146 SUN SALUTATIONS  **BETHANY, CONNECTICUT**

“I thought we could gather to do 146 Sun Salutation for Love146; participants would train and ask family and friends to support their effort by making a donation to Love146. If the challenge was difficult enough people would be able to get others to sponsor them and that’s how doing yoga could be a fundraising activity. The attendees were incredibly moved by the issue of child sex trafficking and exploitation. To gather in unity with a group intention of love and support for these children was incredibly moving, as each participant took on a demanding physical challenge. I was blown away that we raised about $5000 and did not need to spend $1 to put the event together.” -Eileen Porter
Dear Friend,

The reality of child trafficking and exploitation can seem overwhelming. The staggering statistics surrounding this reality can even be paralyzing.

Yet there is another aspect of this reality. There is hope. As awareness of this injustice grows, so does the action to end it. Love146 offers practical and effective solutions through prevention and aftercare.

By initiating a Love146 event you are now part of the hope and solutions for these children. Abolishing child trafficking and exploitation takes commitment and work. It will also take a collective shout from people who are adding their voices to the voices of children who are not being heard.

Slavery is rampant in our time, and the grossest atrocities are being committed against the most vulnerable - our children. With your action, we can turn the harsh reality these children face daily into a reality full of hope, life and restoration.

On behalf of the children we serve, thank you for your passion and action. Thank you for joining in the collective shout.

Rob Morris
President and Co-Founder
Love146
In 2008, Task Forces and supporters in the New York area hosted an athletically themed awareness event and fundraiser for Love146 called “Ride 4 Love”.

That year, 60 abolitionists created a cycling tour that raised over $20,000 for the work of Love146! In following years a 5k run and walk were added, the event grew to 300 people annually participating. Many more people have been exposed to the injustice of human trafficking and thousands of dollars generated for the work of Love146.

And that was just one event!

Dozens of individual style athletic events have been organized on behalf of Love146 all around the country. Athletically themed fundraisers are a powerful grassroots effort to raise awareness of child trafficking and funding for Love146. While the first athletically themed fundraiser was a bike-a-thon, our supporters can do anything they are passionate about! Love146 has benefitted from supporters hosting walk-a-thons, dance-a-thons, run-a-thons …even a paddleboard-a-thon!

This document is designed to help you think through your potential event and move you from dream to reality.

It will not cover everything. Love146 staff and supporters who have held successful events in the past are ready to help you and answer your questions.

Enclosed is a proposed timeline and some step-by-step ideas for building your own individual athletic awareness and fundraising event.

Ideally, the planning for this event would start anywhere from 6-12 months out, depending on the size of the event. We suggest you gather some like-minded friends and create a planning team. Don’t try to do this by yourself! Have your planning team meet monthly until you are one month out from your event at which point you should probably meet weekly. We suggest that someone keeps careful notes for each meeting and the team leaves with tasks assigned to complete before the next meeting. The acting “secretary” should send out reminders for those tasks and for upcoming meetings. Keep in mind, often the first time you plan an event will be the hardest. You will probably have to do some serious scrambling around as you get closer to the day of your event. No doubt you will miss some important details! Give your self a break. Take good notes. If you do subsequent events each one will get easier

Contact information for Love146 is included at the end of this document. Contact us and let us help you! We can also introduce you to others who have done similar events in the past and can coach you along.
**ATHLETIC EVENTS**

**THINGS TO CONSIDER**

Start by focusing on what gets you and your community of friends motivated.

If you are passionate about cycling and want to support Love146, host a bike-a-thon. If you are passionate about surfing, host a surf-a-thon. The best events will be the ones that include the things you already love.

Also, think about when and where your athletic event should take place.

Decide on a location, date and a time and research it. Keep in mind to check community calendars so that you’re not scheduling against another major local event. (Think of what would happen if you scheduled your local running event the same day as a popular local 5k!)

**GATHERING A TEAM**

It’s important to get a planning team together to help.

It’s also important that your team trusts one another to get the work done. Often when it comes to events, a few people hold things a little too tightly. They don’t use the other folks on the team to help carry the load, causing them to be burned out in the early stages of planning.

Also remember to include as many experts as possible.

