



National
Blood Clot
Alliance



Walk to...
**Stop
The
Clot®**

Toolkit

National Blood Clot Alliance
110 North Washington Street
Suite 328
Rockville, MD 20850
888-4-No Clot

Thank you!

We are grateful to you for your interest in hosting a Walk to Stop the Clot® event.



Fundraising activities like these, aimed at raising awareness and financial support, help the National Blood Clot Alliance fund its overall mission – to advance prevention, early diagnosis and successful treatment of blood clots, clotting disorders and clot-provoked strokes through public awareness, advocacy and patient and professional education.



These local, volunteer-organized walks are tremendous opportunities to rally support for National Blood Clot Alliance (NBCA), while providing valuable information about blood clots and clotting disorders.

We are here to provide support and advice to you every step of the way, and ensure the best possible experience for everyone involved. We look forward to working with you to further the mission of the National Blood Clot Alliance.

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Let's Get Started!



There are a few preliminary steps to follow in order to establish your partnership with NBCA.

Before you begin preparations for your event, be sure to contact Judi Kaplan Elkin, NBCA Director of Development and Regional Affairs at jelkin@stoptheclot.org to discuss your ideas and goals.

Included in this toolkit are three forms you will need to fill out and return to NBCA; the **Event Proposal Form** (page 16), the **Event Agreement Form** (page 17) and the **Budget Worksheet** (page 18).

Once your event is approved, we will send you an endorsement letter stating that NBCA supports your fundraising efforts. You will find this letter helpful as you seek to acquire services or goods for your event. You may also find that some individuals who wish to contribute will do so only if they have written proof that you are representing a charitable organization. You may also need the organization's tax ID number, which is 56-2425135.

In addition to raising funds, your event provides a forum for educating the public. We hope that you will add an educational component to your event by inviting a guest speaker. Ask a local physician who specializes in blood clots and clotting disorders, to speak at your event. You may know someone you can approach or you can find someone by researching your local hospitals and clinics. Send a personalized letter asking him or her to address your participants at the walk. Make sure that you give plenty of notice and be as specific as possible about what you are asking for and what they can expect, for example, where they will have to go, at what time and for how long.

Thank you for your important role in helping to further the mission of the National Blood Clot Alliance.

Applicable Policies:

There are a few rules regarding donations, IRS requirements and NBCA policies you will need to be aware of as you plan your walk.

The National Blood Clot Alliance may only be identified as the beneficiary of the event. It is important to remember that this is your event that will benefit the NBCA. The name of the event should reflect that relationship. For example, the event should not be called “National Blood Clot Alliance Walk” but rather “Walk to Stop the Clot to Benefit the National Blood Clot Alliance.”

The National Blood Clot Alliance is not financially or otherwise liable for the promotion or execution of these events.

Donations should be made payable to the National Blood Clot Alliance in order for the donor to receive the tax benefit for the donation. Keep this in mind if you are thinking of collecting donations and remitting them in a single sum.

All donations should be sent to 110 North Washington Street, Suite 328, Rockville, MD, 20850.

Liability Coverage:

Another important factor is liability coverage. If you are conducting your walk at a public site, you need to be sure that there is a liability insurance policy in effect to protect the owners of the site and you and your community against a suit if someone is injured at your event.

If the site is not covered by a “blanket” liability policy, then it will be necessary to obtain temporary coverage, a “rider” for your specific event. NBCA will be happy to provide that rider, upon receipt of certain information. Please contact Judi Elkin at jelkin@stoptheclot.org for assistance in obtaining your rider.

A “Waiver of Liability” is a written statement that the event's participants must sign before participating. In most instances, it is considered a legally binding document. It effectively releases anyone associated with the event from responsibility and liability for injuries sustained by participants at that event.

(continued)

When a participant registers online, they agree to the Waiver of Liability as part of the registration process. A copy of the Waiver of Liability (page 19) is included in this toolkit for any participants who did not register online, and copies of it should be included in your walk day registration materials.

Site Selection and Logistics:

The walk site is an important decision. There are many factors to consider when choosing the location. You are most likely already aware of some popular event sites in your area, and those are great places to begin your search. Depending on how much information you need to gather, consider calling other organizations that have hosted walks at those sites, and asking about their experience.

