



## Planning Manual: C.A.S.T. for Kids Event



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## Introduction

The C.A.S.T. (Catch a Special Thrill) Foundation was established in 1991, with a mission to host quality, outdoor recreational fishing events for disabled and disadvantaged children. Since that time, the Foundation has expanded their reach to host approximately 40 annual events in over 30 states. Thanks to people like you, C.A.S.T. has provided disabled and disadvantaged children an opportunity to learn to fish with experienced anglers, on the water in boats. Since its inception, thousands of children throughout the country have had an opportunity to learn about fishing, conservation, water safety and protecting the environment. In an effort to provide information and details related to running a successful event, we have put together this Planning Manual which describes the functions of a typical C.A.S.T. event. Pictures of specific activities are included allowing a more detailed source of information to our event hosts and their volunteers. It is our hope that the information will assist with your event and provide solutions to any problems or concerns you might have. If you have any questions, please feel free to contact us anytime.

## Planning Your C.A.S.T. for Kids Event

As the host of a C.A.S.T. for Kids event, you are challenged to organize a core group of volunteers dedicated to providing this unique fishing opportunity to disabled and disadvantaged children in your area (see the “Planning Committee” section for more about organizing your dedicated group of volunteers). Remember that not every topic discussed in this Planning Manual is required for the success of your event. They are suggestions that are designed to improve the quality of your event and add to the safety of the participants.

Past events have taken three to six months of planning; however, some organizations who have not sponsored such an event may require more planning time. It is recommended that you organize your Planning Committee and once it is established, set the event date and notify your Regional Director of the selected date. At that point your date is posted on the National C.A.S.T. Event schedule with your location and expected equipment order date. Now you have a target date for your planning committee to prepare for.

National Event Schedule (Example)

SEPT	Order Date	REGION	SITE	LOCATION	Rep
8/2/2014	6/20/2014	NW	Lake Washington	Renton, Washington	Jim
9/6/2014	7/27/2014	W	Packery Channel	Corpus Christi, TX	JB
9/13/2014	8/2/2014	NW	Hagg Lake	Forest Grove, Oregon	Jim

## SITE VISIT

Being familiar with the proposed event site is a must. It is recommended that the planning committee visit the proposed site to make sure the area is safe and there are adequate rest room facilities. If there is a pavilion available, that's a major plus but if not, make sure the site allows for pop up tents and larger tents as well, if available. Many car dealerships have very large tents and may be willing to set one or more up for your event. Asking is free.



*Park Pavilion or Portable Tents*

## Event Basics

A basic C.A.S.T. for Kids event begins when volunteers arrive to set up the area, boat captains arrive and a boater's meeting is held; then the participants arrive and are assigned to a boat captain. They head out to spend a morning on the water and will return to shore for a BBQ lunch and awards presentation. Some locations do not allow for boating and are held on the shore, thus participants are paired up with fishermen to fish from the bank.

## LENGTH OF EVENT

C.A.S.T. for Kids events generally last about 5 hours. You should adhere to a tight schedule. Children with disabilities have limited endurance and health concerns quickly arise as the temperature rises.

Many events begin by 8:00 a.m., but can begin at any time that best fits your organizational need. The event begins with a brief welcome, introduction and schedule of the day's events. Volunteers assisting with the event should arrive much earlier to assist with last minute items, to receive direction and information about participants if needed.

The Participants arrive, check in and receive their gear. Shortly after the children are checked in, they are matched up with boaters and loaded onto the boats. The participants and boaters then return approximately two to three hours after leaving shore. It may be necessary to return early if the child is having difficulty with their health.

### Sample Event Schedule

7:00 am - Core Group of Volunteers Arrive (ready for larger volunteer group)  
7:30 am – Volunteers Arrive (tasks are assigned)  
8:30 am – Participants Arrive, Check in  
9:00 am – Fishing  
11:30 am – Start of BBQ (volunteers, those returning early from fishing)  
12:15 pm – Awards Ceremony (during BBQ)  
1:00 pm – End of event, clean up by volunteers

### **VOLUNTEER SUPPORT**

C.A.S.T. for Kids events are best conducted with a three to one ratio, three volunteers for every one registrant. Not every volunteer will be assisting with registrants; however, they will be involved with some essential aspect of the event. Fewer or more volunteers may be necessary depending on the participants attending. Organizations conducting C.A.S.T. for Kids events are encouraged to obtain the assistance of their State B.A.S.S. Federation, Federal, State, or local water and wildlife management agencies, local fishing tackle dealers, and community volunteers.