While enthusiastic people are capable of doing lots of different tasks, it’s best if you can align your team with their own natural gifts and abilities. For example, if you are not a runner, chances are you won’t have the first clue about how to plan a 5k, but that’s no reason not to do it. It is a good reason, however, to find some runners who want to help you! Thus, if you want to build an event in your area, and perhaps you are not an athlete, your first step is to include athletically minded individuals willing to lend their expertise to the cause.

Here are other areas of expertise and roles to consider as you form your core team:

1. Web & Social Media Communications
2. Corporate Sponsorships
3. Advertising & Promotion
4. Volunteer Coordination
5. Event Day Logistics
FUNDRAISING

Next, you will want to determine how money raised at your event will support the expenses and eventually get to Love146.

It’s important to note that Love146 does not provide financial resources back to the event team to cover overhead costs and expenses of the event once its received.

There are three possible sources of revenue for your event: Participant Registrations, Individual Participant Fundraising, and Corporate Sponsorships.

Love146 has plenty of resources already in place to set up event registration and personal fundraising. Please email david@love146.org, and we will help you get started.

Once you have determined how you will be handling the money flow, we suggest that you begin to target and secure “Corporate Sponsors” to help offset your event expenses. Your corporate sponsors are likely successful people connected to you already. Often sponsors can donate needed materials as well as financial gifts to help cover your expenses and maximize their impact on an event for Love146. Corporate sponsors could also choose to pay your costs directly.

You may also want to consider creating sponsorship “levels” which incentivize donations and encourage sponsors to promote their brand locally.

In terms of gathering corporate sponsors and individuals who want to support the up-front costs of event, it’d be a good idea to find a non-profit organization or non-government organization to act as an official intermediary. Churches, schools, charitable foundations, local non-profit advocacy groups and other such entities work perfectly for this. Think about who your team knows that might want to help out and don’t be afraid to ask. If you find a corporate sponsor who will only donate directly to Love146, or if you have any other questions about this process, feel free to reach out to us at david@love146.org.

CREATING A BUDGET

You should consider upfront costs when setting your fundraising goals and soliciting corporate sponsors. Some businesses may even prefer to offset these expenses with in a gift in kind verses a direct donation.

Here are some possible examples of costs. Often these costs will require payment, or partial payment up front.

- Participant giveaways
- Food and drinks
- T-shirts
- Prizes
- Facility Rental
- Event supplies (signs, table and chair rental, volunteer supplies)
- Web-hosting fees
- Printing and signage

Lastly, you always want to go out of your way to thank and cultivate your donors, corporate or otherwise, for future events.

Love146 supporters at Tough Mudder NE!
ATHLETIC EVENTS

PARTICIPANT AND VOLUNTEER COMMUNICATION

Once you have created a planning team, scheduled your event and if applicable, opened registration, you may want to have a mechanism to communicate with participants and volunteers.

This could be as simple as a Facebook Events Page.

For events you plan to continue annually, you may want to create a simple website for your event.

This would require someone on your team with that expertise or a friend willing to donate their time or charge you a discounted rate. The site would need to include the event information, date and time, links to Love146, registration and donation links and/or forms, promotional videos and materials, and contact info.

Here is an example, created by a team of supporters for their event “Ride, Run, Walk 4 Love.”
PUBLIC PROMOTION

Usually the key to an individual athletic event is getting people to participate.

Often we see groups put an emphasis on wide-based advertising, which is great, but people today are inundated with information, events and opportunities. We would suggest putting an emphasis on a targeted approach over casting a wide net.

**Person-to-Person Promotion:** The most powerful tool you have in gathering participants is your team. Who are the friends, family and communities your team is connected to? How best reach those people? If each person on a 10-person team recruited 10 participants, you would start your event with 100 people! When it comes to person-to-person promotion use personal methods such as Social Media and email, personal phone calls, even handwritten invitations and email—all pointing back to your communication platform, Facebook, Website or Love146 Platform.