Always keep the following in mind when choosing your location:

- Is the location a good size for your walk?
- Is there a cost associated with the site? Does it work with your budget?
- Is there sufficient parking?
- Are the routes easy and accessible for wheelchairs, strollers, wagons?
- Are there rest rooms available?
- Is there shelter from sun/rain?
- Is there electricity available?



Some other things to consider in your planning:

Food

Providing food to participants is an great way to add to the day's festivities. Approach local distributors, grocery stores, restaurants, food supply companies and shopping clubs (Costco, BJ's, etc) to ask about food donation. Check with volunteers for connections. Take into consideration any known dietary restrictions or common allergies. Some suggestions for food are:

- Chilled Water, sports drinks, juices
- Fruit (bananas, apples)
- Chips (pretzels, potato chips, etc...)
- Energy bars
- Frozen ices/frozen yogurt
- Bagels, cookies and other baked goods

Greeting/registration area:

- Sign in sheets capturing participant data including email address (a sample is included on page 20 of this toolkit)
- NBCA information (create a small, separate "mission" area where participants can obtain info about NBCA)
- Provide shelter from sun/rain if possible; tent or covered area
- Table staffed with volunteers
- Be prepared to accept donations, have change available and a method to secure cash for any items sold/raffle tickets sold/money donated



Team Photos area:

- Large white board for team names
- Markers/Board cleaner

Route:

- Ribbon for cutting ceremony
- Air horn to kick off the walk
- Route signage if necessary
- Water stations

Entertainment:

- Ask a local band or DJ to volunteer their time
- Make a walk-themed playlist – some suggestions are:

I'm Gonna Be (Walk 500 Miles)

These Boots Were Made for Walking

Walk of Life

Footloose

I'm Walkin'

Walk Like an Egyptian

Walk Right In

Walk This Way

Walk Away

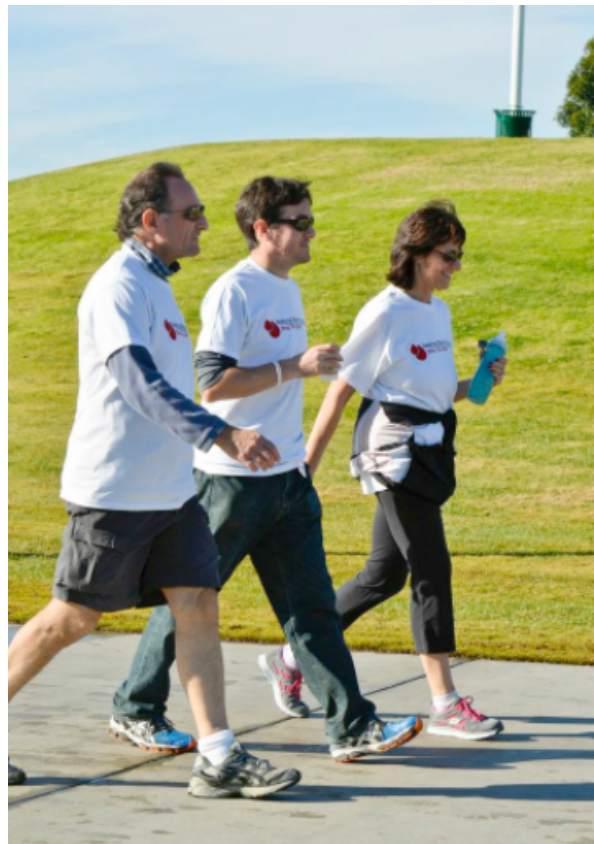
Walking On Sunshine

Walkin' On the Sun

Walk On the Wild Side

Walking In Memphis

Walking Man



Budgeting:

One of the most important pieces of your planning is the budget. A common mistake when preparing a budget is to try to figure out all of the income and expenses, see what's left, and make that your goal. This approach can actually limit the potential for your event.

The best way to begin is to set your financial goal FIRST, then work backward from there to determine your budget. We have created a budget worksheet to help guide you through this process (page 18).

First, do your homework. What are the opportunities for your walk to raise money - sponsorship, individual fundraising, a raffle? There are many possibilities.

What do you already know about the expenses of the event? Is there a fee to use the location? Do you have any food and beverage costs to consider? Signage? Is a police detail needed? Think the event through from beginning to end. Do your best to have your expenses defrayed by sponsorship and donations, and then determine your direct expenses.

