

# OFFICIAL PROCEDURES



## OVERVIEW

The Friends of the Poor® Walk 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 (SVDP USA). 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, all Society of St. Vincent de Paul Conferences/Councils and FOP® Walk organizers are subject to compliance with these Policies and Event Standards.

This document reflects the OFFICIAL EVENT PROCEDURES. 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 USA. This event is coordinated by SVdP USA's Advancement Team, and is meant to raise awareness and funds to support local Conference/Council services to neighbors in need.

SVDP USA will establish a national FOP® Walk date (held each year on the Saturday before St. Vincent de Paul's Feast day September 27). However, if this date does not work for some reason, please find a date that fits best with your Conference or Council!

## INSURANCE & SAFETY

Participant safety is a major 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.

All participants and volunteers must sign the Accident Waiver and Release of Liability Form provided on the [fopwalk.org](http://fopwalk.org) website.

Event general liability insurance is required by each event host (\$1 million per occurrence and \$2 million in the aggregate, recommendation is that SVDP USA is named as the additional insured.)

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## 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." The trademark symbol "®" should always be used after the word "Poor" (or after the letter "P" in "FOP") within the title.

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."

The FOP® Walk is a national sub-brand of the National Council of the United States, Society of St. Vincent de Paul. All events must adhere to the established graphic standards. This includes (but is not limited to) brochures, posters, banners, signs, website and social media sites. It is also important to follow these branding requirements, including the official FOP® Walk logo, when creating brochures, banners, social media sites (including, but not limited to, Facebook and Twitter), all walk day materials, etc.

## MERCHANDISE

Each Walk Coordinator is responsible for ordering and purchasing their event's t-shirts. You may find a bulk t-shirt order option, and a custom order apparel option, available on [fopwalk.org](http://fopwalk.org). These options are provided by a pre-determined vendor that SVDP USA recommends.

The Walk Coordinator may choose to use their own t-shirt design vendor (for example, if shirts can be attained as an in-kind donation or at a further discounted price, which is encouraged). However, the design chosen by SVDP USA must be placed on the front of the shirt. If you choose to have shirts made locally, please contact SVDP USA for the FOP® logo.



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## WEBSITE

The official website for the Friends of the Poor® Walk is maintained by SVdP USA ([www.fopwalk.org](http://www.fopwalk.org)). This website contains the following downloadable event resources: planning, media, sponsor, and administrative/organizational material including marketing graphics.

*Disclaimer: SVDP USA works to ensure that the information provided on the website is accurate, timely, and useful. SVDP USA, its affiliates, or agents, and any other parties involved in the preparation or publication of this event/website are not responsible for errors or omissions in information provided on the site, or actions resulting from the use of such information.*

Walk Coordinators are encouraged to promote their event on their local Conference, Council, or parish website. If you would like to create your own Friends of the Poor® Walk website with donation link, you are welcome to do so. **If you would like your event listed on [fopwalk.org](http://fopwalk.org) with your website/donation link, be sure to fill out the "Event Registration Form" at least 4 weeks in advance of your event on [fopwalk.org](http://fopwalk.org).**

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## 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 Frédéric 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 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.

## EVENT PLANNING

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.

Each event should have a planning committee and participation by local SVDP Board of Directors and/or executive management.

Event management materials (planning, media, fundraising, logistics, etc.) will be provided on the fopwalk.org website. Councils and Conferences are encouraged to reach out to local media and businesses to develop local exposure and cultivate sponsorships/donations.

All participants must sign the Accident Waiver and Release of Liability form. This can be set up online with your online registration/donation platform or done in person the day of the event.

## FINAL REPORT

Each Walk Coordinator is responsible for completing a final report after your event concludes. Please go to fopwalk.org and click the button labeled "Final Report Form," then follow prompts to submit your feedback.