

MAKE WALK-A-THON NYS A SUCCESS



PARTNERSHIPS ARE IMPORTANT



- Everyone is looking for Service Projects. Identify organizations such as Girl Scouts, Boy Scouts, Civil Air Patrol, Church's, School sports teams, other Veteran Service Organizations, and let them know that they are welcome to partner with you on the Walk-A-Thon, as this project will be compatible with their community service.
- If you engage in an actual Walk, make your Walk-A-Thon fun and family oriented. Ask girl scouts to do face painting, have cheerleaders at the finish, recruit clowns or entertainment at the site, get a sponsor to provide snacks and beverages. Or if you can't do any of that, make it a Social Media event or even have a "Virtual Walk".
- Solicit contributions from local businesses. Every Legion, Auxiliary, Son, and Rider member has someone they are related to or have friends that operate a business. Partner with them and provide recognition or other benefits for their support. Make signs with the business name and post them on the Walk route or at your Post.
- No one will come if you don't do some Public Relations and advertising. Put something on the marquee at your post, make posters to put in area businesses, send a Press Release to your local newspapers and radio stations.
- Use the Boot cut-out to promote donations in your Post and award those who contribute. Take the cut-outs with donor names and hang them from the ceiling, tack them to your bulletin boards, tape them to the walls. Let people know that others have supported you, and they will support you too.
- Organize 50/50 drawings to raise Walk-A-Thon funds, put a Walk jar in the lounge for change and small bills (they all add up).
- **Points of contact for Walk-A-Thon NYS:**
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