



GUIDANCE PACK

FOR CLUBS ORGANISING A MARCH AGAINST MALARIA EVENT

WELCOME



Besides contributing towards Malaria elimination, organising a “March Against Malaria” event is also a great way to introduce your community to Rotary if they have not already met you. From experience, we know such an event can attract new, active Rotarians.

In summary, the purposes of the March Against Malaria are:

- ✓ Have an event, which could develop into something very large to attract the national media and be newsworthy.
- ✓ Be attractive to local families.
- ✓ Raise awareness of Malaria, and how important it is to achieve the goal of Malaria elimination.
- ✓ Raise funds for Rotarians Against Malaria (RAM) - Finish the Fight and the Global Fund, for their Malaria elimination programs with local communities in the Western Pacific Rim of Papua New Guinea, Vanuatu, the Solomon Islands and Timor-Leste.
- ✓ Raise the profile of Rotary as an organisation that can organise events, raise funds and be the catalyst to get things going, (what we do best as Rotarians!)
- ✓ To attract new, active Rotarians who want to get involved in an organisation that actively supports causes.

Ideally, the March Against Malaria should happen in March prior to or on World Malaria Day in April, or before the Rotary year-end, but it can happen in any month you wish. Walking is a great way to get us active, organising fundraising events and helping people, and we hope you will organise an event in March for the sake of synergy.

Please go to the [Finish-the-Fight March Against Malaria registration webpage](#) and download the PDF or Power Point Presentation (at the bottom of the page), and show it at your club meeting. This explains all about the March Against Malaria and why you should get involved.

The more events that take place, the more support you will give to help in the fight against Malaria. The March Against Malaria should NOT be used for any other charity as it is branded for Malaria.

When you are ready to donate, go to the March Against Malaria donation page <https://donations.rawcs.com.au/1-2023-24>.

One final thing, keep up to date and share your March Against Malaria news by visiting our Facebook and Twitter feeds. Use #MARCHAGAINSTMALARIA in your messages. You can also reach us via infomam@finish-the-fight.org. When you do this, we can share your great stories and generate publicity, which will show communities that Rotary is acting and changing lives.

Thank you so much for your support.

We wish everyone a safe and happy March Against Malaria.

PDG Tony Spring and PDG Keith Hopkins MBE
March Against Malaria Co-Ordinators
infomam@finish-the-fight.org

CONTENTS PAGE



<u>04</u>	About Malaria
<u>05</u>	About Rotarians Against Malaria
<u>06</u>	Organising your March Against Malaria
<u>08</u>	Registration
<u>09</u>	Promotional resources
<u>10</u>	Fundraising and how to donate
<u>11</u>	Sponsorship ideas
<u>12</u>	On the day
<u>13</u>	Four stages of planning
<u>14</u>	Assistant Event Planner
<u>17</u>	Thank you



ABOUT MALARIA



Since the disruptions of COVID-19 a child under 5 now dies of Malaria almost every minute; Malarial deaths and cases have increased globally by 12% and 6% respectively, and testing has fallen by 4%.

Those are horrifying statistics, especially as Malaria is both treatable and curable. Further, as Malaria impacts mostly poorer women and children, it perpetuates a vicious cycle of poverty in the developing world through maternal mortality, neonatal and child deaths, school absenteeism, burden of treatment costs and overall decreased economic productivity.

In the Western Pacific Rim region (Papua New Guinea, Solomon Islands, Vanuatu and Timor-Leste) which is the focus of Rotarians Against Malaria (Australia), Malaria cases and deaths are up 19% and 23% respectively since the beginning of COVID-19. More than ever, your active involvement is important. Your donations directly save lives and help communities thrive through funding Malaria prevention including increased numbers of community health workers, protection and treatment measures.

We need to get our Malaria elimination goal back on track, and help the children, pregnant women and the elderly most at risk.

Together, with you, we can eliminate the disease in the Western Pacific Rim Region, saving lives and helping communities thrive.



Rotarians Against Malaria (RAM) is a volunteer-run activity, falling under the auspices of Rotary Australia World Community Services Ltd (RAWCS), working to eliminate Malaria.