### **SPONSORSHIP SUPPORT**

The involvement of other organizations will simplify your planning and ensure a more successful event. The C.A.S.T. for Kids Foundation recommends sponsoring organizations to work closely with the State or local B.A.S.S. Federation clubs. The B.A.S.S. Federation provides an enthusiastic volunteer base with fishing and water safety experience. In addition, Federal, State, or local water and wildlife management agencies may easily assist the sponsoring organization in finding potential event locations. Costs associated with sponsoring an event may be shared by establishing a partnership with other organizations or agencies in your area.

Event sponsors should be prepared to provide materials for the event either through a loan arrangement or purchase (which can be used for subsequent events). Loaned items may include personal flotation devices (life jackets), use of bass or pontoon boats (use donated by B.A.S.S. Federation Clubs or local boating clubs), blankets, and hand held radios (local amateur radio group) or cell phones. The C.A.S.T. for Kids Foundation provides fishing rods and reels, tackle boxes, award plaques, C.A.S.T. for Kids logo t-shirts and hats. Donated items include prizes, tackle, food, fun-pack fillers, and decorations.

### **CAST FOR KIDS LOGO**

Use of the official CAST for Kids Logo is required to maintain a consistent appearance on any extra premiums, printed materials or other promotional items produced for the event. Consider adding your organization's name as a sponsor.

### **LIABILITY**

The C.A.S.T. for Kids Foundation provides liability insurance for sanctioned C.A.S.T. for Kids events. For more detailed information contact Jim Owens, Executive Director of the C.A.S.T. for Kids Foundation.

A trained medical professional present for the entire course of the event is an excellent precaution, as well as an emphasis on safe practices.

## Event Funding

### **How much is the sponsorship fee?**

The sponsorship fee starts at \$3,000.00 for 40 kids. The only additional cost is equipment for each additional child. Based on past event information, a cost of \$62.50.00 per each additional child is needed to support the cost of a C.A.S.T. event.

A sponsorship fee is needed in order to provide these services and equipment for your C.A.S.T. event. The equipment is purchased in bulk by the C.A.S.T. foundation to insure a discounted rate for your C.A.S.T. Event. T-shirts and plaques are ordered, as needed, to include your sponsor names, logos and event information.

### **What does the sponsorship fee provide?**

The C.A.S.T. for Kids Foundation sponsorship fee provides a Planning Manual, coordination support from a C.A.S.T. for Kids Regional Director, Liability Insurance for your event, and a rod & reel, hat, T-shirt, tackle box and plaque for each registered participant.

### **How do we secure the sponsorship fee?**

Once you decide to host a C.A.S.T. event, you should first determine the number of children you intend to invite, the amount of money needed to fund your lunch as well as the goodie bag provided at the end of the event, in order to determine the amount of financial support needed for your event.

Example: If you plan to host an event for 40 kids, your base cost is \$3,000.00 for the first 40 and \$62.50 for each additional child. The cost of an event for 48 kids will be  $8 \times \$62.50 = \$500.00 + \$3,000.00$  for a total cost = \$3,500.00

It is recommended that equipment, for a few additional children, be included in your budget and event order form.

All members of the planning committee should solicit support for your program. You will find that in most cases, local merchants, civic groups and chambers of commerce are willing to support your effort, for the benefit of the children in their immediate area, and may elect to provide all the funding for your event. Name recognition of sponsor shows community involvement and support in your area. You may request a \$62.50 donation from individual's or small businesses in your area, to sponsor a child participating in your event. Friends and merchants will most always support your efforts, to provide activities to local children, when your request is within their financial ability to participate. All donations are tax deductible.

