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Additional resources are available online at www.sudc.org or by contacting Elizabeth Milliken at elizabeth@sudc.org.





Dear Friend of the SUDC Foundation,

Thank you for your interest in planning a Run for a Reason in memory of your beloved child. Please know that the SUDC Foundation is here to help you with any questions you may have and help you along the way in any way we can. We are privileged to work with you as you use your energy and love in such a worthy way, memorializing your child and helping us attain a future free of these tragedies.

The Sudden Unexplained Death in Childhood (SUDC) Foundation was created in September 2001 (as a program in a larger nonprofit) and, in 2014, it became its own 501(c)(3). Its mission is to promote awareness, advocate for research and support those affected by sudden unexpected or unexplained death in childhood.

The enclosed information, the Run for a Reason Planning Guide, may seem like more information than you thought was involved in planning such an event. We have been blessed with founders of the Run for a Reason events, Jen and Mitch Best, who share professional expertise in embarking on such an endeavor. It is through them and the subsequently-created events that we have been able to glean so much information to share with you-all with the intention of making things as easy for you as possible.

The SUDC Foundation gratefully thanks Jen and Mitch Best, Tammy Schweigert, Jane Lally Montei and the Max's Run for a Reason event team for their donated time and energy to create this guide in memory of Maxwell Best and in honor of all our children. Also, thank you to the organizers of Josh and Gus's' Run for a Reason (the Gove and MacDonald families) who provided materials and information for this project.

Once you have had a chance to review the enclosed materials, please call us at your convenience or email me so we can discuss your plans and any questions you may have.

In sympathy and grateful appreciation,

Elizabeth Milliken, Development Director
elizabeth@sudc.org



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800-620-SUDC
www.sudc.org
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The logo for "Run for a Reason" features the words "RUN FOR" on the top line and "A REASON" on the bottom line, both in a blue, serif font. The text is surrounded by several yellow, five-pointed stars of varying sizes, some positioned above and some below the letters.

Thank you for considering doing a Run for a Reason. We promise it will be a lifelong gift of love and support for your family. The following pages are to provide you and your team with tools and suggestions necessary for putting together a successful Run for a Reason in honor of your precious child. Please do not feel overwhelmed when you read through it. There are many details, but they are meant to help simplify things for you.

When our son Max died, we felt so alone and lost. This event helped us find a positive place to put our energy. It also gave our family and friends a way to support us. We started out thinking a couple hundred family and friends would come to Max's Run for a Reason and were so honored and surprised when over 1700 people turned out to support our important cause the first year and even more the second. The event was a beautiful celebration in honor of our son. It showed us how much our community cared and how generous those around us are.

With that being said, your event can take on any size or shape you desire. Do not feel like you need to have a huge event, it can be whatever size or scope you want it to be. Included are some guidelines we have put in place so all the Run for a Reason events are consistent and follow the same guidelines. We hope these efforts allow you to create a very special event in your child's honor that will undoubtedly help us reach a future free of SUDC.

Finally, we would like to thank the SUDC Foundation for supporting our efforts. We couldn't have done any of this without them. We would also like to thank our family and friends who have stood by our side during the immediate loss of Max and still continue to be there for us today. By creating this event in celebration of his life and all children, we are able to cope on a daily basis and hold the joy Max was, and still is, close to our hearts.

Sincerely,

Jennifer and Mitchell Best and family



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EVENT HISTORY

Max's Run for a Reason was established in 2003 by Jennifer and Mitchell Best following the loss of their son, Max. The event was created to celebrate Max's life, raise awareness and generate research dollars for sudden unexplained death. The first annual event was a huge success, drawing over 1,700 attendees and raising over \$70,000!

The family-focused event allowed the Best family to channel their grief and emotions into something positive, a fun-filled day with extraordinary results. By creating a valuable resource for others affected by sudden unexplained death, by funding both research and awareness campaigns and by establishing an event in honor of their son Max, the Best family found a means of helping them in their journey of healing.

This guide has helped families all across the country put on successful Run for a Reason events. You can find information about these events by going to the SUDC Foundation's website at www.sudc.org or by emailing us at info@sudc.org.

Proceeds from all events benefit the SUDC Foundation.



Maxwell Best



Participants in the 1st annual Max's Run for a Reason



GET STARTED

Contact the SUDC Foundation

Please call our Director of Development if you are interested in putting on a Run for a Reason. Our staff is available to help guide you through the planning process and further explain these resources to help ensure your success. You will be asked to sign a Memorandum of Understanding (MOU) provided by the SUDC Foundation if you wish use the SUDC Foundation's name, logo, as well as the pictures and names of SUDC children the Foundation has permission from families to use. We share these MOU's to ensure your event closely aligns with the Foundation's brand, vision, mission and value proposition.

Know the Event Brand

Bringing the Run for a Reason events to other cities is very exciting! Continuity is required to strengthen our mission and our brand as we continue to grow and expand on a national level. This means logos, promotional materials, colors, messages and the general spirit of each Run for a Reason event remain consistent from city to city.

It is essential, therefore, to follow the protocol of this guide when producing your event materials. You should also provide the SUDC Foundation with all artwork, brochures and printed materials prior to being printed for approval. Cause-related brands that exemplify this continuity are:



The preferred option is full color. Blue=293 pms or #0051ba hex. Yellow=116 pms or #FCD116 hex. ***At no time is it acceptable to add a new color.***



When only one color is available it is preferred that the blue pms color be used.



If use for black and white is necessary, grey must be used with black. Grey=40% of black.



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Prepare an Event Mission Statement

General Mission Statement: Run for a Reason events will memorialize the life of a child and foster the mission of the SUDC Foundation by generating awareness and raising charitable funds to meet its goals.

The SUDC Foundation's mission is to promote awareness, advocate for research and support those affected by sudden unexpected or unexplained death in childhood. Your run should support the SUDC Foundation's mission. Please refer to the SUDC resource section 5.

Choose an Event Chair and Event Team

It is essential that one person (or co-chairs) oversees the entire event. Most often, the event has been run by the parents of a lost child but this is not required. Because of emotional strains associated with such an event, it may be helpful to involve a third party (i.e. friend or relative). The chair of the event must be a registered member of the SUDC Foundation and have gone through the appropriate application and training process to be Fundraiser Host Ambassador. The event chair should understand the mission and the work of the SUDC Foundation and the Run for a Reason event. He or she should be able to educate and motivate his/her team members.

Also, it is important to delegate, delegate, delegate. The more you can divide and conquer the more efficient and manageable the event will be. Your event team should consist of family and friends who are interested in helping. Keep people's specific talents and connections in mind.

Key Responsibilities Include:

- Provide orientation and materials to team members
- Oversee committees & work with committee chairs on timeline
- Manage timelines to ensure deadlines are met
- Manage financial responsibilities including bank account, invoices, incoming and outgoing dollars
- Be a liaison with the SUDC Foundation to ensure materials, plans, etc. are approved and meet event standards
- Collect and manage all proceeds coming in through donations and sponsorships.
- Thank team members for their time and energy after event (i.e. volunteer party, thank-you gift)

Choose an Event Date and Location



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After committing to do an event, find a location. Both “non-official” 5K running courses and 2K walking courses have been used. Noting it is a “non-official” course is important so that some of the more serious runners the event draws recognize that the event is a casual, family-oriented (as opposed to a “qualifying” race) event.

Things to Consider Include:

- Significant date & location for example, a birthday and/or anniversary and a locale that has special meaning to the honoree’s family
- Timing/Weather - schedule when weather is best and people enjoy being outside, this is especially important to make it convenient for families
- Parking
- Adequate Space - consider refreshments, registration, kids’ activities
- Public Permits - be certain to research/obtain any public permits required and be certain plan is approved by appropriate authorities. This usually entails contacting your Department of Parks and obtaining a permit application to use the park. Often proof of insurance is requested and the SUDC Foundation can assist you in receiving that information.

Create an Event Timeline and Budget

Creating a timeline will help you heading up to the event and on-site the day of the race. With many action items and deadlines, timelines will keep you and your volunteer team in-check.

