

CureSearch Ultimate Hike's Trek for 43 Trekstarter Guide

What is CureSearch Ultimate Hike's Trek for 43?

Trek for 43 is a series of small Ultimate Hike events, occurring across the United States, planned by volunteers, taking place National Take a Hike Day Weekend (November 15, 16, or 17). Trek for 43 event planners (Trekstarters) are encouraged to incorporate the number 43 into the event whenever possible, in honor of the 43 children diagnosed with cancer each day.

Events can be community based or workplace based.

Why Trek for 43?

Every day 43 children are diagnosed with cancer. One in eight won't survive, and 2/3 will suffer devastating, lifelong side effects. CureSearch for Children's Cancer's Ultimate Hike seeks to change that by raising funds and hiking.

Who are our Trekstarters?

Trek for 43 events are primarily volunteer planned! These events are critically important because they allow us to reach many more supporters than we could with staff planned events. As a Trekstarter, YOU are the MVP, allowing CureSearch to fund more cures and safer treatments faster than ever before!

Trekstarter Steps for Success

1. Contact Brecka at brecka.putnam@curesearch.org to let CureSearch know that you're ready to step up and be a Trekstarter!
2. Think about your location, mileage, and what you want your event to include. Are you looking to take four friends on a quick trek through the woods, or gather 200 people? Decide your first choice locations right away and check to see if you need to make a reservation, obtain a permit, etc.
3. Once you're set up, tell us the details of your event so we can get your web page started as soon as possible. You'll receive a page that is unique to your city or business, and individuals and teams can sign up underneath.
4. Keep up the planning and promote your event! Join in our Trekstarter calls and let us know when you need help.
5. Trek!!!

At Every Trek for 43 Event

- *Registration is \$5 per person, regardless of age, through October 15, \$10 after.
- *Participants are encouraged (but not required) to raise \$43 in honor of the 43 children diagnosed with cancer each day.
- *Participants must register online (or in person on event day if the Trekstarter chooses to allow it).
- *Participants will receive swag for reaching \$43, \$250, \$500, \$1,000 and \$5,000 fundraising levels.
- *The Trekstarter will receive an official Trekstarter T-shirt.
- *CureSearch's mission and/or children's cancer statistics and/or Ultimate Heroes should be incorporated somewhere into the event.

At Your Trek for 43 Event

- *You chose the venue, distance, and any age limits.
- *You decide if you need people to help you plan and form a planning committee or team, if needed.
- *You decide if there will be food/beverages/etc. and work to get those items donated.
- *You decide if it will occur on a difficult, rugged trek, an easy walk on a paved trail, or something in between.

Fundraising Incentives:

- \$43: Inaugural Trek for 43 Sticker
- \$250 CureSearch Gold Ribbon Magnet, Can Koozie, and Sunglasses
- \$500 CureSearch Love Your Melon Beanie, Ultimate Hike Bandana or Buff, Ultimate Hike Cooler
- \$1,000 Official Trek for 43 Long Sleeve T-shirt
- \$5,000 Hall of Fame Membership, Summit Club Gift, and Trek for 43 Sweatshirt or Half Zip.

Support for Trekstarters:

CureSearch will:

- * host planner calls to make sure all planners have support
- * provide a dedicated Trek for 43 fundraising website (the organizer will register a team for each city/company)
- * create a Facebook event for each Trek for 43 and a small Facebook add in each Trek for 43 community (if desired)
- * provide flyers and postcard or rack card size materials to promote Trek for 43
- * provide a certificate of insurance if needed
- * provide fundraising coaching and incentives
- * provide a sample press release
- * provide tear away CureSearch banners
- * provide a wall of heroes template to honor local kids who have faced cancer
- * provide tools for securing donations like water and snacks: a 503 (c) 3 letter and fundraising authorization form
- * cheer you on every step of the way!

Trek for 43 Timeline:

August 5	Trekstarters begin working
August 12	Trek for 43 Website is ready (tentative)
August 14	Trekstarter call at 8:00 PM Eastern (7:00 PM Central)
August 22	CureSearch email to all markets with an active Trek for 43 up and running
August 30	Facebook events for local Trek for 43s created, continued social media promotion til event day
September	Ongoing promotion during CCAM
September 25	Trekstarter call at 8:00 PM Eastern (7:00 PM Central)
October 3	Email to CureSearch Database about Trek for 43
October 15	Sample Press Releases Available for Trekstarters
October 16	Trekstarter call at 8:00 PM Eastern (7:00 PM Central)
November 1	Email to markets where we have active Trek for 43 events.
November 13	Trekstarter call at 8:00 PM Eastern (7:00 PM Central)

We hope you'll be one of our inaugural Trekstarters – to get your city or company started, email brecka.putnam@curesearch.org.