With your income projections in place and your expenses calculated, you will have a good idea of what needs to happen with your budget in order to reach your goal. Use these tips to help determine the structure you will share with your team. Creating, sharing and following a budget is key to help you to meet, or even exceed your overall goal.

Remember, we are here to help you succeed and we will be happy to work out a budget with you. If you need assistance. Just ask!

Volunteers:

You need volunteers help to make your walk a success. Recruit people who can assist you in all aspects of the event; logistics, marketing, and sponsorship, to name a few. Ask students (they can use this opportunity for community service hours) seniors, family and friends. Surrounding yourself with capable people you can rely on will greatly enhance the experience for all involved.

Create, share and use a timeline. A sample timeline is included in this toolkit (page 21 - 22) that will give you an idea of the kinds of tasks that need to be accomplished and at what point in the process they should be completed. Every event is different, so be sure to think through your event from beginning to end and build your own timeline accordingly.

(continued)

Keep everyone informed and aware of deadlines and schedules. Collaborate with your volunteers and work as a team. There can never be too much communication. Make sure your team is aware of any changes or modifications to the timeline. Have regular meetings that occur at a consistent day and time (i.e the third Monday of the month).

Find out what connections your volunteers may have in the community and beyond. These connections may be able to provide goods or services that will help to defray the costs of your event. Some areas to consider are:

- The event site
- Graphic design
- Printing
- Raffle prizes
- Entertainment
- T-shirts, hats or other goods
- Food and beverages

Don't hesitate to delegate! Trust your team to carry out tasks with enthusiasm and competence. Monitor progress and be open to new ideas and strategies. Your volunteers can each bring something to the process, so be sure to utilize their time and talents to the fullest.

Always keep in mind the reasons people want to volunteer:

- Their lives have been impacted in some way by blood clots and clotting disorders.
- Enjoyment and sense of pride that comes from being involved.
- Desire to meet new people with a common interest.
- To be better informed about the work of the NBCA.
- Time to spare and talents to share.

Do your best to make sure the experience is as rewarding, fun and fulfilling as possible for everyone!

Those who can, do.

Those who can do more, volunteer.

Author Unknown



Sponsorship:

Securing sponsors is a great way to enhance your participants' experience at the walk, while keeping expenses minimal. Sponsors can offer financial or in-kind support for many aspects of your event.

Be creative when reaching out to potential sponsors. Consider ways in which you can provide exposure of the sponsor's name or brand in exchange for their donation. Here are some ideas to consider:

- Their logo on banners, signage, posters
- Recognition on any printed materials
- Verbal credit (include in remarks)
- Opportunity to display/sample product(s)

Develop a list of potential sponsors. You may know businesses in your community that have donated to fundraising events in the past, or you may have a connection through your volunteers or someone whose life has been affected by blood clots or clotting disorders. Have printed information ready to give to potential sponsors that defines very clearly what your sponsor will get in return for their support.

A sample sponsorship opportunities document (page 23) and agreement form (page 24) are included in this toolkit. Most people will appreciate the chance to help out if asked, so please don't hesitate!

Fundraising:

You want to do all that you can to ensure your participants' success in their endeavors. For some, that may mean providing ideas and help with fundraising. There are some easy and effective ideas you can share to help your participants build their fundraising confidence so they can meet, or even exceed their goals.

For many people, asking for money is uncomfortable. Remind your walkers that they are not asking for themselves, they are asking for the many people who suffer from blood clots and clotting disorders. Many patients will benefit from their determination and commitment.

Set a goal, and spread the word! Your fundraisers need to be out in their communities talking about the walk and asking for support from friends, family, co-workers and local businesses that they frequent. Here is an example of how easy it can be to raise \$500 in a week:

Day 1 - Sponsor yourself	\$ 50
Day 2 - Ask 5 family members to sponsor you at \$20 each	\$100
Day 3 - Ask 5 friends to sponsor you at \$20 each	\$100
Day 4 - Ask 5 co-workers to contribute \$10 each	\$ 50
Day 5 - Ask 5 neighbors to contribute \$10 each	\$ 50
Day 6 - Ask your boss for a company contribution or matching gift	\$100
Day 7 - Ask 5 businesses you frequent to contribute \$20 each	\$100
	=\$500!