Since the 1990's the primary focus of RAM has been the distribution of insecticide-treated nets to vulnerable populations in Papua New Guinea, the Solomon Islands, Vanuatu and more recently, Timor-Leste. We have proudly contributed to the distribution of over 13 million bed-nets across PNG

RAM also supports, through funding and volunteering, other Malaria Vector Control approaches in the region such as Indoor Residual Spraying (IRS), the funding for Community Health Workers for improved Malaria case management and education and championed the 'Adopt a Village' initiative tackling malaria village by village.

Working in conjunction with the Ministry of Health authorities in each affected country, RAM compliments, and adds great value to the work of other Malaria organisations, most notably the Global Fund. At the global level, as part of the Rotary family, our standards are firmly grounded in Rotary International's history and tradition of getting funds to where it is needed most.

Finish the Fight is a platform created by RAM to help fulfill the US\$12M pledge made to the Global Fund in support of Malaria Elimination.

ORGANIZING YOUR MARCH AGAINST MALARIA EVENT 1:2



YOUR MARCH AGAINST MALARIA TEAM

You will need a team of people, in your club and beyond, to take on the task of organising the event. Assign people responsibilities such as safety, logistics, registration, public relations etc.

DATE

It is intended that the March Against Malaria should take place during the whole of March. The more events we have across the month the more likely to get media attention.

INSURANCE

Each club undertaking a March Against Malaria must comply with the insurance and risk analysis in place. Organisers must contact their District Insurance Officer (DIO) complete any necessary forms and provide accurate information to their DIO.

HEALTH AND SAFETY

Ensure your event is compliant with any local council requirements. Please ensure the Risk Assessment is updated regularly. Carry out risk assessments to correct hazards on your route and have appropriate measures in place in case of any injury. Having event marshals on the route, a first aider and refreshments points where the participants can get water are strongly advisable. If someone advises that they are not well or clearly look ill, you must remove them from the walk.

DATA PROTECTION

Ensure that any personal details you receive are held securely and that people are informed as to how they will be used, e.g., emergency contact, etc. You must have a date set for destroying the data. Do not share the information with third parties unless you have clearly stated otherwise.

RAWCS Governance Policies – for your own, and others safety, you must ensure you have read, and are aware of, the Policy and Operational documents at [RAWCS key documents](#), e.g. Privacy, Health and Safety and Youth Protection.

ORGANIZING YOUR MARCH AGAINST MALARIA EVENT 2:2



DIFFICULTY OF THE WALK

The route should be suitable for all ages and abilities. Do recommend to all participants that daily cardio exercise is advisable in the lead up to the event. It will make the event more enjoyable, but it is also beneficial to everyone's health.

FUN/FAMILY

The route should be suitable for all ages and abilities. This is an ideal way for amateurs, families, young and old to get involved through an event that is fun for all. Parks, private roads and grounds within estates are ideal. Check whether permission is required, and if so, organise it in plenty of time for the walk.

WALK LOCATION AND STARTING POINT

Ensuring the location is easy to get to, has good parking and access to toilet facilities are considerations, along with being a nice place to visit. The venue must offer a safe route for walkers with clearly defined paths. Consider clear signs to direct people to the start and finish line (if applicable) and a system to sign-in all registered participants.

STATIC

Some participants may not wish to join an outdoor event but might use an indoors treadmill exercise machine. Ensure you provide guidance (as detailed in this pack) on how they can participate and raise funds. Virtual walks with friends, far away, is a great way to have fun. Get on Zoom, WhatsApp (and others) to walk with someone from another country. Walk on the spot with targets of a number of steps, say 1000, or a specific time, say 30 minutes. So many ways to do this, so be imaginative and get on with it.

REGISTRATION



Now that you have organised your March Against Malaria and know when and where it is taking place, the next step is to register it. We keep track of all the events that are taking place across the country and promote them to the public on the March Against Malaria website and through our social channels.

