



TIMELINE

Three Months Out

- Prepare material
- Plan routes
- Advertise
- Set a giving goal

Two Months Out

- Hand out material and promote the goal.
- Release students to begin raising money (make sure to tell them to collect the money as they go so they can turn all monies in at special Easter STL offering).
- Send letters to local police departments, TV stations, newspapers, and radio stations. Include route information, maps, and any promotional material.
- Prepare a database for donors. Use this over the next two months as money is received.

One Month Out

- Begin the "Big Push" to reach the goal.
- Take students door to door in neighborhoods and to businesses to get sponsors.
- Recruit volunteers for cooking and preparing meals, driving buses and vans, and providing emergency medical attention.

Two Weeks Out

- Prepare banners to carry during the walk. (You can usually get these donated from your local Pepsi® or Coke® distributor.)
- Build two wooden crosses. (Use 2' x 6' planks and attach a wheel to the bottom of the cross.)

One Week Out

- Double-check all details and confirm the participation and preparation of all volunteers.
- Make sure all release forms and permission slips have been turned in for each student participating.

Have a great Cross Walk!

Follow-Up

- Send thank-you letters to police department, newspapers, radio stations, and volunteers who contributed to event.
- Mail tax receipts to businesses who gave toward goal.