## Planning Committee

Organizing your Planning Committee is the first step in planning a C.A.S.T. event. It is intended to be a group effort utilizing the strength of volunteers and community groups in your area. As the Host, when you begin selecting members for the planning committee, select individuals that are willing to dedicate the time needed to fulfill the tasks detailed below. Each committee chairperson should be provided detailed information to perform their assigned duties and organize additional volunteer groups. It is recommended that you select a person for each task that is willing to insure the items listed are completed in timely manner. The status of each task should be made known to your entire committee, at determined intervals, during the planning stage. By sharing the status of your duties, it may be discovered that other members of your team may have connections to help you accomplish your task.

It is recommended that you keep your first event as simple and basic as possible. Determine the number of participants you are able to invite based on the number of volunteer boaters and financial support you are able to generate to support the event. Determine if an 'on the water' event is possible or a 'shore line' event is best suited for your event.

### **PLANNING COMMITTEE CHAIRPERSON**

Coordination of details for the event is managed by the Planning Committee Chairperson. This person will schedule meetings as needed with all members of the Planning Committee to insure every detail is being addressed in a timely manner

Tasks: Contact potential and participating partnerships and sponsors, review and finalize registration groups, correspondence groups, coordinate barbecue lunch, secure Polaroid film and cameras for participant pictures used to prepare award plaques, send out invitations to children participants, coordinate any on-site efforts and coordinate publicity and all required graphic work.

### **SPONSORSHIP CHAIRPERSON**

All members of the Planning Committee should actively participate in obtaining sponsorship for the event. Sponsorship is defined as anyone contributing financially or monetarily to the event. One individual should be assigned the task of coordinating this collective effort to support the event. The Sponsorship Chairperson should maintain a list of sponsors both financial and monetary to be included on the event t-shirts. An updated report should be made available to the other Planning Committee members at all meetings called by the Planning Committee Chairperson.

### **BOATERS AND BAIT CHAIRPERSON**

This chairperson should be a person with boating experience such as a member of the Local B.A.S.S. Federated fishing club. B.A.S.S. Federation Anglers have many hours of experience and access to numerous individuals willing to participate in fishing events. The Boater and Bait Chairperson is challenged to secure an adequate number of boats and bait for the event as well as personal flotation devices (PFD's) for the participants. It is very important that the number of boats be consistent with the number of participants invited to attend the event. Make sure that boat safety is discussed with all children and boaters.

## **BANK FISHING AND BAIT CHAIRPERSON**

This chairperson should be a person with fishing experience such as a member of the Local B.A.S.S. Federated fishing club. B.A.S.S. Federation Anglers have years of fishing experience and are able to instruct children on the skills of fishing. The Bank Fishing and Bait Chairperson is challenged to secure an adequate number of volunteers and bait for the event as well as personal flotation devices (PFD's) for the participants. It may be necessary to outfit some children with a PFD when physical abilities are limited for onshore fishing. It is very important that the number of volunteers be consistent with the number of participants invited to attend the event.

## **REGISTRATION CHAIRPERSON**

The Registration Chairperson will work with the Planning Committee members to establish a children's group to invite as the participants in the event. Once the target group(s) has been established, the Committee Chairperson will contact that group with information regarding the event. The number of children predetermined by the group will be invited and a pre-event registration should be requested from the organization in which the children are enrolled. On the day of the event, the Registration Chairperson will be responsible for checking-in/registering the children and assigning them to the boaters. Name tags will be filled out and assigned to each child. It is very important that each child be registered and assigned to a specific boater or volunteer, to insure the safety of the children.

## **SITE SERVICE CHAIRPERSON**

Organize all onsite requirements. Reserve pre-determined event site, obtain tables and chairs. Canopies may be needed depending on the weather conditions of your area. Coordinate emergency services, organize clean-up committee, security and obtain local permits (depending on the date and location of your event). Fishing license may also be required. It is important to understand the space and facilities requirements for conducting events for disabled or disadvantaged children. It is recommended that the facility have restrooms which are accessible to those with disabilities, and adequate parking for volunteers and boaters is essential for a successful program. If the event is an onshore fishing event make sure the site is easily maneuverable and accessible to wheelchair bound participants. Precautions must be taken to insure that wheelchairs have stop blocks located between the water and the chair. Wooden 2"x 4" blocks may be used as a barrier in the event of shoreline fishing. Areas with fishing piers accessible to those with disabilities are available at most lakes providing easy access to your participants as well. An area with a limited amount of traffic is recommended. Once the Site team has selected the event site, a pre-event site visit with the Planning Committee is recommended. Any concerns may be addressed at that time.