Timeline things to consider include:

- Having a complete contact list of volunteers so volunteers can communicate
- Scheduling regular meetings to ensure lines of communication are open
- Start the first meeting 16 weeks before the event to organize committees and put a plan in place
- Using an agenda to run a meeting. Volunteer situations require strong management
- Creating an overall timeline (see Event Timeline in Resource Guide)

Budget things to consider include:

- When you are first getting started, define some realistic goals for fundraising. As you plan, try to keep your total expenses no greater than 25% of your expected goal. You may go a bit higher in the first-year due to some one-time costs that keep costs down in future years. (i.e. signage)
- Add a new Committee Chair of Accounting. Try to find a volunteer with an accounting background to keep track of all your accounting.



Identify Event Demographics

Before you begin marketing and planning, you and your team should understand who you are targeting as participants.

Target Attendees are:

- Families in the local community
- People who are aware of your story and want to help
- People in your community (local schools, preschools, Early Childhood Family Education programs, churches and church groups, play groups - anywhere that caters to families with young children)
- Runners and walkers - tap into local running groups, there is usually a running circuit that does local races

Target Sponsors Are:

- Community-related groups and businesses - banks, grocery stores, local businesses

Manage Your Donations:

Donations should be made payable to the SUDC Foundation.

The Fundraiser Host Ambassador will collect donations and/or sponsorships and mail them to the SUDC Foundation on a biweekly basis prior to the event. The SUDC Foundation, 549 Pompton Avenue, Suite 197, Cedar Grove, NJ 07009.

The Fundraiser Host Ambassador shall provide the completed Race budget to the SUDC Foundation prior to the payment of any expenses associated with the event.

Cash received at the event may be used to pay expenses, however, no item can be paid for without a proper receipt. All receipts should be marked accordingly as being “paid using cash from event”.

Whenever possible, expenses associated with the event should be submitted to the SUDC Foundation for review and payment through the SUDC Foundation.



The SUDC Foundation encourages that all participants, donors and sponsors receive a thank-you letter. It should be noted, however, all donors contributing over \$250 must receive a tax receipt by law. Thank-you letter will be coordinated with the SUDC Foundation.

Credit card processing. The Foundation has access to mobile credit card readers you can borrow for your event. In the event a mobile card reader is not available, the Foundation's event team will instruct you how to process credit card payments directly to the SUDC Foundation. All matching fund applications will be promptly sent to the SUDC Foundation together with a copy of proof that the employee made the underlying donation.

Wherever possible, the Fundraising Host Ambassador will utilize the SUDC Foundation's state tax exemption letter which provides a waiver from payment of sales tax. Upon completion of the event, all forms, receipts and a formal accounting shall be mailed to the SUDC Foundation for storing.

DIVIDE & CONQUER

After getting started, it is time to divide and conquer! Separating into groups allows team members to work on an area of interest to them. Each committee will focus on a specific area (i.e. marketing, sponsorships, etc.). Each group will be working simultaneously to achieve their objectives.

There is a lot of crossover between the committees, so the event chair and committee chairs must ensure that groups communicate, cooperate and collaborate to accomplish the main goal- a seamlessly-executed event! We recommend creating committees including people with the following skill sets:

- Marketing and Public Relations Committee Members
 - Marketing skills
 - Graphic design skills (Macintosh-based computer skills a must)
 - Copy writing and editing skills
 - Print knowledge (someone who understands printing)
 - Public Relations experience
 - Direct mail experience
- Sponsorships Committee Members
 - Comfortable with sales/solicitation
 - Well-organized
- Operations and Logistics Committee Members
 - Well-organized
 - Event planning and/or running experience a plus
- Fundraising Committee Members
 - Comfortable with sales/solicitation



- Well-organized
- Children’s Activities Committee Members
 - Those interested in working with children and coordinating activities and prizes.
- Food and Beverage Committee Members
 - Those who want to help coordinate refreshment donations set-up, delivery and clean -up.
- Entertainment Committee Members
 - Small group needed to coordinate sound system and possible entertainment (not much necessary)

The following pages include descriptions of each committee, tasks and a list of resource materials. Note* all resource materials are included in the last section of the kit. Each of the seven committees listed above will focus on their specific tasks and goals. They will work independently from the larger team, however it is important to hold “all team” meetings (all members of all committees together) to make sure everyone is communicating and collaborating.

For example, Max’s Run team met three to four times as a whole. We prepared an agenda with questions and answers plus treats (water, wine, food, etc.) and discussed the status of the event’s progress. Each committee reported on where they were and asks for help where they may need it. As a result, resources could be pulled in from various areas.

Marketing & Public Relations Committee

A nonprofit event requires an efficient and effective team that can use grassroots channels and minimal funds to get the word out. Teams will need to solicit designers, printers, online advertisers and public relations experts to assist in the efforts on a volunteer basis (pro-bono/free of charge).

Responsibilities of Marketing Chair Include:

- Be a liaison with all other committees
- Put together the marketing team...tapping into friends and family with expertise is a must
- Together with SUDC Foundation staff, manage design of marketing materials including: brochures, posters, website, signage
 - Suggested paper, 80# text, matte (glossy works also but may smear in mailing)
 - Send all draft of materials to the SUDC Foundation for approval prior to printing
 - Oversee design and production of advertising
 - Oversee any event premiums- find someone to donate all or partial costs of T-shirts for runners and volunteers. Also includes designing, printing and delivering.
- Oversee grassroots promotion.



- Hang posters... everywhere from coffee shops to schools, to churches, to bulletin boards, health clubs, book stores, children's physicians, etc.
- Distribute brochures ...have all team members take stacks for brochures to spread out around town and to their families and friends
- Send emails to your team's personal email list. Include links to your website and the SUDC Foundation.
- Manage social media such as event website, Facebook page, Twitter and YouTube

Additional notes about flyers, posters and any other printed materials:

- Printed materials must be sent to the SUDC Foundation before printing for proofreading
- We can send your event flyer to people in your area who are on our mailing list.
- Be sure to give flyers to your committee persons for them to hand out to local establishments
- Give extra flyers to people for their family members, friends, etc.

Manage mailing lists:

Collect committee members, email list or address list, to reach as many friends and family as possible. The SUDC Foundation will also send your flyer/brochure to our regional mailing list. The second year will be easier for you because you will have the first year's participants and donors.

Mailing should take place four to six weeks before the run and one as a thank-you with results and tax information within a month after the event (that is why you collect all addresses).

Reach other bereaved families: We had T-shirts available that said, "In our hearts forever" on the back where families could write (w/ a fabric pen) their child's name. Other ideas include having a memorial photo board. See resource guide for T-shirt artwork.

Contact local media – The public relations person should distribute a press release to local media and follow up with personal phone calls. You will need to make the 30 second radio spot template into 15 second radio spot template. Once the text is created, please forward to the SUDC Foundation for review.

Press releases should be sent to local newsletter, church bulletins, school newsletters, work newsletters, etc. They are always looking for things to write about. A sample press release can be found in the materials section of this kit and also can be obtained from the SUDC Foundation. Remember to send to the SUDC Foundation for proofing before sending out.



Educate about SUDC. You may want to have a table or station set up at the event with materials on SUDC. Preferably an SUDC Foundation Information Table Host Ambassador or Representative of the SUDC Foundation at Events Ambassador would tend to the table.

Resource Guide Section Includes:

- Identity (standards for logos, fonts, colors)
- Brochure template
- Flyer template
- Print ad example
- Radio ad example
- Sample press release
- Key messages/talking points
- Sample media alert
- Sample public relations timeline
- Website template

Sponsorship Committee

Sponsorships are important in different ways. They provide tangible benefits such as cash flow and donated items for operating materials/premiums. It is important to remember that sponsorships can be in various forms. For example, donated equipment is just as valuable as a monetary contribution. In addition, sponsorships add intangible benefits like credibility and recognition. Soliciting, securing and fulfilling sponsorships is an essential part of a nonprofit event. Please contact the Director of Development at the Foundation to confirm existing relationships with businesses in your area.

An in-kind gift is a tax-deductible donation and is a gift of service (i.e. design) or material (i.e. printing, water) that is required to successfully produce the event.

