: Event [Downloads](http://america.cry.org/site/events/event-downloads.html) page.
   2. Templates are editable through Adobe Photoshop and/or Adobe Illustrator. Alternately, submit event details to Supritha & your flyers will be updated.
   3. Lots of materials available for CRY Walk 2023 can be viewed on the [Event Downloads](http://america.cry.org/site/events/event-downloads.html) page, including CRY Walk Tshirt design, appreciation certificates, milestone markers etc.
3. Tabling at local community events - setting up a CRY Table is a great way to get new volunteers, to spread the word about your upcoming Walk event, and to secure event registrations.
   1. Have a Volunteer Sign-Up sheet for collecting emails of folks interested in the walk.
   2. Have Walk flyers on hand to distribute.
   3. Have your laptop to process event registrations by credit card.
4. Posters and Signage
   1. Encourage your team members to put up CRY Walk posters/ fliers around town at:
      1. Indian and non-Indian restaurants, stores, local businesses [with permission]
      2. Fitness & Dance Facilities: yoga studios, dance classes, gyms etc.
      3. Bulletin Boards at offices, colleges, associations, community centers
   2. Ensure contact information on all materials, so people can email/call for information.
5. Online Promotions
   1. Once event details are finalized, Supritha will create a Facebook Event for you. Encourage all team members to promote the event to their families/friends & on their social media.
   2. List your event on multiple popular online portals to spread the word, including local news pages, event pages & other sites you can think of.
6. Special Guests
   1. Raise the profile of your event by inviting famous local personalities to join the Walk (ie: local celebrity, business, media leader etc.) In addition to the individual being a draw, they will likely promote the event to their own network.
   2. Invite corporate & media sponsors to join the walk & send participants for the event.
7. Media Outreach - Media coverage helps promote your AC & expands CRY America’s national brand. Building relationships with 2 or 3 journalists goes a long way in getting ongoing media support for your events. The media likes to carry stories of local community events & volunteering!
   1. Assign the task of media relations to a team member.
   2. CRY America has compiled a working list of local media contacts for several cities. Please use it as a first step & 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 Supritha, so it can be added to the national media page on the CRY America website.
   3. Press Release templates are available on the [Event Downloads](http://america.cry.org/site/events/event-downloads.html) page. Edit the template to match your event, *remember to keep it brief* – if a journalist wants additional information they will contact you (always include local contact/ registration link for the event, so the journalist can call to fact-check or confirm event details).
   4. Follow-up with local radio, TV, newspaper, online portals (to confirm they received the release & to invite them to attend the event) via phone. This follow-up call will greatly increase the odds that your piece is run, but remember to have a short-succinct pitch.
   5. Make sure to include photos with your Press Release after the event.
   6. Keep track of which media houses you send press releases to and who runs articles.



**Step Three: Donations, Registrations and Sponsorships**

1. Individual Online Fundraising Pages - Online fundraising usually starts 2 to 3 months prior to the Walk event and accounts for approximately 90% of the revenue raised at an event.
   1. Online AC Walk page will give participants the option to start their own Individual Fundraising Pages with a personal message and appeal.
   2. *Lead by example!* Walk Leads & core volunteers should set up Individual Online Fundraising pages with a fundraising goal & begin promoting their page to friends/colleagues.
   3. Ensure 10-15 Individual Online Fundraising pages are set up by volunteers/participants. *Increasing the number of online fundraisers is the best way to increase revenues & reach fundraising goals. Donations* raised online prior to the event, usually forms over 90% of the total walk event revenues.
   4. Encourage fundraisers to appeal to friends/colleagues around the world, not just locally.
2. Team Registrations – Online Registration page includes option for participants to create a team
   1. Encourage people to walk in teams of 8 to 10 people, specially students – put their Team name/ logo on the AC Walk web page and on day-of signage. Teams can be formal or informal groups - 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. Example: In 2013 Credit Suisse donated $3000 for a Team of 10 employees participating in the CRY NY Walk.
3. Student Outreach
   1. Get in touch with Indian/ Asian Student Associations of college & high school students. Invite them to participate in student teams & bring their families/friends 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 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 at the event. Minimum requirements for an AC to qualify for a Square Reader include: anticipating that 100+ participants will be registering at onsite check-in the day of the Walk (300+ participants total) and total revenue for the Walk estimated at $5,000 or more.
      1. Square Readers are compatible with smart phones that have the ‘Square Register’ app installed.
      2. AC’s must use CRY America’s Square account and follow the guidelines established by CRY Account. Contact Nidhi, CRY Accountant, to clarify guidelines for Square users.
   3. Tax Deductibility
      1. As per IRS Rules all donations to CRY America are tax deductible (or 501c3). Receipts to donors are issued by CRY America’s Accounting Department and may take up to 30 days to process, from the day event reports and checks are received.
      2. Registration fees (for walk and other events) are non-tax deductible (or non 501c3) as the person receives something (the experience) in return for their payment. Registration fees are applied to the cost of the event.
      3. Food sales and merchandise sales are non-tax deductible (or non 501c3) as the person receives something in return for their payment.
5. Sponsorships – securing Sponsors is imp for increasing revenues - see suggestions below:
   1. Compile a list of potential event sponsors and send a proposal to them. Follow-up with a call or personal visit. CRY Walk sponsorship templates are available at the national level. Contact Supritha/Patrick to access these templates.
   2. Companies where volunteers work, often give small event sponsorships ($500 - $1000) which can be tapped into by the volunteers themselves. Sometimes Companies cover the registration fees, if XX number of their employees walk/participate at the event (eg: Credit Suisse donated $3,000 for a group of 10 employees, $30 per walker).
   3. Remind all your volunteers/donors to apply for Corporate Matching Gifts from their Companies, if this option exists. Many corporations have matching gift programs, which match donations made by their employees to Non-Profit organizations.
   4. As per IRS Rules - event sponsorships are non-tax deductible because the sponsor gets publicity/ table space etc in return for the contribution.
   5. When speaking to a potential sponsor:
      1. Avoid using the word "charity,” instead use "non-profit" because that's what we are!
      2. Prepare a follow-up e-mail in advance of your call so that you can send it immediately. Be sure the email contains ALL relevant event information.
      3. Potential sponsors will ask to review your sponsorship package before committing, so have this ready to send. Also fix a convenient date/time for the next meeting.
      4. Always start with what you have to offer instead of what you expect from them. Eg:
         1. "Hi, I'm calling from Child Rights and You America - we're looking for sponsors for our upcoming walk event..." (not so good) "Hi, This is Dharam, calling from Child Rights and You America - we're doing a fun walk event in […]. Would you like to promote your business at our event?" (works better)
6. 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 Costco, Trader Joes, Dunkin Donuts, local Pizza shops etc!
   1. AC’s sometimes get food donated by local restaurants which they serve to event attendees. There are rules around food service/ sales at many venues, so please check on this aspect with your venue officials.
7. *CRY Walk T-shirts -* Each year CRY America creates a National Walk T-shirt design, orders must be placed at least 3 weeks before walk date. Confirm your Tshirt quantities & sizes with Supritha.



