

Building Site Event Logistics



Basics

- Find out what the city/town requirements are for conducting a building site in your area. Once those requirements have been determined, follow all procedures set by the city/town (i.e., permits, insurance, etc.)

Select a Site

- Select a site that has high visibility for potential donors
- Select dates that have high traffic potential
- Try to find a site that will match a portion of the money you raise (Sam's Club/Wal-Mart usually matches the first \$1,000 - \$2,000.)
- Find a contact person with that business and deal only with them

Gather All Necessary Permits

- Most municipalities require permits of some sort. Find out from zoning or planning what is needed and get it - usually 60 days in advance.
- It's a good idea to get in writing from zoning and planning what you need.

Select a Dollar Amount You Expect to Raise

- Select either a certain amount for a certain time (or)
- Select a certain time – no specified amount

Make a Checklist

- Make a checklist of all the possible things you will need for the sit (i.e., tent, warm clothing, change of clothes, jacket, raingear, etc.)

Get a Sign/Banner

- A lot of sign/banner shops will give you a discount on signs. However, it is best to get a generic sign with no date or year so you can use it over and over, year after year.
- Be sure to use the Torch Run logo. A good size for the banner is 15' x 20' x 5'.
- The Special Olympics Minnesota office can provide you will the appropriate logos.

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Advertising

- Try to get a radio station involved in advertising and sponsorship. If at all possible, get a waiver from the location where the sit will occur so if the radio station wants to do a live remote, it is already covered. It is easier to ask before than during.
- Find a local cell phone company and get them to donate a phone and airtime.
- Check on a laptop with wireless modem.
- Newspapers – get articles done on Special Olympics and you.
- TV - they will usually come out every day unless some major news breaking story occurs.

Gather All Necessities

- Get all the equipment, supplies, clothes, etc. for the sit together. Use your checklist and check it a minimum of two times.
- Pack up everything in an organized manner - space is of the essence.
- A lot of state sponsors and businesses will donate items for the sit - such as sleeping bag, tent, etc.

Start the Sit with Festivities

- Get a fire station involved—get them to come out with lights and sirens and put you up on the building. Make a big deal out of it.
- Firemen love to cook. See if you can get fire and police to do an on-scene joint cookout the day you go up. Get businesses to donate food and sell it. All proceeds go to your total funds raised.
- Ask the mayor, police chief, fire chief to speak.
- Invite Special Olympics Minnesota athletes and leaders to work as your ground support crew.

Utilize Volunteers

- Create a list of volunteers who will be your ground crew support. Ground crew support is your lifeline and will help to make your sit successful. You need volunteers there at all times collecting money and selling T-shirts and hats.

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Utilize Special Olympics Athletes

- Contact your local Special Olympics office and ask them about the possibility of designating athletes to sell merchandise, hand out brochures, collect money, etc. Usually you can get a parent involved and they can get other parents involved as well. The benefit of involving athletes is tremendous. The public awareness will go a long way in forming partnerships with you and the athlete. Plus, the athletes will love to be involved and included in the event.

Conclusion

- Plan, plan, plan! The time you put into planning will result in a successful building sit.