Responsibilities of Sponsorship Chair

- Be a liaison between Sponsorship and other committees (especially for fulfillment of obligations-i.e. logos placement on event materials)
- Create sponsorship levels
- Track progress and monitor incoming dollars/commitments
- Be a liaison with the SUDC Foundation for any national-level sponsorships
- Work with subcommittee chairs to monitor progress and ensure fulfillment process.
- Solicit sponsors
- Work with other committees to ensure fulfillment



- Maintain spreadsheet of sponsor contact info (use donation template in operation resource guide)

Sponsorship Committee Tasks

- Solicit sponsors with phone call and letter (personal contact important). The key is having the right person to ask.
- Create and monitor a sponsor agreement chart (i.e. how much value of donation, are they putting information in goody bags, race day signage, website acknowledgement, logos on T-shirts, etc.)
- Work with sponsor to make sure they are kept up-to-date on run progress and are satisfied.
- Work with other committees to ensure promises are kept
- Clarify other committee needs for donating supplies or services (i.e. T-shirts, printing, tents and photography)
- Follow up with summary/results and thank you gift (i.e. T-shirts from event have been well-received)

A goal of the Run for a Reason event on a national level is to recruit national sponsors. We are in the process of putting a plan in place and are open to suggestions. Please contact the SUDC Foundation Director of Development if you have any contacts or ideas that would be worth pursuing.

Resource Guide Section Includes:

- New Sponsor Request Letter
- Renewal Sponsor Request Letter
- Sponsor Application

Operations/Logistics Committee

Operations/Logistics require a very detail-oriented team! You may consider breaking into subcommittees based on the following responsibilities. Use the Resource Guide to help coordinate and organize your run.

Responsibilities of Operations/Logistics Committee Chair Include Overseeing

- Location (permits, parking)
- Registration (logistics on site and money, tax IDs, etc)
- Security/Ushers (traffic coordinators - Max's Run has used Rotary club, or school groups)
- Race Logistics (start/finish, winners' prizes, race clock, sound system, making sure event is on time)



- At Max's Run we hire an MC who comes w/ a sound system. He has experience running 5Ks or other outdoor events and is extremely helpful in helping us stay on time and organized!
- Race Materials (T-shirts, race day bags, numbers, etc.)
- T-shirts: try to have donated or at least get at cost (100% cotton, nice quality)
- Race day bags. Fabric bags with the SUDC Foundation logo can be requested through the SUDC Foundation for you to include SUDC Foundation information, sponsors' info (coupons, local ads, etc.), food samples and other appropriate giveaways.
- Race numbers can be ordered at runnersworld.com for free
- Equipment (tents, port-a-potty, waste baskets, garbage pickup, etc)
- Event banners should have current SUDC Foundation logo on them. Additional signage with sponsor names/logos should be produced because they tend to change which will require new signage.
- Try to have printing donated on materials that will last from year to year
- Coordinate with each committee what they need for signage
- Coordinate with equipment manager how and where to hang
- Other decorations (enlarged photos of your child everywhere, memory photo board, balloons, etc.)

Resource Guide Section Includes:

- Race logistics checklist
- Event map
- Flow chart of responsibilities
- Registration process
- Set-up details for race day
- Signage examples
- T-shirt artwork
- Race day timeline
- Main timeline
- Race day announcements
- Announcer timeline
- Donation tracking (use this template to track funds from sponsors, participants, donators because it is eventually used to manage your mailing lists)

Fundraising Committee

At Max's Run for a Reason, in addition to the run, the event team uses a silent auction and drawing (raffle tickets sold the day of the event) as a supplementary means of raising dollars. This area takes an aggressive approach and detailed-oriented team. Some people are great at soliciting donations, some are not. Make sure the fundraising team is comfortable with asking



for donations. Tap into family/friends who own businesses or offer services they would be more than happy to donate. These donations are also tax write-offs for companies.

One other great way to raise money is to have individual walkers/runners use the pledge form to collect donations for their participation. Josh and Gus's Run used a pledge process where participants collected donations for their part.

Responsibilities of Fundraising Chair Include:

- Maintain spreadsheet of donors contact information (use donation template under operation resource guide)
- Solicit donations for auction and drawing
- Identify potential donations and coordinate pre-event and on-site drawing and logistics.

Resource Guide Section Includes:

- Fundraising Committee plan
- Sample new solicitation letter
- Sample repeat solicitation letter
- Donation form and Tip sheet
- Sample thank-you letter for in-kind gifts
- Sample thank-you letter for monetary gifts
- Tent card for silent auction
- Pledge form

Silent auctions are a great way of fundraising. We decided to bundle our auction items in themes like Spa Day, Date Night Out (hotel and restaurant), Weekend Get-away, Arts and Crafts for kids, Makeover, etc. You should expect to have about 12-20 good baskets. The smaller items were bundled for the drawing. There was a lot of little things (i.e. books, manicures, etc.). The drawing takes a while so it makes it easier to bundle the smaller items.

Children's Activities Committee

The addition of children's activities makes this a wonderful family-oriented event.

Responsibilities of Children's Activities Chair Include:

- Coordinating activities and supplies
- Coordinate staff, set-up and supplies for each activity and prizes if applicable
- Have "donation boxes" at each activity so attendees can contribute if they wish

Successful Activities from Max's Run for a Reason:



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- Kids' races
- Arts and crafts, face painting (a big hit), ball toss
- Carnival-like games (sometimes churches or local community centers have equipment they will donate)
- Bouncing tent/moon walk-Make sure that this company provides insurance coverage for these items.
- Kids' music and entertainment

Resource Guide Section Includes:

- Responsibilities for Children's Activities Committee

Food and Beverage Committee

Complimentary snacks and beverages add a special touch to the event.

Responsibilities of Food and Beverage Chair Include:

- Soliciting local vendors, manufacturers and distributors to donate items for the event
- Managing the delivery/pickup, on-site locale, distribution, clean-up and donation of leftovers to food shelves.
- Maintain spreadsheet of donors contact information (use donation template under operation resource guide)

Suggested Items Include:

- Water, coffee, juice, boxes for kids, sports drinks
- Energy bars/granola bars
- Bagels/rolls
- Fruit (bananas, apples and oranges are always good)
- Donuts
- Pizza
- Cake (Max's Run cuts a birthday cake in his honor)

Entertainment Committee

Entertainment will depend on the timing of the event and how you choose to approach it.

Responsibilities of the Entertainment Chair Include:



- Working with other committees to ensure your needs are taken care of (i.e. marketing, promotion, logistics)
- Scheduling and tracking entertainment plan (where and what music to be played, where mascots should work, etc.)
- It is very important that a sound system is adequate. This is both the entertainment and the logistics committees' responsibility.

Suggestions Include:

- Local personalities appearing for drawings and auction
- Max's Run included NBA Mascot, Crunch, mixing and mingling with attendees, starting the race and greeting runners as they crossed the finish line.
- Children's performers and/or singers who provide family-related entertainment

Post-event Plan

It is important to track your results as well as thank everyone who participated and made your event possible. Here are a few details to make sure you complete:

- Clean up and store materials that are reusable (i.e. signage)
- Plan and execute volunteer thank-you party
- Complete Event Summary Report (G1) and submit to the SUDC Foundation
- Send funds to the SUDC Foundation
- Send thank-you letter with results to EVERYONE (sponsors, participants, all donors and volunteers- see sample thank-you letter)

Frequently Asked Questions

Q. Who to call for help/questions?

A. Call, SUDC Foundation Special Event Assistant first and she can direct questions or direct you accordingly.

Q. How long does a run take to plan?

A. At least four to six months. If you start too early, people burn out and you lose momentum. However, secure location and race date as soon as possible.

Q. How many core volunteers for committees do I need?

A. It depends on the committee and scope of event. Marketing may require four to six people whereas Refreshments may need two.

Q. How many overall volunteers do I need for race day?



A. Each committee is responsible for organizing their volunteers. Max's Run had over 50 volunteers on race day. Including 10-12 in registration, six to eight in Children's activities, six to eight people selling raffles and working silent auction, eight in Refreshments. Several others directed traffic and kept things organized. Use a detailed plan on race day to make sure everyone knows their role!

Q. When do you send out brochures and hang posters?

A. Brochures should be mailed six to eight weeks prior to event date. Hang posters one month before event.

Q. What should I do if I don't know anyone in Public Relations?

A. Ask all of your event team for connections. Someone is sure to have a connection. If not, use the press release to mail to your local media and conduct your own grassroots campaign. The SUDC Foundation has a Media Kit available to be given to any members of the media who wish to cover your event. The Foundation can also provide some tips and resources for assessing the "newsworthiness" of your event, conducting strategic media outreach, producing press materials for your event and being interviewed by the media. Please note that anyone who speaking on behalf of the SUDC Foundation must also be a registered member of the SUDC Foundation and have gone through the appropriate application and training process to be a Media Spokesperson Ambassador.