Marketing and Promoting Your Event:

It is very helpful for you to create some walk materials. We have included examples in this toolkit (beginning on page 23) that can help get the word out. You can do it yourself, or perhaps there is a designer on your team or in your area who would donate the design work. Don't be afraid to ask!

Getting people to come to your event may seem challenging, but following a few tips on how to distribute materials will help increase your response rate.

- Identify the places where you find your target audience; hospitals, clinics and doctor's offices, local business and restaurants, walking or running clubs and local gyms. Ask permission to display your materials. Remember to closely follow any rules or guidelines they may have for displaying there.
- Explore local advertising opportunities. Radio stations, television stations, local newspapers and websites often have "community events" sections where you can promote your event for no cost.
- Use social media like Facebook and Twitter to promote your walk. Once you have shared your event information ask your friends to share it too.
- Write an email blast to send to your address book, and ask the recipients to send it to their contacts as well.



CrowdRise:

Another important tool is **CrowdRise**, an effective online fundraising website that is easy for you and your participants to set up, and makes it simple for your donors to support your event. Go to www.crowdrise.com and:

Sign up – to create a profile page.

Start a fundraiser – As soon as you have a profile, you can start fundraising. CrowdRise will take you step-by-step through creating a fundraising page. Once your page is created, you can set a fundraising goal and personalize it with your story, video and pictures.

Share your page – Your finished page will have its own URL, so you can share the link with family, friends, and colleagues as well as on social media.

CREATE YOUR FUNDRAISER STEP: 1 2 3

It takes less than 21 seconds to create a Fundraiser. Whether you're running in a marathon, giving up your birthday for charity, doing a tribute, volunteering on weekends, or anything else, use CrowdRise to raise money for charity and make a real-life impact.

TEAM STOP THE CLOT NYC MARATHON 2013
Organizer: National Blood Clot Alliance
Fundraising Goal: \$40,000
Amount Raised So Far: \$39,881

ANNA'S TEAM
Organizer: National Blood Clot Alliance
Fundraising Goal: \$0
Amount Raised So Far: \$1,990

THE DEVERAUX HUBBARD II STOP THE CLOT RUN, WALK AND TROT
Event Date: AUG 09, 2014

Create your page,
and start
fundraising!

Post-Walk:

Congratulations! You did it. Pat yourself on the back, and let's have a round of applause for you and your team. Time to move on to the final phase and wrap it all up!

Thank all of your supporters and volunteers as soon as possible, but within two weeks or less. They are a big part of what made your event successful and you want them to know how appreciated they are for sharing their time, talents and resources.

Acknowledge your sponsors. Each one should receive a letter of thanks with their donation details included.

Your event could not have been a success without all of the individuals who participated. Send a letter of thanks to attendees and supporters letting them know how important their participation was and that you look forward to their continued involvement.

There is a lot of thanking to do, but the letters of appreciation are something that people will remember and are one of the hallmarks of a well-run event. Maintaining the enthusiasm will lead to more success in the future.

Finally, schedule a follow-up meeting and collaborate with your team to put together careful records (names and addresses, notes from meetings, samples of letters, etc...) to help streamline future events.





Event Proposal Form

Contact Information

Contact Person: _____

Address: _____

Street Address

Apartment/Unit #

City

State

ZIP Code

Phone: _____ Alternate Phone: _____

Email: _____

Event Information

Event Description: _____

Have you had a fundraiser for NBCA before? YES NO

Have you formed a committee to help organize this event? YES NO

How will you promote this event? _____

Why are you choosing to do an event for the National Blood Clot Alliance? _____

Fundraising Information

How will you raise money through this event? _____

Fundraising goal: \$ _____ Projected expenses (please attach a completed budget form): \$ _____

Is the National Blood Clot Alliance the sole beneficiary of the proceeds? YES NO

If not, please explain: _____

Please send this form, along with a completed Budget Worksheet and
Event Agreement form to:

Judi Kaplan Elkin, Director of Development and Regional Affairs
Phone: (617) 529-1054 Fax: (781) 784-5531 Email: jelkin@stoptheclot.org



Event Agreement Form

As a volunteer organizing an event to benefit the National Blood Clot Alliance, you will receive the following support:

- Use of the National Blood Clot Alliance name and logo to be used when indicating the beneficiary of the event.
- An IRS letter with the National Blood Clot Alliance's federal tax identification number.
- Liability insurance coverage for participants, volunteers and event location as needed.
- The use of our CrowdRise online fundraising platform for receiving donations.
- An NBCA staff person will be assigned to serve as your main contact in the organization. NBCA has professional fundraisers on staff to advise you.