## **FUN PACK AND AWARDS CHAIRPERSON**

Work with your Registration group to obtain the names of all participants. Organize completed awards for all registered participants in the order to be presented. Provide a list of all registered participants for the Master of Ceremonies to use during awards ceremony. Provide a list of sponsors for the event to be recognized during the awards presentation.

In addition to the C.A.S.T for Kids awards plaque, Certificates of Participation may also be given on the day of the event. Fun packs; coordinated with the donors for their educational and fun materials, may also be given out. Polaroid or digital pictures of each participant and their boat captain should be taken

and their names written on the bottom of the picture, which is inserted into the awards plaque, to be presented to each child.

### **MEALS AND DRINKS CHAIRPERSON**

Make arrangements for breakfast snacks (if applicable), drinks and lunch for all in attendance. Make sure all health codes are followed to insure food serving issues are addressed and followed. Distribute bottled water to the boaters for their use during their time on the water. Prior to the event, check with the registration committee to make sure any registered participant with special diet issues are addressed and provided (snacks may be needed to sustain certain medical conditions). Make sure paper plates, condiments and disposal containers are available at the food area.

In the event the food is being catered by one of the event sponsors, make sure the tables and serving area are prepared and ready upon arrival. Discuss the arrival time with the donor to avoid a delay in the lunch.

### **EVENT PHOTOGRAPHER / REPORTER**

Document the event with pictures and a story detailing the impact the program had on the community, the volunteers and the participants that day. The story should be no more than one page. It should point out any specific moments or individuals which made an impact on the event and recognize individuals for their efforts. The pictures should be saved in jpg for easy transfer/use. Once the selected pictures and story are complete, they should be sent to [jessica@castforkids.org](mailto:jessica@castforkids.org) by the following Tuesday in order to be posted as soon as possible following your event. Your Regional Director is always available to offer any suggestions or ideas for your report.

## **Registration**

Beginning with the 2014 season, C.A.S.T. has a national online registration system that all events can use, called RegOnline. This can be used to register both the participants and volunteers.

A quick synopsis of its features (RegOnline):

- Online, user-friendly system
- Streamline data collection
- Consistent communications
- Automatic Emails
- Automatic wait list
- Print customized reports, registration lists, & name tags
- Can be paper-free – check-in at event on mobile device/computer

Contact Jessica Kelly to get set up, 425-251-3202 or [Jessica@castforkids.org](mailto:Jessica@castforkids.org). If you would prefer not to use the online registration system, you may use paper registration forms (please ask for our most current registration form).

## Event Order Form

Every event host group is provided an Event Order Form. The order form is one of the most important components of your planning effort. The Event Order Form provides C.A.S.T. the information needed to order and set delivery dates for your rods & reels, tackle boxes, hats, t-shirts and plaques. It provides the contact information to C.A.S.T., such as the ship to address, contact phone number, number of participants expected to attend your event and the shirt sizes for your participants and volunteers. It also offers the host group an opportunity to purchase additional C.A.S.T. clothing and merchandise at a discounted rate. (Please see/ask for the most up-to-date “Event Order Form”)

Please note that due to the continued growth of the C.A.S.T. program, additional time is needed to insure your equipment is delivered in a timely manner. A reasonable amount of time is needed to create a final shirt layout that includes all the sponsor names and logos you want printed on the back of the shirts. All names and logos should be submitted to C.A.S.T. with the logos in vector or a (300 DPI) JPEG format.

This process requires the Event Order Form and logos to be sent to your C.A.S.T. Program Director six weeks prior to your scheduled event date. C.A.S.T. will not order the shirts without the approval of the shirt layout from the event host. Once the approval is received, the shirts will be printed to your specifications and shipped to the designated location. C.A.S.T. targets an equipment delivery date of two weeks prior to your event date to allow time for the host to confirm receipt of all the equipment ordered for the event.