**Step Four: The CRY Walk Event Day!**

1. Show up early – and bring your Venue Permit and Event Certificate of Insurance
2. Set up the Registration Table (with the registrants list, volunteer sign-up sheet, cash box, CRY leaflets, Participant Walk Waiver Form, T-shirts etc).
3. Put up CRY banners, CRY posters and mark the trail with CRY placards (placards are available on the [Event Downloads](http://america.cry.org/site/events/event-downloads.html) page within [CRY America’s](http://www.america.cry.org) website).
4. Set up a snacks and water table at the start of the walk, or the half way mark.
5. A Core Team member gives a short CRY speech & invite a guest to speak/lead the walk.
6. Have Certificates & Awards ready to give on event day (eg: Top Fundraiser) – most people like to be acknowledged for their hard work/efforts in public.
7. People will arrive in batches, be sure to have volunteers ready to greet and guide them on arrival.
8. Lastly, enjoy the event. You & Your Team have done a great job!

**Step Five: Post Event Day**

1. Photos – send event photos to Supritha to post on CRY America’s Facebook & social media pages & the CRY Newsletter. Send event photos to your volunteers/ donors to post on their social media.
2. Accounting - close the event accounts within 1-2 weeks after the conclusion of the event
   1. Collect receivables (any pending donations/ registrations)
   2. Make payments for event expenses. Keep a copy of all bills/vouchers which need to be scanned & sent to CRY Accounts for reimbursement & audits.
   3. Fill out the Accounts spreadsheet & email it to CRY Accounts
   4. Mail all checks to: CRY America, P.O. Box 850948, Braintree, MA 02185
3. Send a thank you email to all volunteers/fundraisers for their support. Appreciate jobs well done by your team!
4. Apply for the CRY Walk 2016 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 an annual basis).



## Take Inventory of Event Day Supplies that you will need …

You’ll need supplies for your walk. Look at the following checklist as a starting point:

* Folding Tables & Chairs
* Cash box with designated envelopes for donations, registration money and other
* CRY banners, posters, fliers etc.
* Canopy-style tents, if there is no gazebo at the venue
* Water/ Sports drinks
* Snacks (bananas, energy bars, etc.)
* List of online registered/ paid participants
* Registration forms (for last-minute walk-in registrants/ participants)
* Participant Waiver forms (only for walk-in registrants/ participants)
* Volunteer Sign-up Sheet
* CRY Walk T-shirts (sorted by sizes)
* First-Aid Kit & Emergency Tel Nos
* CRY Speech & brief Guest Speaker
* Warm up session - eg: music for zumba/bollywood dance session
* Materials for Student activities - eg: 2 or 3 watermelons for the watermelon eating contest

**View the following AC Walk page and My Fundraising page examples below:**

[Houston CRY Walk 2022](https://events.cryamerica.org/events/cry-houston-walk-for-child-rights-2022/)

[New Jersey CRY Walk 2022](https://events.cryamerica.org/events/cry-new-jersey-walk-for-child-rights-2022/)

[Seattle CRY Walk 2022](https://events.cryamerica.org/events/cry-seattle-walk-for-child-rights-2022/)

[Dina Patel’s CRY Walk 2022 Fundraising Page](https://events.cryamerica.org/campaigns/cry-houston-walk-for-child-rights-2022-dina-patel/)

[Ravi Dasari’s CRY Walk 2021 Fundraising Page](https://events.cryamerica.org/campaigns/crybostonvirtualwalkforchildrights2021-ravi-dasari/)

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