In order to receive the support as indicated above, the national Blood Clot Alliance requests that volunteers comply with the items listed below. It is important that volunteers comply with all of our policies as they protect our organization's corporate identity and reputation and ensure that we are in compliance with IRS regulations.

- The National Blood Clot Alliance name should always be spelled out and no adaptations including color changes should be made to our logo. Please do not refer to the organization using the NBCA abbreviation.
- Checks should be made payable to the National Blood Clot Alliance.
- The National Blood Clot Alliance accepts major credit cards (AMEX, MasterCard and Visa). Staff can process the charges if you send us the original signed form or copies of the signed form (RSVP card, flyer, etc.) directly to the National Blood Clot Alliance. Each donor's name, address, telephone number, credit card number, expiration date and signature are needed in order to process the charge. All charges should be sent to the National Blood Clot Alliance in a timely manner, so that the donor does not dispute the charge.

Volunteer Name: _____

Signature: _____

Date: _____

Please send this form, along with a completed Budget Worksheet and Event Proposal Form to:

Judi Kaplan Elkin, Director of Development and Regional Affairs
Phone: (617) 529-1054 Fax: (781) 784-5531 Email: jelkin@stoptheclot.org



Budget Worksheet

Submitted by:

Event Date:

City/State:

Event Net Goal:

Revenue

INCOME SOURCE:	REVENUE:
Sponsorship:	\$
	\$
	\$
	\$
	\$
Individual Fundraising: #Walkers @ \$	\$
Other Income:	\$
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL REVENUE:	\$

Expenses

EXPENSE:	AMOUNT:
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL EXPENSES:	\$
TOTAL NEW REVENUE:	\$



Waiver of Liability

I realize that participating in any athletic event is a potentially hazardous activity. I agree not to enter and participate unless I am medically able and properly trained. I am voluntarily participating in the "Stop the Clot®" program and assume all risks associated with my participation, including but not limited to falls, contact with other participants, spectators or others, the effect of the weather, including heat and/or humidity, traffic and the conditions of the course, all such risks being known and appreciated by me. Having read this waiver and knowing these facts, and in consideration of my registration and agreement to promote and raise funds for the National Blood Clot Alliance, I, for myself and anyone entitled to act on my behalf, waive and release the National Blood Clot Alliance, its volunteers, donors, sponsors, and their representatives and successors, from present and future claims and liabilities of any kind, known or unknown, arising out of my participation in this event or related activities. I grant permission to the foregoing persons and entities to use any photographs, motion pictures, recordings, or any other record of my participation in this event or related activities for any legitimate purpose of the National Blood Clot Alliance without remuneration.

Print Name: _____

Signature: _____

Date: _____



Event Participant Information

Name _____

Address _____

City/State/Zip _____

Email Address _____

Phone _____

Did you pre-register online? YES _____ NO _____

If you did not pre-register, please read and sign the Waiver of Liability form _____
(Please check)

Are you remitting donations today? If so, in what amount? _____

Registration Volunteer signature _____
(certifying receipt of donations above)

Please tell us why you chose to participate in today's **Walk to Stop the Clot**:

Thank you for being here today,
your support is greatly appreciated!

3-6 Months Prior

- ☐ Envision how your walk will take place from beginning to end and decide what special features you may want to include, i.e. guest speaker, raffle
- ☐ Complete NBCA Proposal Form
- ☐ Complete NBCA Special Events Agreement form
- ☐ Complete NBCA Special Events Budget form
- ☐ Establish a location
- ☐ Contact the parks department to obtain a permit
- ☐ Confirm date/time of your walk
- ☐ NBCA submit Certificate of Insurance to your walk site
- ☐ Form a volunteer committee and schedule times to meet
- ☐ Create brochures
- ☐ Research and contact places to display your brochures; clinics, schools, gyms, local businesses and deliver the brochures
- ☐ Contact local newspapers to ask about online and print ads
- ☐ Contact local radio stations to ask about online advertising
- ☐ Write personalized letters to doctors in your community asking for their involvement as a guest speaker
- ☐ Purchase or create signage- park entrance signs, directional signs along walking trails, registration sign and signs for any other opportunities i.e. a raffle
- ☐ Go to www.crowdrise.com and create an event page
- ☐ Send out an email to all of your contacts with your CrowdRise URL.
- ☐ Begin using Social Media to spread the word (Facebook, Twitter)
- ☐ Begin contacting local businesses to inquire about donating to your walk.
- ☐ Complete and submit In-kind donation forms from sponsors who donate services or goods

