



Updated: 2/6/2019

## **Friends of the Poor® Walk/Run Official Policies**

### **Overview**

The Friends of the Poor® Walk/Run was launched in 2008, at which time the original policies and event standards were approved by the National Board of Directors of the National Council of the United States Society of St. Vincent de Paul. This version has been updated with the intent to preserve the national branding of the event and to provide further guidance in running a successful event.

By participating in the Friends of the Poor® Walk/Run, all Society of St. Vincent de Paul (SVdP) Conferences/Councils and FOP® Walk/Run organizers are subject to compliance with these Policies and Event Standards.

This document reflects the “OFFICIAL EVENT RULES AND STANDARDS.” These policies must be followed. Violation of the policies and/or event standards may result in expulsion from participation in the Friends of the Poor® Walk/Run event.

### **Background/History**

The Friends of the Poor® Walk/Run is a nationwide signature event of the National Council of the United States Society of St. Vincent de Paul™ (SVdPUSA). This event is coordinated by the National Development Department of SVdPUSA, with the intended purposes of raising awareness and funds to support local conference/council services to those in need.

### **Branding**

The Friends of the Poor® Walk/Run is a trademarked brand, and therefore must be respected as such. Please remember to use the official name as “Friends of the Poor® Walk/Run”, or if abbreviated, “FOP® Walk/Run.” The trademark symbol “®” should always be used after the word “Poor” (or after the letter “P” in “FOP”) within the title.



It is important to follow these branding requirements, including the official FOP® Walk/Run logo, when creating brochures, banners, social media sites (including, but not limited to, Facebook and Twitter), all walk day materials, etc.

Because this event is branded as the “Friends of the Poor® Walk/Run,” please use this as the official title, not to be confused with a myriad of other “spin-off” titles, including “Walk for the Poor.” In order to maintain our brand, please use only the official title “Friends of the Poor® Walk/Run” when referring to this event.

### **Website**

The official website for the Friends of the Poor® Walk/Run is maintained by the National Council office ([www.fopwalk.org](http://www.fopwalk.org)). This website contains the following event resources: planning, media, sponsor, administrative/organizational material including marketing graphics—all downloadable, as well as administrative reports. The site is linked to the electronic credit card pledge system and also contains the walker/runner registrations through a secure system.

Online donations are carefully tracked and forwarded to each Conference/Council. To receive the online pledge contributions, the coordinator must have submitted the event’s final report to the National Council.

Duplication or re-creation of this site, in whole or in part, is strictly prohibited.

### **Online Fund Disbursement**

Online pledges are processed via the National Council’s secure Verisign® Internet credit card procedure. Donors who choose to make a pledge in the form of cash can give this money directly to the walker/runner, who is responsible for getting these pledges to their respective local Conference/Council.

Online funds are raised through the walker/runner registration process, whereby, each participant designates a specific SVdP Conference/Council to receive their funds. The website stops collecting online funds on October 31<sup>st</sup>, which is when the National Council Office begins its reconciliation process to ensure that funds are dispersed correctly. Once this process is complete, the designated SVdP beneficiaries are mailed their online funds in the form of a check, which will be used by their respective Conference/Council to directly or indirectly provide services for those living in need.

SVdPUSA will disperse the funds raised from the Friends of the Poor® Walk/Run to each local Conference/Council, by sending the money directly to the address on file at the National Council Office (housed in the national database). All checks being dispersed to local Conferences and Councils will be rounded up or down to the nearest one dollar.



Online funds will only be available for one year from the date the check was issued. Checks that are older than one year will not be re-issued. If for any reason a check for online funds has to be re-issued within that year, there will be a \$25 fee assessed to the Conference/Council receiving the check, to help cover the costs of issuing that stop payment.

## **Ethics**

All events must be planned in accordance to the Mission of the Society of St. Vincent de Paul: *Inspired by Gospel Values, the Society of St. Vincent de Paul is a Catholic Lay organization. Leading women and men to join together to grow spiritually by offering person-to-person service, to those who are needy and suffering in the tradition of its founder, Blessed Frederic Ozanam and Patron, St. Vincent de Paul. Lastly, the Society collaborates with other people of goodwill in relieving need and addressing its causes, making no distinction in those served because, in them, Vincentians See The Face of Christ.*

Ethics also includes employing sound event planning; keeping the fundraising costs (event expenses) as low as possible (sponsorships play an important role in offsetting expenses). Suppliers/sponsors of the event should not receive any special treatment in return for their support, beyond the typical recognition for their donation. Beware of any conflict of interest with your board and/or planning committee members.

