Get started (3–5 months before your Carry Forward)

✔ **Register yourself as a Squad Leader!**
- Give your event a meaningful, inspiring, fun name.
- Set your fundraising goal on your page.
- Kickstart your fundraising and show you’re all in by being the first to donate to your page.

✔ **Create a Facebook Fundraiser!** Log into your dashboard and select “Create a Facebook Fundraiser”. *Please note: you must create the FB Fundraiser from your dashboard for it to sync with your page.*

✔ **Customize your page!** Edit the “our story” section of your page with your event details, photos, and a blurb on why you have chosen to take part in Carry Forward.

✔ **Start planning your event logistics!** Explore places to host your event in your community. It may be helpful to contact your local Parks, Recreation and Community Services department.

✔ **Join our private group for event hosts and follow our Carry Forward 5K Facebook page. It’s a great place to get connected to other Carry Forward 5K hosts, discuss plans, and share photos!**

- **Form a committee.** Create a planning committee to help bring your event to life! Check out the ‘Committee Roles’ document on the Resources page of the Carry Forward website for more info.

- **Start recruiting.** Create a Facebook event page for your run and use this as a recruitment tool! In your Facebook event description – link back to your squad page for registration. This is a great place to post event updates and registration reminders.

- Spread the word to your community with customizable posters and flyers available on the Resources page of the Carry Forward website.

- Inviting your coworkers to join you? Post in your company newsletter or site to recruit squad members.

- Log in to your Carry Forward dashboard and select ‘Send a Message to Your Squad’ to easily connect with everyone at once! Share weekly fundraising updates and highlight new squad members with an enthusiastic welcome.

- Encourage your squad to download the Carry Forward 5K Mobile App to stay connected to fundraising, ask friends and family for support and track their fitness progress!

- Post on social media to remind your friends that the time to donate is NOW. Check out our Carry Forward Facebook banners, GIFs, and more on the Resources page on the Carry Forward website.

**Keep up your momentum (2 months before your Carry Forward)**

- Send out fundraising emails and texts to ask for donations. Log in to your Carry Forward dashboard for email templates and find text templates in the Carry Forward app.
- Continue to spread the word. Distribute Carry Forward posters to shops and restaurants in your neighborhood.
- Host a fundraising event or challenge. (Check out our A to Z fundraising idea guide on the Fundraising page of the Carry Forward website.) And don’t forget to promote it on your Facebook event page!
- Hosting a large event? Start recruiting event day volunteers to help with your water stop, check in, finish line, and other areas.
- Meet with your committee on a weekly or bi-weekly basis.

**LAST CALL!**

In order for your participants to receive their kit in time for your event, we ask that you set a goal to have everyone registered 3-4 weeks prior to your event.

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**DO YOU ANTICIPATE DAY-OF REGISTRATION?**

**CONTACT US TODAY TO DISCUSS HOW WE CAN HELP YOU PREPARE.**

**One month before the event**

- Post on your Facebook event page several times a week leading up to your event to maintain momentum and get your participants excited.
- Coach your participants to send fundraising emails and texts in order to reach your event goal!
- Remind participants to fundraise by connecting their personal pages to Facebook and encouraging their friends and family to join and to donate.
- If you are having volunteers, connect with them to confirm attendance, role, and arrival/departure times.
- If you haven’t already, now is the time to share [Couch to Carry Forward](#), a 4-week training program designed to get you and your participants ready for event day!

**Carry Forward event day**

- Arrive 2-3 hours early to set up (depending on the size of your event).
- Mail WWP any donations collected at your event. Make sure to include the offline donation form available on the Fundraising page of the Carry Forward website.
- Take photos and share with us! Don’t forget to use #wwpcarryforward when you post pictures, or you can share them directly to the Carry Forward Virtual 5K group on Facebook.
- **You did it! Thank you for putting the mission in motion.**
- Thank each of your squad members in person, via text, call, or email.

**Immediately after Carry Forward**

- Send thank you notes/emails to all your donors, along with your squad photos from the event. (Did we mention we want a copy of your squad photos too? We do.)
- Post a thank you on your Facebook event/fundraiser page.