

## How to Host a Successful Stoma Stroll Awareness Walk

- **Book a venue!** With a rain plan to attract a large group of people to promote ostomy awareness. In the event of inclement weather arrange for an indoor location.
- **Advertise!!!** Putting up flyers around local businesses, drugstores that sell ostomy supplies and hospitals. Sharing on social media: Facebook, Instagram. On the radio and within chapters and local peer support groups.
- **Prizes!** Getting prizes donated from local businesses, e.g. prizes/gift cards from places, such as: Home Hardware, Chapters or Indigo, a local pizza place, a local aesthetics/hair salon, Scentsy, and M&M Meats.
- **Donated food and water!** Hamburgers and hotdogs with all of the fixings along with some munchies and cases of water donated to encourage walkers, to support the Stoma Stroll and enjoy after the awareness walk!
- **T-shirts and water bottles!** T-shirts with the group's name printed on them and water bottles made up for group members. Anyone who makes a donation over \$100 could get a free t-shirt and water bottle!
- **Music, chalk, and games!** Music pumpin', little games around the park and chalk for people and little ones to play with!
- **A designated registration person or team!** To help register guests and receive donations.
- **Decorations!** Decorate the venue with lots of balloons, a banner (e.g. made by Vistaprint), streamers and tablecloths. Many large signs to bring along your walk to promote awareness. Anything to make yourselves visible and attract people's attention!

### **A few more points:**

1. **When booking the venue, a liability insurance certificate may be required. The certificate can be provided by Ostomy Canada Society. Contact the treasurer through the national office at [steve.maybee@ostomycanada.ca](mailto:steve.maybee@ostomycanada.ca). Allow at least 48 hours for the insurance company to issue the certificate. Information required includes the name of the venue, the time and date of the event, number of people expected.**
2. **A different liability certificate may be required if serving food. Check with the venue staff before obtaining the liability certificate.**
3. **Have all walkers sign the participant waiver that is available on the [stomastroll.ca](http://stomastroll.ca) website. Those who did not register online need to fill out a hardcopy of the waiver. The local event chairman should print out a number of copies of the participant waiver for those who did not register online.**
4. **The event chairperson should collect all the pledge forms and cash and cheques and make sure that the names, and especially the addresses and email addresses are legible. (Sometimes it is hard to tell the difference between a lowercase l and the number 1, the letter O and the number 0, etc.). Correct and complete mailing addresses are required for tax receipts.**
5. **Donations made at [www.stomastroll.ca](http://www.stomastroll.ca) will receive a tax receipt immediately for any dollar amount. Make sure donors are aware that donations under \$25 and mailed to the National Office will not receive a tax receipt.**
6. **The event chairperson should photocopy the pledge sheets and retain them before sending the originals to National Office.**
7. **Make sure the amounts on the pledge sheets match what is mailed to the National Office.**
8. **Distance does not matter. Some people can do a 5K and some only a block.**
9. **Be prepared if people come up and ask what the walk is for. (Have brochures and pamphlets ready).**