**If additional time is needed, it must be discussed with a C.A.S.T. Regional Director.**



*Tackle Boxes, Rods & Reels, T-Shirts and Hats*



*Sample of Shirt Layouts*

### **Event Extras**

The additional items listed at the bottom of the Event Order Form may be purchased at a reduced price for your volunteers, Boaters and Sponsors prior to your event. The additional items are shipped with your equipment order. Please note: These items are in addition to your event sponsorship and equipment order.

### **C.A.S.T. Clothing Sales**

On the Event Order Form, there is a line asking, would you be willing to help C.A.S.T. for Kids by selling C.A.S.T. clothing at your event. We have always taken C.A.S.T. clothing to sell at the events, but with the increased number of events, along with the added baggage cost to travel, we find it much more effective to ship a box of clothing to the host. Not only does it provide an opportunity to your attendees to buy official C.A.S.T. clothing, it helps C.A.S.T. raise additional operating funds for the foundation. It takes only a few minutes to set up the sales display booth and the proceeds benefit the foundation.

Inside each box will be a folder containing forms such as a Price List, Credit Card Orders, and a Tracking Sheet. The Tracking Sheet is very IMPORTANT. Please review the Tracking Sheet when you receive a box and confirm the items in the box are listed on the form. When the event is over and you're ready to ship the box out, please mark how many items are in the box on the Tracking Sheet and include it in the box. If you are shipping the box to another event and NOT back to C.A.S.T. then please scan/email the Tracking Sheet to [Jessica@castforkids.org](mailto:Jessica@castforkids.org), before shipping the box to the next event. This effort will be a tremendous help to us in monitoring the clothing sales. If you have any questions or concerns, or would like to customize your order, please feel free to contact Jessica Kelly @ (425) 251-3214.



*C.A.S.T. Clothing Sales at Your Event*

As you can see in the pictures, setting up your clothing sales table can be very simple. As in the case of the picture on the left, additional incentives may be used to encourage a visit to the table by those in attendance. C.A.S.T. clothing should be displayed at the beginning of the event to encourage support of the program. Your help with this effort provides additional funding to the foundation and is greatly appreciated.

## Set up on Event Day

Early arrival for your volunteers is needed to help set everything up in time for the boaters and participants arrival. Most event groups target 6-7:00 am to meet and begin the set up process. Some groups set up tents and tables the night before but, that is not recommended if no one will be available to make certain the area is secure overnight. Boaters usually arrive around 7:00 am and the participants between 8:00 and 8:30 am. Registration tables, equipment tables and life jacket sorting are needed. Rod and reels need to be assembled and tackle boxes need to be stacked and ready. C.A.S.T. clothing should be set up for those interested in purchasing additional C.A.S.T. related items. Breakfast rolls and coffee are a nice touch for your volunteers, boaters and participants. Most Starbucks and Krispy Kreme Donut shops are more than willing to provide their goods and services to your event. Again, asking is free.



*Life Jacket Station, Registration Tables, Sign in Desk*



*Breakfast Table for all Boaters, Volunteers and Participants*

## Event Day: Check-In / Registration

An accurate registration of Boaters and Participants is very important. It is highly recommended that you use the Boater / Partner Sheet which is provided to all event host groups. When followed, the form provides the boater name, address, cell phone number, type of boat being provided and how many kids the boater can safely allow in his or her boat. When you review the information provided by the boater, you can assign the participant to a boat that suites the individual needs of the participant. This sheet may also assist in the awards program which will have both Boater and Participant names to be called to receive their plaque and special recognition. A sample of the form shows how simple it is to fill out and how easy it is to use at your event. The actual form itself has dividing lines to help keep everything in order.

<b>Boater / Partner Sheet</b>		
<b>Boat Captain</b>	<b>Cell Phone Number</b>	<b>Fishing Partners for the Day</b>
Contact Information		
<b>Capt.</b> _____	<b># (    )</b> _____	<b>#1</b> _____
<> Bass Boat   <> Pontoon Boat	I can Take (    ) Kids	<b>#2</b> _____
		<b>#3</b> _____
		<b>#4</b> _____
 <b>Capt.</b> _____	 <b># (    )</b> _____	 <b>#1</b> _____
<> Bass Boat   <> Pontoon Boat	I can Take (    ) Kids	<b>#2</b> _____
		<b>#3</b> _____
		<b>#4</b> _____

