For years, the Children’s Tumor Foundation has participated in endurance events, walks, and other community building events across the country to raise awareness and critical research dollars to end neurofibromatosis (NF). With the Kids Program, children can now join the fight to End NF! Coordinating a Hero Dash is one great way to get kids involved.

Yup, it’s a big word. Neurofibromatosis is a disorder that affects one in every 3,000 people around the world. NF can cause tumors to grow on nerves throughout the body and can lead to serious health issues.

There is no cure right now for NF, but the CTF Kids Program can change that! Kids can spread the word in their town and school about NF and raise donations that will help us find treatments and a cure.
What is a Hero Dash?
A Hero Dash is a short-distance race catering to kids under 13. Whether it's a 1-mile run, a 5K, or a lap-a-thon, you can customize your Hero Dash to work best in your school or community. The purpose is to \textbf{Get Active, Help Others, and Have Fun!}

Who Can Organize a Hero Dash?
Coaches for a kids running program. School teachers or administrators. NF Walk or NF Endurance organizers. Parents taking steps to improve their family's health. YOU can become an Hero Dash Event Chair if you are interested in recruiting kids to get involved in CTF's mission to End NF.

How Do I Get Started?
Read through the following pages which cover the role of a Hero Dash Event Chair and the steps to follow to execute an event. For any questions, please feel free to contact the Youth Development Manager, Julie Pantoliano, at jpantoliano@ctf.org or 646-738-8551.

To apply to become an official Kids Program event and receive the tools to help you succeed, please complete the application form at the end of this document and return it to the Kids Program staff in any of the following ways:

- **E-mail**: Julie Pantoliano
  jpantoliano@ctf.org
  646-738-8551
- **Fax**: 212-747-0004
- **Mail**: Children's Tumor Foundation
  Attn: Kids Program
  120 Wall Street, 16th Floor
  New York, NY 10005
**Collect Donations for CTF!**

Make checks out to:
Children's Tumor Foundation

Send Donations to:
Children's Tumor Foundation, Attn: Kids Program
120 Wall St., 16th Floor
New York, NY 10005

Print additional copies of this page if needed
Forms can also be found on: www.ctf.org

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**Children’s Tumor Foundation**
**Kids Program**

PAGE ___ of ___

*print additional copies at [www.ctf.org/kids]*
Below are steps to follow to execute a Hero Dash in your school or community. Don’t forget that the CTF Kids Program staff is available to assist along the way! Make sure to check out resources on www.ctf.org/kids.

**STEP 1: PLANNING MEETING**
Meet with CTF Kids Program staff to begin planning your event and turn in application form (at the end of this packet) 3-5 months before your event.

**STEP 2: CREATE YOUR EVENT**
Determine race distance, age ranges, and other event logistics. Will your Hero Dash be part of a school fundraiser (where a portion of the proceeds go to CTF), incorporated into your town’s NF Walk, or a stand-alone event open to everyone in your community? Will it be a run, bike, swim...or all three? CTF Kids Program Staff can give you ideas to get started!

**STEP 3: RECEIVE AN EVENT LEADER KIT**
CTF Kids Program staff will send you a variety of tools you will need to begin recruiting and fundraising:
- Sign Up Sheets
- Participant Waivers
- Suggested Timeline
- Donation Collection Envelopes & Pledge Forms
- Participant Welcome Packets
- Kids Program DVD
- Participant Record Sheet (to track fundraising)

**STEP 4: PROMOTION & RECRUITMENT**
Begin recruiting participants at least 1-2 months prior to the event:
- **Customizable Collateral:** We have a variety of promotional materials (e.g. posters, postcards) that you can customize and distribute (think about getting information into local stores, restaurants, libraries, and schools). Make sure event date and fundraising deadline are noted.
- **Advertise:** Spread the word in your local paper, promote in school announcements or to school clubs, offer opportunity to youth groups looking for service projects. Assess your community and utilize best practices from other successful CTF Kids Program events to get the word out.
- **Online:** CTF Kids Program staff can assist in online outreach via websites and social media.
- **Kickoff:** Schedule a kickoff (during a school meeting, after school, at a central location in your community) to formally introduce the program, allow sign ups, and distribute fundraising materials. If possible, make sure to invite parents/guardians to attend as well.
**STEP 5: KICKOFF / BEGIN FUNDRAISING**
Host a kickoff at least 3-4 weeks before the race:
- Provide a brief history of CTF, NF, and the Kids Program.
- Show CTF Kids Program video or pictures (provided by CTF staff).
- Explain the pledge forms and demonstrate how to ask for a donation from family and friends. Explain how donations help kids and families affected by NF.
- Tell them when donations are due (one week after the event) and make sure each child receives an envelope for collecting donations.
- Invite kids to sign up and distribute waivers and welcome packets.
- After the kickoff, follow up with kids and parents to provide additional fundraising ideas and motivation. (dress up like a super hero for top fundraisers, pizza party for top class, spray silly string all over principal or town mayor for reaching goal)
- Send waivers and shirt sizes to CTF Kids Program staff.
- Collect any additional registration fees from kids/parents, if needed.

**STEP 6: EVENT**
Each Hero Dash is unique, so you will work directly with CTF staff to create a customized event timeline and checklist. Here are some helpful tips to consider:
- Solicit in-kind or monetary donations from community businesses or organizations to cover event costs.
- Recruit a planning committee and/or event day volunteers to help organize and execute your Hero Dash.
- Get school or community leaders involved who can help promote your event and the cause.
- Highlight NF Heroes in your community who are battling neurofibromatosis.

**STEP 7: POST-EVENT**
- Collect all donations (recommended 1 week after the event).
- Track participants’ amount raised on Participant Record Sheet.
- Convert any cash to a check or money order. Send a final check to Children's Tumor Foundation with Participant Record Sheet and Pledge Forms.
- Let all of the participants know how much they raised for a great cause! Encourage participants to write thank you cards to their donors.
- Share your success with the CTF staff (including photos and video) so we can promote your team! Complete event leader survey.
CHILDREN’S TUMOR FOUNDATION KIDS PROGRAM

HERO DASH APPLICATION FORM

Your Name: _____________________________________________________

Email: _____________________________  Phone: ______________________

Event Name: _____________________________________________________

Event City: _________________________________  State: _______________

Does Event Have Registration Fee:  YES (Amount: _________)  NO

Request Event Website (for registration/fundraising):  YES   NO

Participant Goal (minimum 15 participants): ____________

Fundraising Goal (suggested minimum of $1,000): ___________

Please provide a short description of planned event:
**Recruitment Plan**
What is your plan for recruitment? Along with fellow volunteers, brainstorm your connections within the community/school to help you recruit young athletes for your Hero Dash!

**Fundraising Plan**
How will you explain the cause and encourage your participants to raise funds for the Children’s Tumor Foundation? How will you cover event costs?

**Event Day Plan**
What is your plan to create a memorable race day for kids and their families?

RETURN TO:
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• Fax: 212-747-0004
• Mail: Children’s Tumor Foundation  
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