**Group Promotion:** Target different groups that would be interested in your event. For example, say you have a bike-a-thon—cycling and triathlon clubs are a great place to start. They are also a great place to look at calendars to see if anything is happening that will conflict with your date. Often groups like that will allow an announcement or a spot on their calendar for free. You may be able to buy a small advertisement on their website or newsletter for a nominal fee. Local bike shops may be interested in helping you promote. You may want a poster or brochure specifically for this type of place. Churches, schools and college campuses are a great place to promote. It helps to find a church-member or student willing to champion the cause within those groups. Create posters and brochures and give them as many promotional materials as you can. You can also create a PowerPoint slide that can be used for announcements. Make it easy for your group promoters by giving them as many tools as you can.

**Promoting using Love146:** Love146 can promote your event. We have a large database of people committed to abolition and ready to participate in events that support our work. Love 146 can promote regionally through mass emails and have found that people came from hundreds of miles away to participate. Let us brainstorm with you to come up with a plan and schedule to appeal to potential participants.

**Advertising:** Advertising is one of those things you can spend a lot of money on and not get much in the way of results. We would discourage you from using traditional venues (like newspaper or radio) unless you can get it for free. Print and online publications targeted at your desired enthusiasts are a great way to go. Most areas have a free publication for local sports where bike rides, races, triathlons and other similar events are promoted and reported on. These publications are very inexpensive to work with and serious enthusiasts pick them up regularly. Free calendars located here are well worth your time.

Regardless of how you end up promoting, don’t be surprised if more than half your participants register within two weeks of the event. People wait until the last minute, so don’t panic. Most of the events supporters host for us have a surge of participation and support at the very end, so don’t be discouraged.
Volunteers are the engine of your event – helping it run smoothly and efficiently.

One team member should be responsible for the oversight of coordinating all volunteers. Responsibility will include assisting the recruitment of volunteers and all communication. Be careful to have enough volunteers for the day of your event. You may need as many as 40 or 50 people.

- Pre-Event Organization
- On-Site Registration
- Event Set-Up
- Food and water stations
- Event Clean Up
- Medical and first aid

The recruitment of volunteers will be most effective through the personal networks of the team. However, we recommend establishing a Volunteer “Captain” for each volunteer category in advance of the event. Volunteer Captains can then lead the effort of volunteer recruitment for their task and assist in communication as the event draws nearer.

It is important to have an efficient volunteer communication strategy in place so that volunteers can quickly be thanked and assigned to a volunteer captain.

Approximately one week before the event, the team member overseeing volunteers should meet with all Volunteer Captains to cover day-of event timetable and logistics. On the morning of your event, each Volunteer Captain should meet with their volunteer teams to relay important information.

Be sure to take good care of your volunteers. You may want to give them the same gifts and goodies you are giving participants – and make sure you provide free food and drink. Thank volunteers after the event and seek their feedback for improvements in the next year’s event.
EVENT LOGISTICS

The last month of planning for the event will largely be focused on logistical matters and it would be good to have a team member who is organized and detailed that can lead through the planning of final event details.

Some examples of logistical matters to be addressed during the last month of planning will be varied but might include:

- A communication strategy at the event to facilitate communication between all participants, volunteers, and other key individuals in the event of an emergency
- A developed participant and volunteer registration process that facilitates the check-in and check-out process
- Medical waivers for all participants and volunteers should be included in the registration materials
- The night before the ride will require staging the majority of set-up, and will include delivery of rental equipment, organization of participant gift packages, tables, chairs, food, drinks, etc…

Make your event fun and festive.

Love146 deals in a very dark issue. But we try to approach everything we do in a hopeful way. Have fun, be hope filled. Here are some other ways to add to a festive environment for your event.

- Colorful, captivating signage and décor that raises awareness about Love146 -- this can be done at the start and finish areas and the rest stop locations as well
- Event registration tents
- Sponsor tables and areas
- Audio system for event announcements and music
- Event giveaways (t-shirts, bottles, numbers, flyers, etc…)
- Prizes for top fundraisers
- Food! Maybe coffee and bagels for the morning as people arrive and a bar-b-q lunch in the afternoon as the event is going on

LET US HELP!

We have walked with a number of groups through the planning of an individual athletic event like a bike ride, 5k run or walk-a-thon. We want to help you. We can also connect you with those who have gone before you who can share their success and mistakes.

If you have any other questions, feel free to send us an email or call the number below.

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THANK YOU
for all that you do!
- The Love146 Team