

FRIENDS OF THE POOR WALK®

OFFICIAL POLICIES

OVERVIEW

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

This packet exists to help SVdP Councils and Conferences run a successful FOP Walk and provides guidance with branding and strategy.

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 event.

BACKGROUND/HISTORY

The Friends of the Poor Walk is a nationwide signature event of the Society of St. Vincent de Paul. This event raises awareness and funds supporting local Conference/Council services to neighbors in need.

BRANDING

The Friends of the Poor® Walk is a trademarked brand, and must be respected as such. Please remember to use the official name as “Friends of the Poor® Walk”, or if abbreviated, “FOP® Walk.”

It is important to follow branding requirements, including the official FOP® Walk logo, when creating brochures, banners, social media sites, all Walk day materials, etc.

Because this event is branded as the Friends of the Poor® Walk, please use this as the official title, not any “spinoff” titles, including “Walk for the Poor.”

WEBSITE

The official website for the Friends of the Poor Walk is maintained by the National Council office (www.FOPWalk.org). This website contains: planning materials, and administrative/organizational materials, including marketing graphics.

ETHICS

All events must be planned in accordance to the Mission of the Society of St. Vincent de Paul: Inspired by Gospel Values, growing in holiness and building a more just world through personal relationships with and service to people in need.

Employ sound event planning; and keep the fundraising costs and event expenses as low as possible. (Sponsorships can 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

Walk Coordinators must register their event location online ahead of time. Participants may register for their event location prior to the Walk day, or on the day of the event.

All participants must sign the Accident Waiver and Release of Liability waiver. Online walkers sign virtually when registering online, but all offline walkers, volunteers, and other participants must sign a copy before participating.

Event management materials are provided at FOPWalk.com. Councils and Conferences are encouraged to outreach to local media and businesses to develop local exposure and cultivate 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.

Contact information for each donor and participant can be found in your iDonate account. Event organizers are encouraged to thank and track these donors. **contributions are secured by the website's online pledge and security system**

PRIVACY POLICY

iDonate asks for personal information, including credit/debit card information, for the sole purpose of processing donations. This credit card information is gathered under a secured website, to prevent any issues of information being stolen.

Personal credit/debit card information is not stored in our system, and will not be given out. Should a donor not wish to be contacted by SVdP, they will simply opt-out on the donation page. If you have questions or concerns about the security or safety of a donor, walker, or Walk coordinator, please contact the National Council Office: (314) 576-3993, or FOPWalk@svdpusa.org.