Q. Should I have someone responsible for photographing and taking video of the event?

A. Yes! This is very helpful to document for future marketing as well as a wonderful keepsake.

Q. How many people should help set up and break down?

A. We designated one person from each committee to be available at set-up (when tent and tables are going up) to direct set-up team. If you have too many people it gets unmanageable. All volunteers should show up one hour before the event.

Q. How many brochures and posters should I order?

A. We recommend at least a 500 brochures and 100 posters. Please advise printer because adjusting quantities may or may not have a major impact on total printing costs. (Many people do utilize online registration)

Q. Do I need to use my own personal money to put on a run?

A. With a well-organized plan and coordination with the SUDC Foundation, direct event expenses will be paid by the Foundation, your approved expenses will be reimbursed.

PLAN FOR SUCESS

The premise of the event is important to remember. We want to honor and celebrate a child's life but keeping the tone of the event light, fun and simple is essential. By doing so, you will



create an annual event that the community wants to be involved in. As a result, the SUDC Foundation and families affected by sudden unexplained death will benefit on so many different levels!

Our children's grace and spirits inspire us and give us courage to keep moving forward in the presence of their love.



LOVE BEYOND REASON

Supporting families when there is no answer. Find out more sudc.org



RESOURCE GUIDE

Administrative and Event Planning Resources:

- SUDC staff assistance and/or guidance through regular and as-needed event support calls. Support calls often include an initial planning and brainstorming call with the Director of Development, monthly check-in calls and weekly check-in calls the month prior to the event.
- SUDC Foundation's IRS Determination Letter. As you are requesting donations or sponsorships, you may be asked to share the Foundation's IRS Determination Letter. This letter is proof of the SUDC Foundation's 501c3 status, which is a designation from the United States Internal Revenue Service that the Foundation is a not-for-profit organization and is tax-exempt. Your donors or sponsors may need this letter for filing their taxes and for record-keeping purposes. You can access this letter through the events page on the SUDC Foundation's website. Please be sure to speak with a representative of the SUDC Foundation before you use this letter.
- SUDC Foundation Financial Information. You may also be asked to share financial information on the SUDC Foundation as you are requesting sponsorships and donations. The SUDC Foundation believes in complete transparency with respect to its financial information. The Foundation will provide past and present financial documentation, free of charge, for anyone who would like to see it. Please follow the link in Appendix D to access the SUDC Foundation's most current financial statement.
- Guidance navigating local fundraising laws. If you plan to use raffles as part of fundraising for your events, there may be different laws or regulations they are subject



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to depending on where you live. No matter where you live, SUDC Foundation staff can assist you in researching and helping you adhere to local raffle regulations.

- Assistance with the creation of online registration site for your event.
- Credit card processing. The Foundation also has access to mobile credit card readers you can borrow for your event. In the event a mobile card reader is not available, the Foundation's event team will instruct you how to process credit card payments directly to the SUDC Foundation.

Marketing and Communications Resources:

- Inclusion of your event in SUDC Foundation communication channels including the Foundation's website (sudc.org), monthly e-news, Facebook page, Twitter and Instagram accounts and other printed materials.
- Free memorial websites for any registered family to remember a child lost to SUDC. The site is hosted on the SUDC Foundation's website and features an optional page to publicize any event you host in support of the SUDC Foundation's mission. To request a memorial website, please fill out a Memorial Site Request Form on the SUDC Foundation's website.
- Event planning email group for open communication with other SUDC Foundation supporters
- Press releases written specifically for your event. See the SUDC Foundation's website for our most up-to-date media kit or contact our Development Director at development@sudc.org.

Visual and Promotional Materials

- Digital files of the SUDC Foundation logo, photos and first names of children lost to SUDC whose parents/guardians gave permission for their use in fundraising and memorial activities. (Please note that in order to obtain permission to use digital files, the Fundraiser Host Ambassador must sign a Memorandum of Understanding provided by the SUDC Foundation).
- Copies of SUDC Literature including flyers outlining SUDC and the work of the SUDC Foundation for general or medical audiences, newsletters and Frequently Asked Questions brochures.
- SUDC Foundation promotional materials including bags, pens, event banners and more.
- SUDC Foundation videos including:
 - Explaining the Unexplained: A short and poignant video that captures facts on SUDC and its raw, emotional cost.
 - The Faces of SUDC: A video featuring children taken far too soon from SUDC.
 - Love Beyond Reason: An 8-minute documentary depicting the challenges the medical community faces as it tries to understand this classification of death and



the heartache of parents and families who have experienced the sudden loss of a thriving child with no medical cause or explanation.

SUDC Foundation's Key Messages

The Need:

Every year, at least 400 children die for no known reason. Even after a thorough investigation and autopsy, families, medical professionals and death investigators have no answers on why a healthy and thriving child passes away suddenly and unexpectedly. The only answer we have currently is Sudden Unexplained Death in Childhood (SUDC).

Sudden Unexplained Death in Childhood (SUDC) is a category of death in children between the ages of 1 and 18 which remains unexplained after a thorough investigation and autopsy.

Most often, SUDC occurs in seemingly healthy children during sleep.

At this time, we do not know what causes SUDC, how to predict it or how to prevent it.

SUDC is believed to be rare; occurring in about one in every 100,000 children.

We do not know exactly how often SUDC occurs. Because of inconsistencies in death certification practices and because the World Health Organization (WHO) lacks a specific way to record sudden and unexplained deaths in children that have been thoroughly investigated, it is impossible to know how widespread the problem is.

Why We Do It:

SUDC is one of the most under-recognized medical tragedies of our time. The medical community and our society have failed these children and their families. We have done far too little for far too long and we have to change that. Research is crucial to uncovering cause(s) of and ways to prevent SUDC deaths. Families not only need emotional support, but also medical guidance, assistance navigating the difficult and often confusing process of searching for what may have happened to their child and how to live their lives after loss. Medical professionals need help providing the best medical care and emotional support for the families they care for. While it is the fifth leading category of death among children ages 1 to 4, SUDC has received no public funding to date.

SUDC families often grieve in isolation, without information, resources or awareness that other families exist with a similar loss.

Due to a lack of consistency and standards in death investigations, coroners and medical examiners don't always have the resources to perform all the testing needed to thoroughly investigate each child's death or give the support families need.

The lack of consistency and standards leads to a lack of data, further exhausting the medical community's ability to find overarching connections and trends in SUDC deaths.

How We Do It:



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The SUDC Foundation is the only organization worldwide whose purpose is to promote awareness, advocate for research and support those affected by SUDC. The SUDC Foundation provides all services at no cost to the people it serves.

The SUDC Foundation currently supports over 800 families in 17 countries.

The SUDC Foundation provides personalized, comprehensive care from licensed clinical social workers with a variety of programs and cultivates a community of support for bereaved families so no one grieves alone.

The SUDC Foundation helps families navigate the difficult and often confusing investigation into their child's death by being a liaison between families and the medical examiner or coroner. The Foundation assists families in accessing DNA banking services and SUDC research, including the Sudden Unexplained Death in Childhood Registry and Research Collaborative (SUDCRRC), at New York University. The SUDCRRC provides families with a thorough case review of a child's medical history and death, as well as additional testing to examine possible causes and ways to diagnose and prevent SUDC.

The SUDC Foundation helps doctors, medical examiners and coroners to care for and communicate with families experiencing the sudden, unexpected and/or unexplained loss of a child.

The SUDC Foundation supports efforts, including legislative, to ensure comprehensive and standardized death investigations, fair treatment of and appropriate medical care for families and thorough data collection to improve our understanding of SUDC.

Vision:

The SUDC Foundation envisions a world where no more children are lost to Sudden Unexplained Death in Childhood.

Radio Ads and Press Releases

In an effort to continue to provide the most accurate and up-to-date information, please contact our Development Director, Elizabeth Milliken, at elizabeth@sudc.org before any interviews, radio ads or press releases are conducted.