Please go to:

<https://finish-the-fight.org/march-against-malaria-register/>



Please scroll down to the registration form and fill out the details required. A few lines about the scenic beauty of the walking route and activities on offer are more likely to attract people than one line, which reads 'There is a walk'. The information will not be published immediately. A member of the March Against Malaria team will review it first.

To change the details of your event or get help with registering, please email infomam@finish-the-fight.org and put MARCH AGAINST MALARIA - HELP in the subject box.

PROMOTIONAL RESOURCES



Register your event on the March Against Malaria website:

<https://finish-the-fight.org/march-against-malaria-register/>

All events will be shown on a March Against Malaria Google Map. This map could help walkers find their nearest event. This can only happen if you register and include all the necessary details such as date, time, venue, contact details and an idea of what the walk involves (i.e., flat tarmacked walking path or mildly hilly walking trail through the bush or a forest). People will also want to know the length of the walking route and if there are refreshments available. Make it a great day out for everyone by having activities for the supporters to enjoy. They may not be walking but they still care and want to be part of the March Against Malaria.

Please publish your news on social media using #MARCHAGAINSTMALARIA in your messages. You can also email infomam@finish-the-fight.org with MAM STORIES in the subject box.

Your local media will follow the story if you tell them what you have planned and why. Contact your local papers and radio and offer interviews.

A good idea is to tell the media a few weeks in advance and then remind them nearer the time.

There is also a poster on the website for you to download, adapt and print. This poster can be used in different ways. For example, by creating small versions of the poster, you can do a leaflet drop across your town and reach families by asking schools to distribute leaflets to their pupils.

Sometimes there are local celebrities who are keen to support a great cause. Invite them along to your event and ask if you can advertise their presence. Many well-known personalities are on X (Twitter) and Facebook, which makes it easier to find them and extend an invitation.

Your club or district public image officer can do all the above and more for you. Include them in your planning and let them tell everyone about it.



don't
just take,
give.

There are various ways to raise money through your March Against Malaria.

1. By charging walkers to take part. Judge what is right.
2. For walkers to obtain sponsorship, per hour, per km etc.
3. Ask people to donate on the day. This is very effective for static (treadmill) walkers.

MAKING THE DONATION

Once you have collected your sponsorship, please donate it by going to the [RAWCS Project Donation website](#)

Make sure you include your club's name.

Individuals and organisations wishing to obtain tax deductibility make an individual donation using the link above.

Your event participants can access the same link on the [March Against Malaria event webpage](#)

Do share this donation link with your participants - <https://donations.rawcs.com.au/1-2023-24>

Please inform the March Against Malaria team of your final total.

We can work out the national figure and share the good news.

Email infomam@finish-the-fight.org with 'MARCH AGAINST MALARIA - TOTAL' in the subject box.

SPONSORSHIP IDEAS FOR PARTICIPANTS




HELP YOUR WALKERS WITH THE HANDY HINTS BELOW:

SET A TARGET

It is rewarding to see yourself move towards that goal. Supporters would like to contribute towards a tangible target. You could ask for donations/sponsorship per kilometre.

SHARE WHY YOU ARE DOING IT

Share your personal journey as people like to know about the good causes and will mention it to someone else who might just take part. Using Facebook and or  (Twitter) is a great way to do this.

AT WORK

A meeting at your workplace where you can mention it or a notice board for an eye-catching poster and sponsorship form is a less daunting way of asking for help.

MAKE IT EASY TO GIVE - GO ONLINE

Provide the link to the March Against Malaria donation page - <https://donations.rawcs.com.au/1-2023-24>

Make sure you include your club's name and the words March Against Malaria.

TAX DEDUCTIBILITY

Tax deductibility is available for individuals and organisations.

SPONSORED EVENTS

A quiz night with the proceeds going towards your walk might be more appealing than direct donations/sponsorship.

Finally, do tell everyone how you did and say, **“THANK YOU”**.

Your supporters are part of your team, and their efforts are just as valuable as yours are.

ON THE DAY



WELCOME

March Against Malaria is a great way for Rotarians to come together and work with the public thus showing what a friendly and wonderful group of people we are. Greet your walkers and their supporters and show them where they need to go as well as where the refreshments and facilities are.