One Week Prior

- ☐ Have t-shirts delivered
- ☐ Have NBCA banner, informational brochures and wrist bands delivered
- ☐ Meet with your volunteers to discuss specific responsibilities the day of your walk
- ☐ Reach out to any sponsors or special guests to confirm their attendance
- ☐ Rent portable sound system and generator (if needed)

1-3 Days Prior

- ☐ Purchase raffle tickets from office supply store
- ☐ Purchase red tablecloths
- ☐ Purchase helium tank and balloons
- ☐ Purchase bottled water (if not donated)
- ☐ Purchase food items (if not donated)

(continued)

What to Bring on the Day of the Walk

- ☐ Bring remaining flyers and extra registration forms
- ☐ Portable sound system and generator (if needed)
- ☐ Registration list for those who pre-registered
- ☐ Chairs/tables (if needed)
- ☐ Pens
- ☐ Raffle containers (a large pretzel container works well for this)
- ☐ Cash box or something safe to hold money
- ☐ NBCA Banner
- ☐ Informational brochures from NBCA
- ☐ Wrist bands
- ☐ Water
- ☐ Cooler and ice
- ☐ Food item
- ☐ Helium tank
- ☐ Balloons
- ☐ Table cloths
- ☐ Raffle tickets
- ☐ Small bills (\$1s and \$5s)
- ☐ Signs

At the Walk

Have volunteers help set up signs, balloons, table cloths, etc...

Have 2 trustworthy people handling money for registration and raffle

Have 1 person collect money and give tickets for Raffle and 50/50

Have 1 person give out t-shirts, water and food

After the Walk

- ☐ Deposit cash and write a personal check for that amount to NBCA
- ☐ Send thank you email/card to sponsors
- ☐ Return banner & remaining t-shirts/wrist bands and enclose personal check for cash collected at walk
- ☐ Send a thank you email to participants



Sponsorship Opportunities

Grand Sponsor – \$2000

- Business banner displayed at the Walk Start
- Company name/logo on sign at registration area
- Logo on t-shirts*
- Logo on www.stopthecлот.org homepage and Partners page
- Recognition on Stop The Clot Facebook page

Awareness Sponsor – \$1000

- Company name/logo on sign at registration area
- Logo on t-shirts*
- Logo on www.stopthecлот.org homepage and Partners page
- Recognition on Stop The Clot Facebook page

Advocate Sponsor – \$500

- Logo on t-shirts*
- Recognition on Stop The Clot Facebook page

Supporter Sponsor – \$250

- Listing on t-shirt *
- Recognition on Stop The Clot Facebook page



EVENT DETAILS:

Saturday, May 4, 2013

**Freedom Park in
Carroll County**

Sykesville, MD

**Check in begins at 9:30 am
Walk begins at 10:30 am**

*In order for logo or listing to be printed on t-Shirts, Sponsorship commitment form must be received by 4/19/13.

The Event:

THANK YOU for your interest in the [Walk to Stop The Clot in Sykesville](#) to benefit the National Blood Clot Alliance! We're excited about this first Walk event in Maryland and appreciate the efforts of NBCA volunteer and blood clot survivor, Paul Zaruba in organizing this fundraiser on our behalf! We hope you'll take advantage of the opportunity to place your business in front of many potential customers, while helping to support the more than 27,000 residents of Maryland, Virginia and DC who afflicted with a blood clot or clotting disorder each year.