## Boater Briefing

All Boaters and possibly some volunteers should listen to the morning briefing, which should take place immediately following their check-in. They should be thanked for their attendance and be told a little about C.A.S.T. and what the purpose of the event is, which is to introduce disabled and disadvantaged children to fishing on the water in a boat. They should be advised of any safety precautions that are set up to benefit those in need of medical care or rescue. They should be provided on-shore emergency contact information, in the event there is a medical emergency. They should be instructed on the procedure and designated location (in the boat or onshore) to have a picture taken with their participant for the day for the plaques. They should be informed that all the participants invited may not show up due to illness or financial strain on the family and that if they don't take a participant fishing, their help is still needed with your event. Finally and probably one of the most important details is what time to be back at to the event site. The parent of a disabled or disadvantaged child starts to worry when they expect their child to be back at a certain time and that time has passed. You have to stress the importance of a timely return.



*Morning Boater Captains Meeting*

## Partner Pairing and Pictures

The most common reply when asking an event host or coordinator how they felt their event went is, “the pairings was a very difficult part of the event”.

The most used method begins before they launch the boat. The Boater / Partner Sheet is invaluable when it comes to pairing. The most common practice is to line up the boats in two rows, and as they pull to a loading station, the participant with the corresponding pairings number is called up front and safely assisted into the boat. They ride from that point to the ramp where the boat is launched with everyone

on board. When they return, the on shore team identifies the boat by the laminated number sign located in the windshield, or is held up by the boater. That number is used on the key board to identify the corresponding vehicle and the on shore team moves that vehicle to the ramp for loading, which at that point, they are driven back to the original loading site for additional pictures with fish and safe unloading of the participant and observer.

Another very effective way to insure you have the participant picture and an accurate pairing, if the boats are already in the water, is to move the boater and participant to a designated picture site prior to them leaving to fish. This is done by signing up all the boaters on the Boater / Partner Sheet and using that same sheet to add the participants as they arrive. Once registration is complete, call each boater and their participant partner for the day and instruct them to go to the designated picture site prior to leaving. The boaters should be advised of this or any other procedure during the Boat Captains meeting held that morning. As the pictures are taken and names confirmed, they are off to a fun day of fishing.



*On Shore Boat Loading and Pictures for the Plaque*



*On Shore Participant Plaque Picture Site*

## Prepare for the Lunch and Awards

Once the Boaters and Participants have left, you should have between 2 to 2 ½ hours to prepare the site for lunch and awards. The same tables, chairs and tents used for the registration that morning are now transformed into a dining hall, equipped with food servers and lots of good food and cold drinks for all. Strategically locate trash containers for disposal of cans, paper plates and any other waste created by your lunch.

Pictures for the award plaques are now printed (on site or at a nearby one-hour photo) and placed in the plaques with the Boat Captain and Participant's names clearly printed on a sticky tab or the foam cover. This ensures that presentations are made without a great amount of delay. The awards usually begin when it appears most everyone has finished their meal or very close to finishing. Goodie bags are also given out, if included in your event, to the participants with the award plaque. Some event groups purchase additional plaques for the Boat Captains or present a certificate thanking them for their time and effort. (Additional plaques, as well as additional shirts and hats, are available for purchase from C.A.S.T., and can be ordered on the Event Order form.)

Make sure the person that will be the MC for the awards has a complete list of sponsor names and dignitaries in attendance that day. Test the PA system (if available) to make sure the volume is set and ready to use when needed. Make sure you recognize all the sponsors, volunteers, Boat Captains, Participants and families for their attendance and effort to provide the event.



*Good Food Served at the Dining Hall*



*Digital Plaque Pictures Printed, Sorted and Ready for Presentation*

## Lunch and Awards Presentation

As the Boat Captains return with their Partners, the smell of food is in the air and most have arrived tired and hungry. Tall tales of the big catches and the ones that got away echo throughout the area as everyone sits down to enjoy a wonderful lunch outdoors with their friends and families. A few announcements can be made at this time, asking everyone to stay for the awards, group pictures and any additional activities planned for the day. Once it appears everyone has had an opportunity to eat, the MC begins with a few rousing words to excite the crowd and recognize the many sponsors and volunteers that made the day possible.