LOOK AFTER YOUR WALKERS

Stop anyone looking unwell or if they have revealed they are not well and unfit. They must not be allowed to walk.

BE PREPARED TO TALK AND LISTEN

Do talk to your guests about Malaria elimination and share the RAM Finish the Fight info leaflet.

TAKE PICTURES

With permission of the people in the picture, and that of any parents, guardians and carers where children and vulnerable people are involved, do take and share pictures. Make sure all those concerned know what the picture is for and where it will be published.

In Australia, it is not currently an offence to photograph someone without permission or to distribute or publish photos of someone without their permission in other circumstances. However, this may differ state by state and it is the organisers' responsibility to check the compliance permission and usage of any images obtained during before and after the event. Your club or district public image officer can lead this task.

PROMOTE AND SHARE

March Against Malaria is a happy event, which has a positive impact on so many levels. Share that story throughout the day and after the event. People want to know how the March Against Malaria went, who took part and how much was raised. This will encourage others to take part next year. Please tell your local media, use your website and use your social media platforms.

When you share your news on social media, please use #MARCHAGAINSTMALARIA in your messages and we can share your stories far and wide. You can also tell us by emailing infomam@finish-the-fight.org with MARCH AGAINST MALARIA STORIES in the subject box.

ENJOY

March Against Malaria is fun to host and even more fun to take part in. Enjoy the day out and hopefully you will have great weather and a lot of people taking part.

THE FOUR STAGES OF PLANNING



PLAN YOUR EVENT



REGISTER YOUR EVENT



HOST YOUR EVENT



SHARE YOUR SUCCESS

#MARCHAGAINSTMALARIA

ASSISTANT EVENT PLANNER 1:3



No.	At least 4 months prior to March	Check
1	Formulate a plan that includes any sponsors, or promotional activities.	
2	Investigate venue and prepare a risk management plan.	
3	Submit risk management plan to district insurer for approval.	
4	Select your team and designate team tasks.	
5	Review venue and talk to owner/council etc.	
6	Review costs involved and approve a budget.	
7	Consider contingencies in the event of poor weather.	
8	Review and familiarize registration requirements.	
9	Consider promotional aspects of the March.	
No.	At least 3 months prior to March	Check
1	Decide how and where you will promote the March.	
2	Arrange for any promotional material to be prepared and ordered.	
3	Design any additional promotional items other than those supplied by MAM committee.	
	Consider:	
	<input type="checkbox"/> Flyers and Posters	
	<input type="checkbox"/> Social media including banners, emails, Facebook, websites etc.	
	<input type="checkbox"/> Materials for a Rotary booth at the event (banners, branded tablecloth, etc.)	
4	Directional posters for the March	
5	Send invitations or deliver invitations and promotional materials to contacts and their networks, especially to schools, and ask them to give to the children to take home.	
6	Add or update information about the event on the club's website.	
7	Prepare a draft site plan - incl. seating, registration, participant flow, food and beverage locations etc.	
8	Prepare a detailed programme for the event, including setup, roles and roster of key organisers.	
9	Send email reminder to event invite list; suggested topics:	
	<input type="checkbox"/> Registration reminder and any updates on the programme	
10	Continue to distribute promotional materials and inform club members on the progress	

ASSISTANT EVENT PLANNER 2:3



No.	2 Weeks Prior to March	Check
1	Complete final site plan and detailed programme	
2	Confirm the following:	
	<input type="checkbox"/> all materials such as posters, signs equipment are ready to go	
	<input type="checkbox"/> venue availability	
	<input type="checkbox"/> volunteers availability	
	<input type="checkbox"/> audio visual equipment is available	
	<input type="checkbox"/> volunteers availability	
3	Arrange a final debriefing of volunteers	
No.	Final 2 Weeks Prior to March	Check
1	Perform checks and confirm	
	<input type="checkbox"/> risk analysis lodged with district insurer and approved	
	<input type="checkbox"/> arrange a debriefing with volunteers	
	<input type="checkbox"/> media and promotional material in place	
	<input type="checkbox"/> checklist for equipment and paraphernalia	
	<input type="checkbox"/> registrations are being completed	
No.	Day of the March	Check
1	Set up signs, tables, program materials, etc.	
2	Open event registration	
3	Do a final review and walk-through of the event site	
4	Perform audiovisual checks	
5	Collect contact information from walk-in attendees for follow-up	
No.	Post March Debrief	Check
1	Arrange a post March debrief	
2	Provide feedback to MAM zone/international committee	
3	Provide feedback to Club	
4	Reconcile donations to project MAM on RAWCS website	

