

## Stoma Stroll Event Planning Check List

### 6-month prior - Pre-Event Planning

1. Advise Ostomy Canada (1-888-969-9698) of intent to organize a local Stoma Stroll and sign up on StomaStroll.ca
2. Determine Date & Location – look for free parking, washrooms, picnic shelters (1/2.5/5K)
3. Map out exact route
4. Get the necessary permits from the city (if required)
5. Review list reimbursable expenses
6. Organize volunteers: Set committee meetings + Determine volunteers needed, Set goal for number of walkers
7. Determine Registration Logistics
  - i. How will people pre-register? What information do we need to gather?
  - iii. Signed Liability Waiver Approval –done on website when registering or printed for event day registrants
8. Determine event day agenda and set-up.

### 4 -2 months prior – Marketing your local event

1. Update and review your team page on StomaStroll.ca
2. Download resources – Stoma Stroll Manual, Poster, Pledge Form
3. Send a message inviting all of your chapter members to volunteer, sponsor a walker, or attend the event.
4. Distribute Stoma Stroll Posters to places of interest (see Stoma Stroll Manual pg.5
5. Seek free event advertising with Radio/TV Station/ community news
6. Use Social Media to share StomaStroll.ca pledge page
7. Confirm Event Day Agenda
8. Communicate with all walkers at regular intervals
9. Design your team t-shirt - organize printing on shirts
10. Apply for Liability Insurance - Ostomy Canada (See Stoma Stroll Manual pg.6)

### Ongoing - Fundraising

1. Gather list of potential donors – sign up friends, family, co-workers - encourage corporate teams!
2. Send online link from StomaStroll.ca via email or social media
3. Determine how money will be collected and donations input into StomaStroll.ca website, receipts distributed and funds forwarded to Ostomy Canada
4. Event leaders to collect all Pledge Sheets, cash and cheques; enter all donations from pledge forms on StomaStroll.ca for immediate tax receipt (see Stoma Stroll Manual pg.4 )

### 2-4 weeks prior - Race Day Operations

1. Organize tents, tables, sound system, power generators, portable toilets
2. Obtain refreshments for the walkers (permits may be required)
3. Directional and Event day signage
4. Set-up
  - i. Registration
  - ii. Signage and Starting line
  - iii. Assign event day jobs: Water Stations/ Volunteers in place
5. Arrange for Photos.

### Post Event

1. Event Leader to submit short paragraph about the highlights of the events, acknowledgement of fundraisers and photos to Stoma Stroll Committee Lead (Andy Manson [almanson@me.com](mailto:almanson@me.com))
2. Submit expenses and receipts to national office (See Stoma Stroll manual pg. 10,11,12)