



# Centennial Project

## How 2 Guide



**TITLE: Walk 100,000 miles for Diabetes**

**Centennial Project Area if applicable: Health**

### **Synopsis of Project:**

“Walk 100,000 miles for Diabetes” is an opportunity for Lions to promote public awareness of Diabetes and the importance of healthy exercise for people with Diabetes, or those at risk for the disease. By walking a combined total distance of at least 100,000 miles on, or about, on 14 November, World Diabetes Day.

### **How 2 Guide:**

- 1 Select your Organising Committee.
- 2 Hold your first meeting. Establish a regular schedule for meetings.
- 3 Identify community contacts from among committee members. This can include potential sponsors, media supporters, entertainers, poster distributors, and groups of participants.
- 4 Set the event date and start time.
- 5 Establish a safe route and check distances.
- 6 Seek official approval from city, parks, and other departments.
- 7 Organise local sponsor solicitation for giveaways, food and beverages.
- 8 Approach the media (radio, television, print) for publicity and possible sponsorship.
- 9 Inform and invite local health care professionals, officials and celebrities for support and presence on event day.

- 10 Check the optional opportunity, through sponsorship, to raise funds for diabetes projects in a club, district or for Diabetes UK.
- 11 Check all participants have completed their registration details.
- 12 Encourage the participants to wear Lions' T-shirts, Hi-vis Lions Safety Vests, or other apparel, to promote our International Association's 100<sup>th</sup> Anniversary. Participants may also wish to wear the printed logo "Where there's a need there's a Lion" pinned to their clothing.
- 13 Visit site and route to determine volunteer needs, placement of equipment, and potential concerns.
- 14 Follow up participants after the event to collate information on the total distance covered by all the participants is reported.

### Key Contacts and links:

- Seek advice from your District Diabetes Officer.
- Check the "Lions for Diabetes Awareness" web pages for further information: <http://members.lionsclubs.org/EN/serve/diabetes/strides.php>
- Centennial merchandise: <http://lions100.lionsclubs.org/EN/toolbox/centennial-merchandise.php>
- Centennial logos: <http://lions100.lionsclubs.org/EN/toolbox/logos.php>
- International Diabetes Federation: World Diabetes Day: <http://www.idf.org/wdd-index/>
- Diabetes UK: <https://www.diabetes.org.uk/>
- Lion Keith Hedges, MD Diabetes Officer, Tel: (H) 01908 561905 Email: [keith@khedges.co.uk](mailto:keith@khedges.co.uk)
- PCC Geoff Leeder Tel: (H) 01582 712379 Email: [geoff@leeder.me.uk](mailto:geoff@leeder.me.uk)
- Lion Chris Hibbert Tel: (H) 01530 458071 Email: [chris.hibbert4@ntlworld.com](mailto:chris.hibbert4@ntlworld.com)



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