



Strides for CJD 2026 Captains' Guidelines

Thank you for agreeing to host a Strides for CJD event in your community! Since 2015, Strides for CJD has brought together families around the U.S. to connect with each other, raise awareness, and raise funds. Funds raised through Strides for CJD continue to support the CJD Foundation's programs, including family services, medical education, and research grants!

Below are some guidelines for setting up your event, and some ideas that prior event hosts have shared.

Setting a Date: Please plan to host on **Saturday, October 3rd** or **Sunday, October 4th**, or **Saturday, October 10th** or **Sunday, October 11th**.

Selecting a Location:

- Try to identify a location where you can host at no cost or at minimal cost. See whether you can utilize a facility such as a corporate park, a high school or college track or campus, a local park or community center, or a golf course.
- Seek a setting that will allow for the walk or fun-run length you desire (2K, 5K, etc.).
- Important: Share with Debbie or Lori any venue contract and local regulations and requirements before making a commitment. The CJD Foundation must first ensure that we can comply with all terms, that our insurer will cover the event, and that fees are not cost-prohibitive for the event.
- Seek a facility that is easy to reach, has abundant free parking or public transportation, and has public restrooms (and ideally, a pavilion, picnic shelter or other covered area available).
- Determine and provide information to the CJD Foundation: Does the venue require one-day event insurance? What are the venue's overall liability insurance requirements?
- What licensing or registration might be required by your state, county, or venue (e.g. to conduct raffles)?

Note – Please be sure to contact Debbie or Lori:

- Before signing a contract or agreeing to any local regulations or requirements; send contracts, regulations, and commitments to Help@CJDFoundation.org
- Before agreeing to a location or rate
- Before incurring any expenses that you may ask the CJDF to consider paying (see below for guidelines)

Event Budget and Cost Management:

The CJD Foundation will provide for each authorized site:

- T-shirts for participants who register before the cutoff date (shirts distributed on-site).
- Rental costs for site (if a free location is not available), up to \$200 (to be paid by the CJDF directly to the site owner; rental costs cannot be reimbursed to the site hosts)

- Insurance for site, if required in site rental agreement (estimated at \$200-\$300)
- A banner with the Strides for CJD logo
- Registration website and processing, with reports sent to the on-site captain
- Promotional emails sent to families and donors in your region
- Bank fees for processing online and credit card registrations

The CJD Foundation will also cover **pre-approved**** expenses totaling up to 5% of the prior year's verified proceeds (for example, if event raised \$10,000 in 2020, the CJDF may elect to cover up to \$500 of that site's expenses in 2021.) These expenses will be paid directly by the CJDF to the vendor, not reimbursed to the captain or committee.

****Note on pre-approval and invoices:**

- Any expenditures need to be pre-approved by Lori or Debbie (subject to Strides Committee leadership review).
- Invoices approved by the CJDF will be **paid directly by the CJDF to the vendor**, not reimbursed to the event host.
- The CJD Foundation will not pay or reimburse invoices to race timers, race organizers, run promoters, or professional event managers.
- Approved costs could include services required by the event location.

Managing Costs:

- Strive to obtain sponsors or gifts-in-kind to cover as much of the site expense as possible.
- All t-shirts are ordered through the CJD Foundation to ensure a volume discount, drive down the cost per shirt, and ensure consistency of the Strides for CJD brand.
- To minimize costs and maximize proceeds directed to programs, Strides for CJD events are managed and staffed by dedicated and hard-working volunteers. Those hosting Strides events are asked not to hire race timers, race organizers, run promoters, or professional event managers. The CJD Foundation will not reimburse payments to such vendors.

Event Plan:

Captains are to submit to the CJD Foundation a brief overview of the event plan/agenda before signing contract or announcing the event. The plan should list activities such as family tributes, crafts, games, raffles, run/walk distance and route, food or refreshments, and other activities.

For safety and insurance purposes, flamed candles are not permitted. Flameless candles (battery powered) are permitted. In addition, Strides for CJD is a non-alcoholic event. Strides for CJD events are non-denominational, and religious music, prayers, displays, and other activities are to be avoided. For environmental reasons, balloon launches are to be avoided.

Promotion:

- The Strides for CJD logo is available from the CJD Foundation.
- If you plan to print additional signs, banners, or other promotional material, please send them to the CJDF for review before printing.
- The CJD Foundation will provide a local sponsorship letter, a save-the-date news release, and an event information flyer highlighting your local event.
- In social media posts, please use the hashtags #Strides4CJD, #CureCJD, #CurePrionDisease, and #CJDFoundation.

- Press releases will be provided upon request to circulate to local media outlets. If you need to make alterations, please send a draft press release to the CJDF for approval before circulating it. Feel free to use the press release as an aid in soliciting interviews, including radio or television promotions.
- Debbie and Lori will provide quotes for (or participate in) interviews, when feasible.
- Consider posting flyers (with permission) at: Local businesses, shopping plazas, gyms, municipal buildings, local libraries, and community bulletin boards and community event calendars (electronic and physical).
- Consider creating a Facebook page, group, or event, an Instagram account, and/or other social media accounts to promote your event. For examples, see below:
 - Strides for CJD – Denver, CO’s Facebook page: <https://www.facebook.com/Strides4CJD5280>
 - Strides for CJD – Boston, MA’s Facebook group: <https://www.facebook.com/groups/339063770924765>
 - Strides for CJD – Morris County, NJ’s Instagram: <https://www.instagram.com/strides4cjdny/>

Committee: New captains should form a volunteer committee to ensure they have support in hosting Strides for CJD.

Cash/Payment/Donation Management:

- Captain and all volunteers are governed by the “Tally Sheets” and the “Intake Protocol” provided by the CJD Foundation.
- Sponsorships and donations, registration costs, etc. should only be collected via credit card (using Square), check, or cash. PayPal, Venmo, Zelle, Cash App, and any other payment processing platforms should not be used.
- If using the Square device to accept credit cards onsite on the event day, captain and volunteers must:
 - Utilize ONLY the CJD Foundation account
 - Download an updated version of the Square app one month prior to Strides for CJD event
 - Test the Square app

Please watch the website www.Strides4CJD.com for more information. Captains’ Meetings will be held regularly to keep you informed and answer your questions, and more often as the event date approaches.

Thank you for supporting Strides for CJD!

I have read and understood the above terms and agree to abide by them. I further understand that all communications with registrants will be conducted through the CJD Foundation.

Strides Host Signature	Print Name
Email	Date
CJD Foundation signature	Date