

Run/Walk for Life[®] Volunteer Team

Welcome and thank you so much for volunteering at our Run/Walk for Life[®] 2011 event.

When & Where to arrive: On the day of the event, Sunday April 10, we need our Volunteer Team to arrive promptly according to your shift. If you need to make other time arrangements, please let us know so that we can accommodate you. Email Nancy to make your requests at nancy@cvdf.org. Upon arrival, everyone must check-in at the **Volunteer Check-In Table** at the Amphitheater for their assignments.

Directions & Parking: The event is at the Oceanside Pier Amphitheater, 200 N. Strand, Oceanside, CA 92054. From I-5 take Mission Ave exit, Exit 53, toward Downtown Turn Slight Right onto Mission Ave. Heading West. Turn Left onto N. Pacific St. Turn Right onto Seagaze Dr. Free Parking Garage at Seagaze Dr. & S. Cleveland. Take the stairs from Pacific down to the Amphitheater.

Duties: Along with set-up and filling many tasks throughout the day, some individuals and Student Service groups will be encouraged to walk the course in order to put masses of people in route and make the most of raising awareness. Groups may bring banners, wear matching shirts, etc.

What to Wear: Comfortable shoes, light jacket for early morning, hat and/or sun screen!

Food & Bev: Bagels, fruit, coffee, and water will be provided at the Volunteer Coffee station. There will be other food vendors in the area with food available for cash purchase. You may bring a lunch and/or snacks and keep them at the Volunteer Check-In table.

Pre-Event Tasks: Not only are there many tasks to do on the day of the event, but also preceding it such as distributing promotional entry forms and posters. If you are available and would like to help with this task, please call or email Nancy as soon as possible at 760-730-1471 or nancy@cvdf.org.

Here are some things to do from home that will help make this event a huge success:

Social Networks: Become a friend and fan on our social networks and then invite everyone you know to follow us as well. In doing this we're hoping to increase awareness, encourage people to come and walk and be involved. Here are the links:

Facebook: <http://www.facebook.com/CardiovascularDiseaseFoundation>

Twitter: <http://twitter.com/CVDF>

MySpace: <http://www.myspace.com/CVDF>

Email Blast: Attached is a flyer to be forwarded to friends, family, club members, colleagues, teachers, etc. to help promote the Walk.

Fundraise: Although it is *not* required, we're asking everyone to help raise money. As each person comes to volunteer at the event, we would like to encourage them to bring collected donations from family, friends, teachers, colleagues, businesses, etc. There will be prizes awarded to individuals, groups, and teams who raise the most funds.

Walkers & Teams: Invite circles of friends and/or families to walk as teams. Prizes for Best Banner, Biggest Team, and Most Funds Raised!

We cannot possibly accomplish our goals without our Team of Volunteers. Thank you for your enthusiasm and desire to make a difference in your community! We're looking forward to your participation as a Volunteer at Walk for Life[®] 2011.

**8th Annual 5K Run/Walk For Life® &
Free Community Health Fair
Sunday, April 10, 2011
8 a.m. – 2 p.m.**

**Oceanside Pier Amphitheater
200 North Strand
Oceanside, CA 92054**

**Register Online at www.WALKFORLIFE.us
Call toll free 888-249-9575**



Why Run/Walk For Life?

All entry fees and donations benefit free services that teach residents throughout San Diego County how to prevent, treat, and diagnose cardiovascular disease and its risk factors. Entry fees and donations are also 100% tax deductible. Our tax id number is 05-0536041. The 5K Run/Walk along the beach is free for kids 12 and under and \$20 for adults who register online by March 10. Adult registration on event day is \$30 and **FREE with I.D.** for Military, Fire, and Police Department Personnel and their families. Every registered walker will receive a free commemorative t-shirt and tote bag! The free community health fair features complimentary health screenings, healthy food, music, entertainment, prizes and more!