Sample Public Relations Timeline

- Long-lead Outreach (July-August-September) Long lead publications
- Calendar sections of running club newsletters
- Athletic club newsletters/mailings
- Weekly newspapers



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- Online sites
- Midwest sports/running publications
- Running blogs
- Newsletters at churches, schools, clubs, park and recreation departments, children's hospitals

Pre-run outreach (October-November) Daily newspapers

- Local broadcast TV
- Grassroots/flyers
- Radio
- Running blogs

Run (November 13)

- Daily newspapers
- Local broadcast TV
- Radio

Materials

- Event news release
- Ad campaign news release
- Event fact sheet
- SUDC fact sheet

Sponsorship Committee Plan

5-12 Months before Event

- Identify potential sponsors - we recommend starting with family and friends' businesses or places where you have a personal connection
 - Contact larger organizations early on in the year before they allocate their yearly funds
- Determine co-chairs for committee
- Determine sponsorship levels
 - We have various level recommendations based on feedback from previous runs. However, we are working on establishing a "national level" sponsorship opportunity
- At volunteer meeting distribute sponsorship packets to all volunteers that include sponsorship forms and protocol for handling new sponsors
 - Protocol: Once sponsor is identified, have completed form forwarded to committee co-chair



- Committee co-chair then takes over all communication with sponsor
- Co-chair responsibility: communicate with sponsor and confirm commitment (emailed letter, phone call, hand-written note – use your discretion), create spreadsheet tracking form, obtained company logo for use on signage, brochures and T-shirts

2-5 Months before the event

- Follow up with committed sponsors that haven't sent checks
- Make sure logos are in before brochures, flyers, registration forms and posters went to print
- Maintain contact with the website coordinator to make sure that all sponsors have their logos posted
- Continue to secure sponsorships

1 Month before event

- Distribute flyers and posters to all sponsors for use within their company
- Contact all sponsors to see if they had promotional materials for run bags
- Continue to secure sponsorships

Week of the event

- Continue to secure sponsorships
- Answer any questions that sponsors may have

Day of the event

- Make sure all sponsors attending the race are greeted, etc.
- Help out wherever needed

Follow-up

- Send master spreadsheet to Run chairperson for thank-you purposes – thank-you letters were sent out within two weeks
- Make sure all sponsors received run T-shirts

Sponsor Solicitation Tip Sheet



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- Tax-deductible businesses are always looking for tax deductions!
- \$500 is a great amount for both large and small companies
- Sponsor will receive direct advertising on all printed materials, which shows they support the community
- This is an opportunity to give the sponsor some philanthropic visibility
- Sponsoring SUDC research is a worthy cause everyone can relate to no matter what age/stage in their lives
- They will be able to see the impact of their dollars almost instantaneously, which proves to them that the return on investment is there – Win/Win Situation
- Don't take rejection personally and try someone else

Race Logistics Checklist

Registration

- Create spreadsheet to track participants (see template for tracking donations)
- Set up online registration through active.com
- Set up online donations (for those who want to donate only)
- Coordinate volunteers to work race day registration.
- Coordinate Registration Tent (see registration process as well for more details)
- One Section for pre-registered participants divided into sections alphabetically (ex. A-L, M-Z)
- One section of tent for day-of registration and donations
- Separate area for bereaved parents and families to decorate their dedication T-shirts

Online Registration

The SUDC Foundation utilizes the services of websites like Active.com and RunSignUp.com. Go to their website and it walks you through set-up clearly. You can list your event, set up online registration and online donations. They contact you every time someone registers or donates. They will send a check everyone to two. You can access account online at any time to get an update on who has registered or donated. Three to five days before the event they will contact you and walk you through how to get your summary. There is a small fee, but is worth the time and energy it saves you. If you need help setting this up, please let us know.



Supplies

- Tents and tables
- Alphabetized copies of pre-registered participants to check in
- Signage (very visible) banners, tabletop signs, easels; try to produce reusable signage so you can use from year to year
- Tables (pre-registered, registered, bereaved T-shirt decorating)
- Envelopes/cash boxes for cash/checks
- Pens
- Registration forms
- Safety pins (to pin race numbers on)
- Race bags (stuffed with race number, local donations)
- T-shirts (separate pre-registered and extras for day-of registrants)
- T-shirts for sponsors
- T-shirts for volunteers
- First Aid (band aids, ice bags, ace bandage, athletic tape...)

Race courses – start and finish (marked with banner or balloon arch)

- 5K run/walk
- 2K Family Fitness Walk
- Kids Run (very short distance finishing at the official finish line- each child gets a medal. Coordinate with Kids' activities chair)
- Mark course with signs or chalk

General Race Flow

- Start/ Finish line near activities and music
- Announce start countdown starting at least 20 minutes ahead of time
- Encourage faster runners to line up in front
- Baby joggers and dogs to the back
- Walkers at the end of the line up
- Start the Run
- As soon as all runners pass through start line- start walk
- Kids Run starts about an hour after the 5K start (all runners and most walkers should be finished).

Other Details

- Park permit – through local park and recreation department or city
- Parking - volunteers to direct traffic and signs with parking details



- Refreshments – local donations
- Activities area – kids’ arts and crafts, petting zoo, face painting
- Silent auction – local donations
- Music
- Race announcer – you can usually get a referral from a local running store
- Race clock/timer- donated by local running stores
- Sound system – race announcer usually has one or knows where to get one
- Portable bathrooms
- Water stations (at start/finish and half way marker) donated
- Running clubs – great contacts, always looking for runs to do; can usually find these by looking in local sports paper, ask at running stores or doing an online search for area running clubs
- Race numbers- “Runner’s World” magazine or local running store
- Clean-up crew - make sure all supplies are stored well for following year (signage, supplies, etc.)
- Walkie talkies (?)
- Race photographer and videographer
- Notify park police, local police, paramedics, fire dept., etc. to make them aware of event

Good Local Contacts

- Health clubs/gyms – to sponsor and promote it
- Running, biking, or triathlon stores – they usually know announcers and have race equipment (timers, cones, race numbers). They also will know of all the local running clubs and any other connections you may need.
- State distance running association (Minnesota = runmdra.org)
- Bottled water company

Websites to list event on

- Active.com
- RunSignUp.com
- Runnersworld.com
- Local running club websites
- State distance running association (runmdra.org)
- Allsportcentral.com

Day of Registration Process

- 1 20’ x 20’ tent
- 2 6-foot tables on each side forming a square



- 3 round tables in corners for bereaved parents
- 2 “Register” banners
- 2 “Pre-Registered’ banners

How many volunteers do you need? How many chairs (12?)

Have volunteers prepped before race day on what their responsibility is. Only volunteers can be in registration tent.

Set-up supplies

- Pens
- Registration forms for on-site registration
- Money bags
- Cash (change)
- Notebooks

Registration Process:

Pre-Registration

- Check in and get T-shirt and bag
 - One person crosses off the name on list
 - One person provides T-shirt and bag
- Check-in person asks if they need bereaved T-shirt (if applicable)
 - If they do give them red T-shirt and directions to tables to write child’s name on
- Check-in person asks if they have kids doing the Kids Race and gives him or her appropriate color sticker
- Check-in person gives participant directions to silent auction, drawing and kids’ tent as well as start/finish

On-site Registration

- Fill in registration. form and get T-shirt and bag if there are any left (first come, first served)
 - One person crosses off the name the list
 - One person provides T-shirt and bag



- Check-in person asks if they need bereaved T-shirt
 - If they do, give them red T-shirt and directions to tables to write child's name on
- Check-in person asks if they have kids doing the Kids Race and gives him or her appropriate color sticker
- Check-in person gives participant directions to silent auction, drawing and kids' tent as well as start/finish

Bereaved Parent tables

- Tables w/ fabric pens to write on T-shirts.
- Once everyone is registered, take money away.

Clean-up process

- Break down T-shirt boxes
- Collect signage
- Throw garbage away
- Keep pens and money bags together
- Put all filled-out registration forms together with rubber bands
- Keep all credit card forms

Race Day Announcements (Examples)

Announcement times can be flexible and be done in conjunction with start/finish times
Announcements are not scripted, message suggestions are above.

Ongoing:

Push the sale of raffle tickets for \$2 each, or 5 for \$10 and \$10 for 20.