Then one by one, the Boat Captains are called up to present the plaque to their partner for the day and say a few words about what kind of day it was. Most will take this opportunity to tell a little story of the fish caught and more often, the ones that got away. They ask the participant to say a few words then walk them back to their families. As excited as the kids are to receive a rod & reel, a tackle box, hat and T-shirt, they are even more excited to receive their plaque. It truly is a wonderful experience for all in attendance.



*Lunch and Awards Program*



*Plaque Presentation by the Boat Captain*

Allow time for each boat Captain and Participant to say a few words about their fishing partner and what the day meant to them. It is always recommended that the Boat Captain present the award to the participant. They have donated their time, boat and resources to make your event a day the participants and families won't soon forget. What better way to thank them than ask them to finish the day by presenting the plaque to their partner. I promise, most will surely return the following year to help with your event.

## Group Picture

The group picture is an opportunity for everyone in attendance to be included on the C.A.S.T. website. It's an even better way to thank your high level sponsors. Most event groups will have some extra plaques left over from their event. Usually, 80% of the participants invited will show up for the event, leaving extra rod & reels, tackle boxes and plaques. The very best way to utilize those extra plaques is by inserting a group picture and presenting it to a sponsor either at the event or at their place of business. When that plaque is hanging on their office wall the following year, it provides an opportunity to ask them to support your efforts again with your next event. It also makes a great PR shot for media, newsletters and gifts to boaters, volunteers or parents.



*Various Event Group Pictures*

## Post Event Report, Pictures and Story

Documenting your efforts on the C.A.S.T. for Kids website is as important as any other phase of the event. It also plays a significant role in showing the impact the program has on the community and your participants. As you continue to grow your program each year, that effort is made much easier when a potential sponsor, volunteer or boater group can go to a website and see what you have done in the past. They see the opportunity to have their name associated with your event and see that as a great opportunity for positive exposure. They also see the pictures from your event showing the smiles of those in attendance and are able to read a short story, highlighting the details for the day.

The sooner the report, story and pictures are posted on the C.A.S.T. website, the better chance you have of more people seeing the results of your effort at your event. The participants, volunteers and boaters are expecting to see the information posted the following week. When that doesn't happen, the interest level begins to fade and they lose confidence in your efforts.

Once your event is over, please collect the following information about your event and email to Jessica Kelly at [Jessica@castforkids.org](mailto:Jessica@castforkids.org). This info will be put up on the website. It will also help us obtain funding on a national level for all events; your information provides coverage for your event as well as documentation for C.A.S.T. for Kids.

1. Event Report (a quick story of what happened, anecdotes, etc)
2. Photos (email, Dropbox, other sharing program or mail a CD of photos)
3. Media Links (News coverage, blog entries...)
4. List of Sponsors
5. List of Children's Agencies
6. Statistics
  - a. # of Participants
  - b. # of Boaters
  - c. # of Volunteers

## “Our Commitment to You”

It is our hope that the information we have compiled in this Planning Manual will be beneficial to your effort to host a C.A.S.T. event. Each year we evaluate your suggestions and look for new ways to improve our effort to encourage others to participate in the program. This is made possible by your continued feedback and participation with C.A.S.T. If you see ways to improve on an existing function or phase of your event, that would be beneficial to other event coordinators, please feel free to pass those ideas along to us and remember, there are no bad suggestions. We are committed to expanding and improving the C.A.S.T. program and as time passes, there will be changes. Most of those changes will come as a result of your suggestions and input.

Since 1991, C.A.S.T. for Kids has gone from a few events in the Pacific Northwest to a National Program, providing a day of fun and fishing to thousands of disabled and disadvantaged children, throughout the United States. This would not be possible without the continued support of you, the Event Coordinators.

You are C.A.S.T. for Kids and as we have said for many years, you are Special People, Helping Special Children, “Catch A Special Thrill”

If you have any questions or concerns or would like to request information be sent to anyone interested in hosting a C.A.S.T. event, please feel free to contact us any time. We are here for you. Without you, there would be no C.A.S.T. for Kids Program.

Best Regards,

*Jim Owens*

Executive Director

C.A.S.T. for Kids Foundation

*Jay Yelas*

Executive Director (Incoming, July 2015)

C.A.S.T. for Kids Foundation