## **Process**

The event hosts must register their event location online ahead of time. Starting in 2019, there is an annual walk location fee of \$150 paid to the national council for each walk event that occurs. Walkers/Runners may then register under that event prior to the walk day, in addition to the day of the event.

The online walker/runner registration and pledge system will track pledge funds as selected by each walker/runner and capture other vital information for reporting to each event host.

All participants must sign the “Accident Waiver and Release of Liability” waiver found on the Friends of the Poor® Walk/Run website. Online walkers sign virtually when registering online, but all offline walkers, volunteers, and other participants must sign a copy before participating.

Event management materials (planning, media, fundraising, logistics, etc.) will be provided by the National Development Department of the National Council Office. Councils or Conferences are encouraged to outreach to the local media and businesses to develop local exposure and sponsorships/donations.

The event can be organized and implemented individually by any SVdP Conference or Council, and/or by banding together to form larger, more lucrative events. Regardless of where the walker/runner actually walks or runs, pledges will be credited to a specific SVdP Conference or Councils as designated by each walker/runner. Walkers/Runners are encouraged to solicit pledges.



Pledges are collected immediately at the time of pledging; either online (credit/debit card donations processed at no cost to the Conference or Council; see below) or by cash/check at the event. Each host is responsible for tabulating the total receipts and reporting them to the National Council through the final report form.

The respective event host from each Conference(s) or Council(s) must forward the FOP® Walk/Run final report form to the National Council by October 15th. The last deadline for obtaining online contributions will be October 31<sup>st</sup>.

Each donor and walker/runner's contact information will be supplied to the respective event host, available in the reports section of the online FOP® website. The event organizers are encouraged to track and thank these donors.

**\*\*contributions are secured by the website's online pledge and security system\*\***

### **Privacy Policy**

The FOP® Walk/Run website asks for personal information, including credit/debit card information, for the sole purpose of processing donations per the donor's request. This credit card information is gathered under a secured website, to prevent any issues of information being stolen.

Should the donor submit their donation with the boxes checked allowing SVdP to contact them via email or mail, then that information will be provided to the local walk coordinator. This is for the intention of thanking and cultivating that donor. Personal credit/debit card information is not stored in our system, and will not be given out. Should a donor not want to be contacted by their local or national SVdP, they will simply "opt-out" by de-selecting the buttons on the donation page asking if they want to be contacted by SVdP.

If you have any questions or concerns about the security or safety of a donor, walker, or walk coordinator, please contact Nathan Martin at the National Council Office. He can be reached at (314) 576-3993 x218, or [nmartin@svdpusa.org](mailto:nmartin@svdpusa.org).

### **Enforcement of Event Rules**

The rules have been created to brand the event and all aspects of branding will need to be enforced. Branding is an important aspect, ensuring the event is consistent across the country and it helps to create a positive national public image. This consistency and rigorous enforcement is a hallmark of the national platforms of similar events, such as the Koman Race for The Cure, Arthritis Walk, National MS Walk, National Kidney Walk, March for Babies-March of Dimes, American Cancer Society, and so on. Violators will be officially warned and if the problem persists, they will be asked to withdraw from the FOP® Walk/Run Program.