National Blood Clot Alliance
120 White Plains Road, Suite 100, Tarrytown, NY 10591 Ph: (914) 220-5040 Toll Free: (877) 4 NO CLOT
Website: www.StopTheClot.org Email: jelkin@stopthecлот.org

The National Blood Clot Alliance (NBCA) is a non-profit voluntary health organization dedicated to advancing the prevention, early diagnosis and successful treatment of life-threatening blood clots such as deep vein thrombosis, pulmonary embolism and clot provoked stroke. NBCA works on behalf of people who may be susceptible to blood clots, including but not limited to, people with clotting disorders, atrial fibrillation, cancer, traumatic injury and risks related to surgery, lengthy immobility, childbirth and birth control. NBCA accomplishes its mission through programs that build public awareness, educate patients and healthcare professionals and promote supportive public and private sector policy.



Sponsorship Commitment Form

Yes, I'm happy to be a sponsor of the Walk to Stop The Clot in Sykesville on May 4, 2013.

Sponsorship Levels:

Please indicate sponsor level below:

☐ Grand Sponsor \$2000

☐ Awareness Sponsor \$1000

☐ Advocate Sponsor \$500

☐ Supporter Sponsor \$250

☐ Goods and Services:
Please indicate goods and/or services you can provide:

Contact Information:

Business or Individual's Name: _____

Contact Name *(if different from above)*: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

Signature: _____ Referred By: _____

Payment Information:

We accept cash, check or credit card. Please make checks payable to National Blood Clot Alliance. To pay by credit card, please contact Judi Elkin at jelkin@stoptheclot.org or at 617.529.1054 or Paul Zaruba at 410.409.7359.

Please e-mail commitment form to:

Paul Zaruba paulzaruba@yahoo.com

and payment to:

**National Blood Clot Alliance
120 White Plains Road, Suite 100
Tarrytown, NY 10591**

NBCA is a nonprofit 501(c)(3) charitable organization with a tax id number of 56 2425135. Your financial contribution of cash, stock or other property is tax deductible to the fullest extent allowed by law.



Sample Walk Brochure Front



We Welcome Your Participation!

Please visit:
stoptheclot.webconnex.com/ColumbiaWalk2014

To Register!

Register to walk and create a fundraising page. This is your first step in making a difference!

You may also complete the registration form on this brochure and register on-site at the walk or by email (paulzaruba@yahoo.com).

To Form a Walk Team!

Recruit family members, friends and colleagues to your team. Each team member will set up their own fundraising page to share!

To Make a Donation!

By participating you are raising awareness and much needed funds for people whose lives are affected by blood clots. We are grateful for your support.

Registration Form

*Please print clearly.
One form per participant.*

Name _____

Address _____

City _____ State _____

Zip _____ Phone _____

Email _____

Team Name _____

All participants who raise \$100 or more will receive a free Stop the Clot t-shirt!

T-shirt Size _____



110 North Washington Street
Suite 328
Rockville, MD 20850

The National Blood Clot Alliance is advancing prevention, early diagnosis and successful treatment of blood clots, clotting disorders and clot provoked strokes through public awareness, advocacy and patient and professional education.



**Lake Elkhorn
9:30 AM**



www.stoptheclot.org



Sample Walk Brochure Inside



Know the Facts:

- Each year approximately 350,000 to 600,000 people develop blood clots in the legs or lungs.
- A pulmonary embolism is a serious medical condition that kills at least 100,000 Americans each year.
- Nearly 1 in 3 people will die from a venous blood clot.
- Most of these lives can be saved if more patients and health care professionals know the risks, symptoms and treatment.

Join us!



To register and set up a fundraising page please visit:

Stoptheclot.webconnex.com/ColumbiaWalk2014

Directions to Lake Elkhorn

Broken Land Parkway
Columbia, MD 21046

From Baltimore/Washington:
From Baltimore take I-95 South, from Washington take 95 North, to Route 32 West for approximately 3 miles.

Take exit for Broken Land Parkway and go approximately ½ mile. The parking lot will be on your right.

Overflow parking is available at the Park & Ride at the Broken Land Parkway/Route 32 exit ramp ½ mile from the main entrance parking lot.

Free shuttle service to and from overflow parking area.

We will meet at the Pavilion. From the main parking lot continue right along the path until you see the Pavilion.

Saturday, May 17, 2014
Lake Elkhorn in Howard County

9:30 AM

Check-in

10:15 AM

Blood Clot Awareness,
Prizes and Walk!



Benefitting



Questions? Contact Paul Zaruba at paulzaruba@yahoo.com