Topic: Bag Contents (free to runners)

Once or twice for each bullet:

- Attention runners: your bags have valuable offers including special offers from Sara Mattson Skin Therapy, Balance Fitness Studio and Lily Pad Photography, Rooms Interior Design Services!

Topic: Silent Auction (must participate at auction tent)

Once or twice for each bullet:

- Attention runners! Visit the auction tent to bid on a variety of items including ...
- Park Tavern bowling party for 60
- Overnight packages from Le Meridian, Grand Casino, 7 Clans, Treasure Island, Marriott Depot



- Athletic mementos from Randy Moss, Daunte Culpepper and Sergio Garcia
- Tickets for the Vikings, Wolves and Gophers events!
- Gopher Tickets and an autographed book “Blades of Glory” by local author John Rosengren!
- Dining and Entertainment items including restaurant and theater certificates from the likes of the Chanhassen Dinner Theatre and the MN Orchestra!
- Jewelry for that special someone ... diamond pendants and a pearl earring /necklace combination

- Fitness/beauty items including laser treatments, trial fitness memberships and spa days and “ZOOM”
- Teeth whitening, as seen on Extreme Makeover!
- Home improvement items including a 1-hour consult from Rooms Interior Decorating Services
- The Legend Golf Course golf pkg.

Topic: Raffle Prizes (they must purchase tickets to be eligible)

Once or twice for each item

- Attention runners! Buy raffle tickets for your chance at great prizes including ...
 - Restaurant & Salon gift certificates
 - Photograph of Lake Calhoun courtesy of Luke Erickson (auction or raffle?)
 - Art from Calhoun Beach Framing (auction or raffle)

Topic: Thanks

Randomly throughout the morning.

- Attention runners! On behalf of Jen & Mitch Best, their families and friends, we would like to recognize the following people for their generosity and support.
- Thank you to [SUDC Foundation representative], from the SUDC Foundation for making the trip to Minneapolis specifically for this event.

- Our many sponsors, Guidant Corporation, Eagle Valley Bank, Midwest EAP Solutions, Lake Pointe Chiropractic and Wellness, Mosquito, Grey Plant Mooty
- Thank you to those wearing red shirts in memory of their own children who have died. Today we remember your children and celebrate your strength. Thank you to everyone who is participating today! Your involvement contributes to the growth of the SUDC Foundation.
- Because of you, the organization creates awareness and provides valuable resources to those affected by Sudden Unexplained Death in Childhood. We were able to:
 - Purchase valuable heart test equipment for the Mayo Clinic



- Create a national advertising campaign to raise awareness of SUDC- please look at the ads placed around the event
- With your help, the SUDC Foundation has expanded and used OUR model to hold other fundraisers including Josh & Gus' Run for a Reason last Saturday in Denver!

Fundraising Committee Plan

5-12 Months before event

- Identify potential donations and coordinate pre-event and on-site drawing and logistics. We recommend starting with family and friends' businesses or places where you have a personal connection. Contact larger organizations early on in the year before they allocate their yearly donation funds.
- Determine co-chairs for committee

2-5 Months before the event

- Develop committee and distribute roster with phone, email info.
- Set future monthly meeting dates five months out
- Distribute neighborhood contacts requesting volunteers to contact five to 10 businesses to solicit donations
- Distribute form letters for solicitation purposes
- Determine goal-number of raffle items, silent auction, etc.
- Locate/purchase raffle tickets and bid sheets for the auction.
- Check governing laws on raffling-some states do not allow you to raffle on public property, some require gambling permits, etc. We ask for a donation for the raffle legally if someone wanted a raffle ticket without donating we would have to provide one.

1 month before event

- Organize donations raffle vs. auction, determine what area of interest still needs to grow based on donations, start putting baskets together of small items
- Follow up with outstanding requests
- Locate raffle container (police/fire, PTA's, Lions Clubs are good places to contact to borrow)

Week of event

- Complete bid sheets and assign number/folder to each bid sheet and item
- Set deadline for receiving donations-we have a great deal of last-minute items which are often not tracked and underbid due to rush. Try to get donations in and have the donors told that it might be raffle if brought in the day of the event.



- Identify timeline with planning committee-allow 30 minutes prior to the end of the event that day to close out the auction. Winners must be present and pay upon close of auction. Make sure you have the ability for credit cards-contact the SUDC Foundation for the credit card forms.

Day of event

- Set up tables, tape bid sheets, provide pens.
- Display large items
- Check in with emcee to ensure promoting of items
- Provide security personnel, appoint volunteers to watch high ticket items and provide assistance.
- Close out 30 minutes prior to end of event-have emcee announce 30, 20, 10 minutes and then close of auction, go to tent to collect your winnings.
- During close out, match folder with number on bid sheet, put in numerical order, the winner collects the carbon of their bid and brings it to pay out. You each keep a copy of the original/carbon.

Responsibilities for Kids' Activities

Responsibilities for Kids' Activities Chair Task List

- Recruit committee (we had six people), brainstorm kids' activities
- Break into groups by activity. Suggestions for activities include:
 - Face painting
 - Daisy toss
 - Duck pond
 - Kids races (break into age groups, medals to all kids, prizes and photos for 1st place finishers (we broke into age groups, 4 and under, 5-7, 8 and up)
- Possible sites for obtaining prizes: Centurynovelty.com, Orientaltrading.com
- Refreshment table (juice boxes, milk, birthday cake, whatever treats you can solicit)
- Solicit businesses for supplies, refreshments, prizes, their services (delegate to all members of the committee)
- Signage, tent, tables (coordinate with Operations Committee)
- Recruit volunteers for day of race (we had 13 volunteers plus the committee members) and coordinate all volunteers on day of race
- Make donation boxes to have in various locations
- Make sure each event has what it needs to make it a successful, fun activity- keeping it simple works best.

Other activity suggestions:



Treasure hunt (items such buried in a Rubbermaid container and the kids use a small rake to uncover them), Handprint tiles, Fishing game.

Post Event Checklist

- This is a checklist of things to do after your event. Of course, your “things to do” may differ some- what from this list.
- Clean up and store materials that are reusable (i.e. signage)
- Update Facebook, Twitter, website, etc. with photographs from the day. Submit photos to the SUDC Foundation for publishing on their social media as well
- Plan and execute volunteer thank-you party and/or gifts
- Complete event survey which will be emailed to you and submit to the SUDC Foundation
- Complete the Race Budget Workbook
- Transfer funds to the Foundation
- Send thank-you letters with results to EVERYONE. This includes sponsors, participants, all donors and volunteers. See sample thank-you letters in this kit.

TEMPLATE RESOURCES (addition resources can be found in the private access area of the SUDC Foundation’s website.)

Sample New Sponsor Solicitation Letter



Dear [name of sponsor],

[Your Child’s Name] was a happy and wonderful child. At the age of [age], [child’s name] went to sleep and never woke up. We still do not know why. Sudden Unexplained Death in Childhood



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(SUDC) occurs when an apparently healthy child beyond the age of 12 months dies without warning and without a known cause found after a thorough investigation.

Soon after our loss, we learned of the SUDC Foundation which provided us with crucial support services, information and access to research. Being able to talk to others who had experienced SUDC helped us not feel so alone. The SUDC Foundation is the only organization in the world devoted solely to supporting families affected by SUDC and advocating for SUDC research to find answers. While the SUDC Foundation is making progress, much work remains ahead.

We have created this event in memory of [child's name] to raise awareness for SUDC and help bring about a future where no family ever has to experience SUDC again. The (first..second..third..etc.) annual [name] Run for a Reason will take place on , at in . It will include a 5K Run and 2K Fitness Walk. (amend to fit your event).

We're now asking for assistance from organizations such as yours. Your generosity will play an instrumental role in minimizing this tragedy. Any gift you make is greatly appreciated—and is tax-deductible to the extent allowable by law.

Thank you in advance for your gift. Please contact me at to learn more about getting involved. You can also visit the SUDC Foundation's website at www.sudc.org for more information.

Sincerely,

Family Name

In Memory of [our angel] (child's name)

Repeat Sponsor Solicitation Letter



Dear [name of sponsor],

Your generosity last year had an immediate impact on the Sudden Unexplained Death in Childhood (SUDC) Foundation. Thanks to sponsorships such as yours during Max's Run for a Reason, we were able to raise more than \$70,000 from 1,500 participants.