### **Event Standards Section**



1. All FOP® Walk/Run events should occur on the date established by the National Council, usually the Saturday closest to the St. Vincent de Paul Feast Day – September 27 (the day St. Vincent de Paul died). National media is focused on this day. However, a 30 day window is provided before and after this date to accommodate local scheduling conflicts. If this is an issue, please contact Nathan Martin at the National Council Office to discuss alternatives.
2. The FOP® Walk/Run is a national sub-brand of the National Council of the United States Society of St. Vincent de Paul and all events must adhere to the established graphic standards. This includes (but not limited to), brochures, posters, banners, signs, website and social media sites.
3. The official website for the Friends of the Poor® Walk/Run ([www.fopwalk.org](http://www.fopwalk.org)) must be used as the only website for this event. Any duplication or re-creation of this site, in whole or in part, is strictly prohibited. We do, however, encourage linking the official FOP® Walk/Run website link to your local parish and SVdP websites, to drive participants and donors to the official event page.
4. Located on the FOP® Walk/Run website under the “Coordinator Resource Toolbox” the following information is housed and should be reviewed by each event coordinator:
  - Guide to Getting Started (overview of information for the event coordinator)
  - Walk Marketing (customizable marketing documents and graphics)
  - Best Practices (templates/ ideas from the field that have worked for other walk locations)
5. FOP® Walk/Run is a “pledge-a-thon” event composing of the following:
  - All Walkers/Runners are encouraged to obtain pledges
  - Participants have the ability to start a team, join a team, or participate individually
  - Each participant is encouraged to make a personal donation and solicit from their friends, family, co-workers, and acquaintances. A personal minimum goal of \$100 is recommended, with many individuals raising much more than this minimum.
  - Sponsorships also play an important role in revenue, and every walk location should make a focused effort to obtain sponsorships. Typically sponsorships should account for at least 20-25% of total revenue. Individual walkers’ donations (both online and offline) do not count toward sponsorships.
7. Each FOP® Walk/Run event should have the following elements of the event day experience:
  - Registration (collections of pledges/waiver forms and distribution of event information)
  - Welcome comments and prayer
  - Sharing the mission and community impact of SVdP
  - Start and Finish Line
  - Sponsor identification
  - Recognition or “thank you” to all walkers/runners, sponsors, volunteers, staff, etc.



8. Event general liability insurance is required by each event Host (\$1,000,000 per occurrence and \$2,000,000 in the aggregate, recommendation is that the National Council – SVdPUSA is named as an additional insured).
9. Conferences and Councils are allowed to band together for one large event, should they choose to do so.
10. Each event should have a planning committee and participation by the local SVdP Board of Directors and/or executive management.
11. Safety of participants is a major concern. Event plans must include safety as a priority, especially in the staging area, walk/run course, and start/finish area. In case of an emergency, event hosts must have access to Police, Ambulance, and Fire Department.
12. The final event walk report is to be turned into the SVdPUSA office on or before October 15<sup>th</sup>. If you walk is held after the October 15<sup>th</sup> date, you have two weeks from the walk date to turn in your final report form.
13. Every event coordinator will be asked to help evaluate their event, sharing with the National Council how SVdPUSA can improve its performance (written evaluations, phone calls, conference calls, etc.).
14. Each individual FOP<sup>®</sup> Walk/Run coordinator is responsible for ordering and purchasing their event's t-shirts. A pre-determined vendor will be offered at the National Council's recommendations, based on price and company review. The National Council will announce this t-shirt vendor on an annual basis, giving the local Conference/Council the opportunity to order their shirts at that company's bulk rate.

If a walk coordinator wants to use their own t-shirt design company, he or she may choose this alternative (for example, if shirts can be attained as an in-kind donation or at a further discounted price, this is encouraged). However, the design chosen by National Council must be placed on the front of the shirt. All National Council national sponsors should also be placed on the back of the shirts at the top, with local sponsors placed below. If you choose to have the shirts made locally, please contact Nathan Martin at the National Council Office for the t-shirt artwork.

15. Linking websites: Walk Coordinators are encouraged to promote their event on their local website and provide a link to the National Friends of the Poor<sup>®</sup> Walk/Run website ([www.fopwalk.org](http://www.fopwalk.org)) for walker registrations and donations. However, you cannot create a separate, or second, website for this event.



16. Disclaimer: SVdPUSA works to ensure that the information provided on the website is accurate, timely, and useful. SVdPUSA, its affiliates, or agents, or any other parties involved in the preparation or publication of this event/website are not responsible for errors or omissions in information provided on this site, or actions resulting from the use of such information. Please direct any of your concerns or questions to Nathan Martin, National Development Programs Manager, at [nmartin@svdpusa.org](mailto:nmartin@svdpusa.org) or (314) 576-3993 x218.