ASSISTANT EVENT PLANNER 3:3



NOTES

This document is provided as a guideline for managing the MAM event and should be used as a guideline only.

Variations and additions may be made by the club that organise the event to suit local and regulatory conditions.

Any suggestions on positive inclusions or deletions can be made by emailing INFOMAM@finish-the-fight.org.

Thank you for organising such an important event that will benefit those suffering from Malaria.



THANK YOU



Every cent raised through March Against Malaria helps progress towards Malaria elimination by supporting community-based elimination programs. Rotarians Against Malaria are hugely grateful for your help as are the many people your donation supports. Thank you for all the organising, managing, arranging, encouraging, acquiring and working. You really are making a difference to lives in Malaria stricken communities.

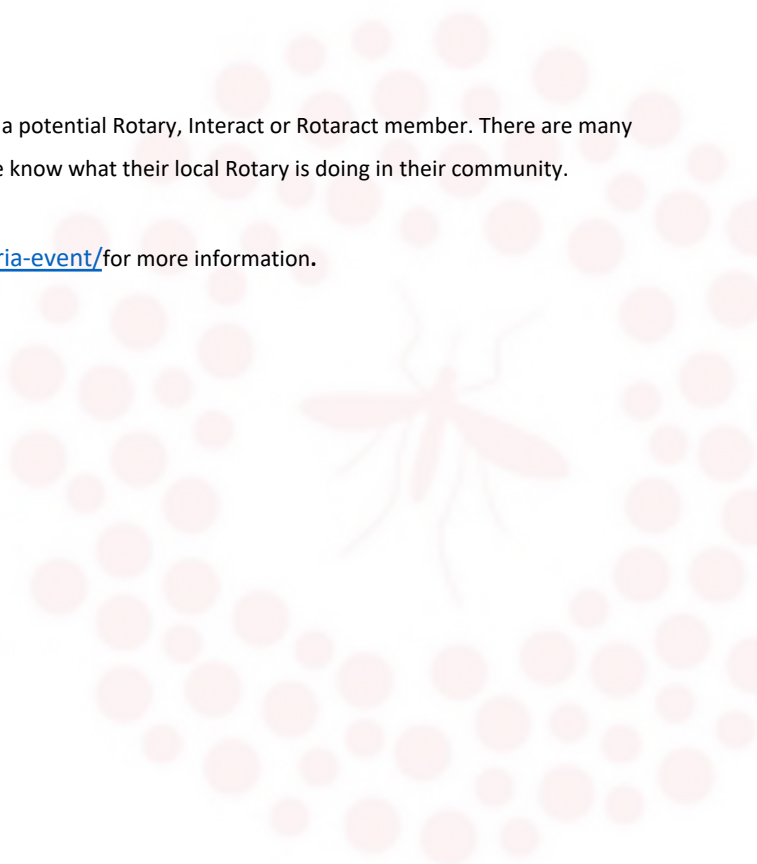
ENJOYED YOUR MARCH AGAINST MALARIA?

Tell us all about it! There will be a survey coming out after all the events have finished getting your views. Your feedback is used to improve this event so make sure you have your say.

MEMBERSHIP

Everyone who takes part in your March Against Malaria is a potential Rotary, Interact or Rotaract member. There are many ways to invite people to discover Rotary. Please let people know what their local Rotary is doing in their community.

Visit <https://finish-the-fight.org/march-against-malaria-event/> for more information.



We acknowledge the help from Rotary GB&I and for their assistance in creating the website and the documents within the packs.