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These funds were put to excellent use at both the national and local levels. For example, we sent our program director to the 2004 SIDS International Convention and we purchased research equipment for the Mayo Clinic.

But much remains ahead. As the two-year anniversary of Maxwell Best's tragic death approaches, his parents are still living without knowing what caused their unfathomable loss. Countless other parents across the country share a similar struggle.

To continue our pursuit of this heartbreaking phenomenon, we're looking for your assistance again.

Our second annual Max's Run for a Reason will be held November 13, 2004, at the Lake Harriet Bandshell. With your corporate sponsorship starting at \$500, we'll place your company logo on our race T-shirt and display any other advertising you provide. We also encourage tent sponsorship, family sponsorship and donation of items for our drawings and silent auction.

Any gift you make to our worthy cause is greatly appreciated—and tax-deductible to the extent allowable by law. Please feel free to contact me directly at (000) 000-0000 to learn more about getting involved. You can also visit www.sudc.org or maxwellbest.com.

Sincerely,

Family Name

In Memory of [our angel] (child's name)

Sample Sponsor Application Form



Name: _____
(person, business, store)

Address: _____

Please Print Contact Name: _____



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Phone: _____

Email: _____

Sponsorship Options (please circle one)

Option 1: Platinum Sponsor

This option will be for sponsors contributing \$1,000 or more to the event and the SUDC Foundation. Sponsor's logo will be most prominent on all printed materials including advertising, promotions and T-shirts. Company signage (provided by you) will be visible at race.

Option 2: Gold Sponsor

This option is for sponsors contributing \$500. Sponsor's logo will be visible on all printed materials including advertising, promotions and T-shirts. Company signage (provided by you) will be visible at race.

Option 3: Silver Sponsor

This option is for sponsors contributing \$250. Sponsor's logo will be on race T-shirts and on race day signage.

Option 4: Bronze Sponsor

This is if you do not wish to sponsor but would like to make a donation. Please indicate dollar amount (\$)

Option 5: Donation of materials or service to [Your event name]

Item: Estimated Value: \$ _____

Description of Item: _____

Please send application form along with payment to: The SUDC Foundation, 549 Pompton Avenue, Suite 197, Cedar Grove, New Jersey 07009.

Please make checks payable to: the SUDC Foundation. For information on using your company credit card please contact Lorri Caffrey, Assistant Executive Director at 973-239-4849.

The SUDC Foundation is a registered 501(c)(3) in the U.S. and can be referenced under Federal Tax Identification number 46-5008779. We recommend that you consult with your personal tax advisor in determining the amount of your donation that may tax deductible for federal income tax purposes.



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Sample New In-kind Donation Request Letter



[DATE]

Dear [NAME],



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[CHILD'S NAME] was a happy and healthy child. At the age of [AGE], [CHILD'S NAME] went to sleep and never woke up. We still do not know why.

Sudden Unexplained Death In Childhood (SUDC) occurs when an apparently healthy child between the ages of 1 and 18 years dies without warning and without a known cause found after a thorough investigation.

Soon after our loss, we learned of the SUDC Foundation which provided us with crucial support services, information and access to research. Being able to talk to others who had experienced SUDC helped us not feel so alone. The SUDC Foundation is the only organization in the world devoted solely to supporting families affected by SUDC and advocating for SUDC research to find answers. While the SUDC Foundation is making progress, much work remains ahead.

We have created this event in memory of [CHILD'S NAME] to raise awareness of SUDC and help bring about a future where no family ever has to experience what we have. The (first..second..third..etc.) annual [NAME OF EVENT] will take place on [DATE] at [TIME] at [LOCATION]. It will include [BRIEF DESCRIPTION OF EVENT].

We're now asking for assistance from organizations such as yours. Your generosity will play an instrumental role in minimizing this tragedy. Any gift you make is greatly appreciated—and is tax-deductible to the extent allowable by law. In particular, we are hoping you might be willing to donate [GOOD OR SERVICE NEEDED].

Thank you in advance for your gift. Please feel free to contact me at to learn more about getting involved. You can also visit our website at [WEBSITE] or the SUDC Foundation at www.sudc.org for more information.

Sincerely,

Family Name

In Memory of our angel [CHILD'S NAME]

Sample Monetary Donation Thank-you Letter



[NAME]

[ADDRESS]



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Dear [NAME],

Thank you so much sponsoring the (first, second, third, etc.) annual [NAME OF EVENT] and for your generous donation in the amount of (\$ to the Sudden Unexplained Death in Childhood (SUDC) Foundation.

The event was an overwhelming success on all accounts! Thanks to people like you and your organization, we raised more than [DOLLAR AMOUNT] and spent the day with [NUMBER] friends and family members. It was a beautiful tribute to our precious (son/daughter) [CHILD'S NAME] on the weekend of what would have been (birthday, anniversary, other special occasion).

In honor of [CHILD'S NAME], proceeds will directly support the SUDC Foundation's mission.

The SUDC Foundation is a registered 501(c)(3) in the U.S. and can be referenced under Federal Tax Identification number 46-5008779. We recommend that you consult with your personal tax advisor in determining the amount of your donation that may tax deductible for federal income tax purposes.

On behalf of our family and the SUDC Foundation, thanks again for your involvement with this year's [EVENT]. We are deeply touched by your support and we hope to see you at next year's event!

Sincerely,

[NAMES OF FAMILY]

Sample New In-Kind Donation Thank-you Letter



The SUDC Foundation
800-620-SUDC
www.sudc.org
Revised 01/2018

[DATE]

[NAME]

[ADDRESS]

Dear [NAME],

Thank you so much for your wonderful donation of [GOOD OR SERVICE] at a value of [ENTER AMOUNT IF KNOWN] to [EVENT] and for your generous donation to the Sudden Unexplained Death in Childhood (SUDC) Foundation.

We are so grateful. There are no words to express how much we appreciate the love and support from our community. While the pain of losing [CHILD'S NAME] is still so strong, his/her spirit shines so bright – it is evident through the love and generosity of people like you.

Your donation will directly benefit the Sudden Unexplained Death in Childhood (SUDC) Foundation. Our hope is that in honor of [CHILD'S NAME], the money raised this year will help fund SUDC research, increase awareness about SUDC, support families experiencing this tragedy and, most importantly, save the lives of other children.

The SUDC Foundation is a registered 501(c)(3) in the U.S. and can be referenced under Federal Tax Identification number 46-5008779. We recommend that you consult with your personal tax advisor in determining the amount of your donation that may tax deductible for federal income tax purposes.

On behalf of our family and the SUDC Foundation, thanks again for your involvement with this year's [EVENT]. We are deeply touched by your support and we hope to see you at next year's event!

Sincerely,
[NAMES OF FAMILY]

Sample Repeat In-Kind Donation Thank-you Letter



The SUDC Foundation
800-620-SUDC
www.sudc.org
Revised 01/2018

[DATE]

[NAME]

[ADDRESS]

Dear [NAME],

Thank you so much sponsoring the (second, third, fourth, etc.) annual [NAME OF EVENT] and for your generous donation to the Sudden Unexplained Death in Childhood (SUDC) Foundation.

The event was an overwhelming success on all accounts! Thanks to people like you and your organization, we raised more than [DOLLAR AMOUNT] and spent the day with [NUMBER] friends and family members. It was a beautiful tribute to our precious (son/daughter), [NAME], on the weekend of what would have been his/her (birthday, anniversary, other special occasion).

The SUDC Foundation is a registered 501(c)(3) in the U.S. and can be referenced under Federal Tax Identification number 46-5008779. We recommend that you consult with your personal tax advisor in determining the amount of your donation that may tax deductible for federal income tax purposes.

On behalf of our family and the SUDC Foundation, thanks again for your involvement with this year's [EVENT]. We are deeply touched by your support and we hope to see you at next year's event!

Sincerely,


[FAMILY NAMES]

Sample Website

The SUDC Foundation provides websites for its fundraising events. For more information contact our Development Director, Elizabeth Milliken at elizabeth@sudc.org.



The SUDC Foundation
800-620-SUDC
www.sudc.org
Revised 01/2018




[LOGIN](#)


In memory of

Jacob Edwin Kratzer

12/26/2010 – 03/25/2013

[HOME](#)
[OUR STORY](#)
[THE SUDC FOUNDATION](#)
[JACOB'S JOY](#)
[DONATE IN MEMORY OF JACOB](#)






Join Us!