How You Can Help

1. **By phone:** Call friends, family and co-workers to ask them to register, donate and/or volunteer. Individuals can contact Nancy or Malinda at 760-730-1471 or toll free at (888) 249-9575, nancy@cvdf.org or www.cvdf.org for more information.
2. **By email:** Email the entry form, team sign-up sheet, this volunteer information and/or sponsorship information to interested individuals. This information can be found on the homepage.
3. **In person:** Hand out entry forms, team sign-up form, this volunteer information and/or sponsorship form to interested individuals. Collect donations if they're unable to attend.
4. **Form a Run/Walk Team:** Print Team Sign-Up Form from the homepage. Recruit walkers and email your Team name to engerer@cvdf.org
5. **In our office:** If you'd like to volunteer in CVDF's office, please let us know.
6. **Day of the event from 5:00 am - 4:00 pm:**
 - a. Email your name and contact information to nancy@cvdf.org by April 1 for confirmation.
 - b. In the subject line write April 10 Run/Walk For Life volunteer.
 - c. Check-in at the Volunteer Table at 5:00 a.m. Volunteer assignment and Event Set-Up is 5:15-7a.m. Event Take-Down is 2-3 p.m. There will be help needed along the course and at the Health Fair. Wear comfortable shoes and dress in layers as it is cooler in the morning. There is a free parking garage at the intersection of Seagaze & S. Cleveland. Please allow adequate time to find parking.

Mission

Our mission is to improve the quality of life by promoting cardiovascular health through prevention, wellness, and education.

Goals

1. To spread awareness of heart disease and stroke and empower people to reduce their risk.
2. To raise \$50,000 dollars for complimentary services and programs that teach residents throughout San Diego County how to prevent, treat, and diagnose cardiovascular disease and its risk factors.
3. To have over 1,000 walkers take part in Walk For Life

Fundraising Information

How?

1. Set a goal: Every walker should have a fundraising goal of at least \$100 (\$10 from 10 people)
2. Meet the goal: Ask someone every day for a donation until your goal is met.
3. Go beyond the goal: Why stop now? You're on a roll. Keep on going!

Who to Ask \$10 from?

1. Yourself
2. A Friend
3. Your Significant Other
4. Your Doctor
5. A Relative
6. Your Neighbor
7. Your Boss
8. Your Co-Worker
9. A business owner of a store you frequent
10. Another Relative

Steps to Fundraising

1. Ask in person
2. Always smile
3. Be organized and polite
4. Explain why you are raising funds
5. Don't be afraid to negotiate
6. Explain how their donation will benefit children - seniors throughout San Diego County

7. Ask for a specific dollar amount rather than letting the donor decide
8. Always follow-up on a "maybe" or "I'll think about it"
9. Whether the answer is yes or no Always say Thank You!

Alternative Fundraising Ideas

1. Write a letter
2. Make a flyer
3. Go door to door in a shopping village or your neighborhood
4. Ask a business you frequent to match what you raise

Fundraising Prizes are available for Volunteers and Walkers:

\$50-\$500 - gift certificate to restaurants, theaters, theme parks, or gyms

\$1,000 - 16X20 Portrait on canvas from Bradford Renaissance Portraits

\$2,000 or more - 2 night stay for 2 people at the La Costa Resort & Spa

FAQ's

1. What is Cardiovascular Disease?

Cardiovascular disease (CVD) is an abnormal function of the heart or blood vessels. It can cause an increase in risk for heart attack, heart failure, sudden death, stroke and cardiac rhythm problems, thus resulting in decreased quality of life and decreased life expectancy. The causes of cardiovascular disease range from structural defects, to infection, inflammation, environment and genetics. In order to help prevent cardiovascular disease one must adopt a healthy lifestyle and avoid smoking, fattening foods and stress.

2. Where can I pick-up entry forms? Always call first

The Cardiovascular Disease Foundation
 3088 Pio Pico, Ste. 202
 Carlsbad, CA 92008
 760-730-1471
 Mon - Fri 9-4

Advanced Cardiac Care Center
 1349 Camino Del Mar, Ste. B
 Del Mar, CA 92014
 858-259-7711
 Mon - Fri 9-4

3. How can someone register?

- a. Register Online at www.walkforlife.us
- b. Print the entry form @ www.walkforlife.us and mail it in by April 1.
- c. Come into the office with your check or credit card
- d. Call us and pay over the phone with a credit card (Visa, MasterCard, American Express, Discover)
- e. At the event: 200 North Strand Oceanside, CA 92054 from 7:30-8:30 a.m.

4. Does it cost more to register the day of the event? Yes, \$30 vs. online for \$20 if you register by March 10.
5. Is the event held in rain or shine? Yes
6. Are dogs allowed? No, the city does not allow dogs.
7. Are wheelchairs and strollers welcome? Yes
8. Are bikes, skateboards, or rollerblades allowed? No, the city does not allow them.

Sponsor Information

Individuals or businesses can purchase sponsor packages for booth space and/or logo recognition. Businesses can donate prizes for our top fundraisers and promotional items for walker goodie bags. Please review the sponsorship opportunities on the homepage.