Date:	May 5, 2018
Time:	Registration opens at 10:30; Run/Walk starts at 11:30
Place:	Tanglewood Park, Shelter #2 4201 Manor House Circle Clemmons, NC 27012
Fees:	\$30 per person ages 13 and up Kids 12 and under-free and must be registered (this category does not include a t-shirt)

Join us for lunch, music, games, kids activities and more after the race all included in your fee!

T-shirts are guaranteed only for registrations received before April 1st. If you register after that date, t-shirts will be given out to registered participants (ages 13 and up) on a first come, first served, basis, on the day of the event, while supplies last. In addition, there will be a limited number of children's t-shirts and extra adult t-shirts available to purchase on the day of the event. This event is rain or shine. We regret that no refunds will be able to be issued.

Register Online



This memorial is made possible through the generosity of the SUDC Foundation.
Please visit the SUDC Foundation on the web to learn more.


CONNECT WITH THE SUDC FOUNDATION

- Facebook
- Twitter
- YouTube
- Vimeo
- Join Our Mail List
- Donate Now!

CONTACT THE SUDC FOUNDATION

The SUDC Foundation
549 Pompton Ave, Ste 197
Cedar Grove, NJ 07009
800.620.SUDC
(or direct dial 973.239.4849
info@sudc.org

JOIN US AT JACOB'S JOY



Signage Examples



The SUDC Foundation
800-620-SUDC
www.sudc.org
Revised 01/2018



START

★ MAX'S RUN FOR A REASON ★



FINISH

★ MAX'S RUN FOR A REASON ★



PRE-REGISTERED

★ MAX'S RUN FOR A REASON ★



KID'S CORNER

★ MAX'S RUN FOR A REASON ★

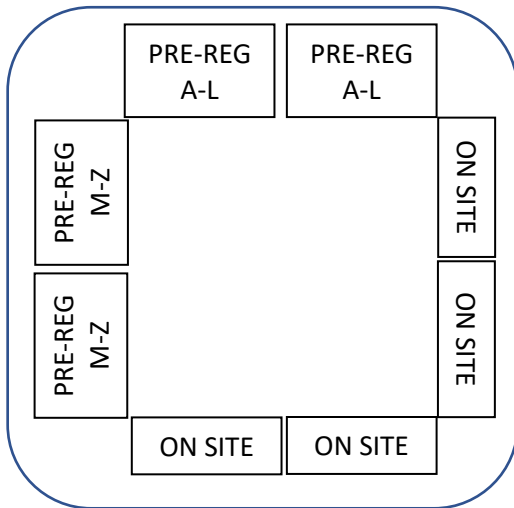


★ MAX'S RUN ★ ★ FOR A REASON ★



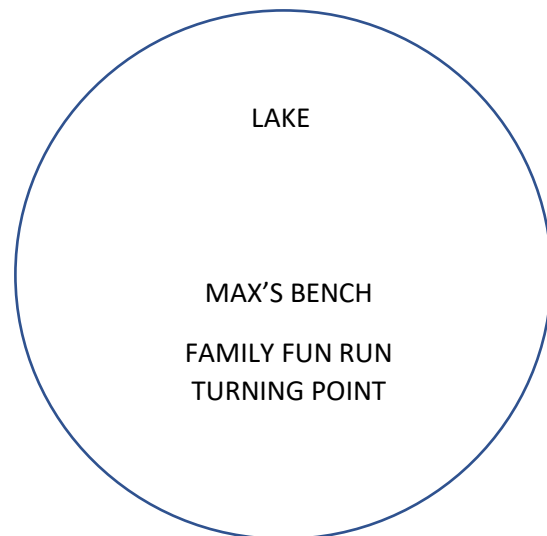
Event Map

With the exception of the coffee tent, all Tents are 20 x 20 despite images on this page.
Committees should plan table order/placement on these specs.



Registration Tent:

- Due to \$\$, authorized personnel only!
- Note bereaved parents receive different shirt, they will be identified on pre-registration materials
- Will need "Runners" inside tent to service reg. greeters. Greeters and Runners should be about 20 people.
- Signage team should communicate with tent team about placement and prepare for winds. Banners should be attached to tent with rope
- Pre-registration and onsite registration signs need to be heavy and water resistant and hung from tent(s).



FIRST AID

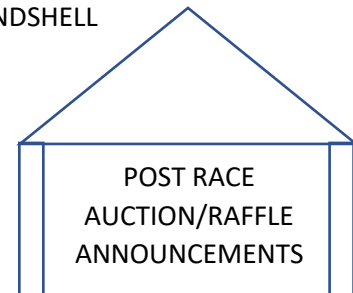


SILENT AUCTION
& FOOD

10 X 10
COFFEE

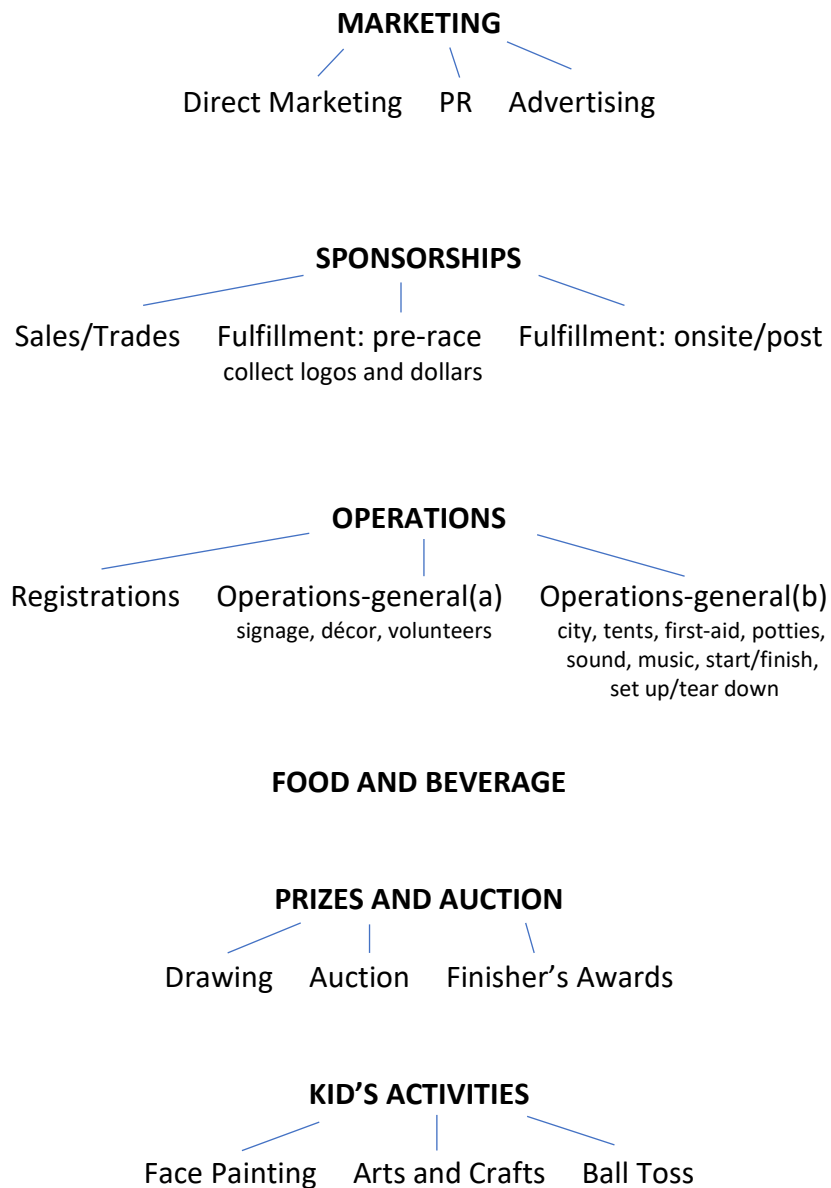
KID'S CORNER
4 TABLES,
BANNERS?

BANDSHELL



Flow Chart of Responsibilities

CHAIRPERSON (All committee heads below report to Chairperson)



T-Shirt Template



Race day T-shirts

(Back should say "Thank you to our Sponsors!" and include the sponsor logos below.)



The SUDC Foundation
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Revised 01/2018