



A Comprehensive Guide to Planning & Running your C.A.S.T. event



Planning & Conducting a C.A.S.T. Event

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Introduction

Since 1991, C.A.S.T. has provided an opportunity to disabled and disadvantaged children to learn to fish with experienced anglers, on the water in boats. Since its inception, thanks to people like you, 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 information packet 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 host 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. Event.

Proper planning is essential to the success of your C.A.S.T. event. The Quick Start Guide is an easy to follow description of the necessary task required for running your event. Each task description explains what is needed for your program to be a success. 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. Once your planning committee is established, set the event date and notify your C.A.S.T. Program 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.

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. There's nothing worse than watching a young child in distress when nature calls. It can be a very embarrassing moment for a young participant that was expecting nothing more than a fun day at the lake. 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.

National Event Schedule 08'

DATE	SITE	REGION	LOCATION	ORDER DATE	C.A.S.T.
01-Mar	Padre Island	E	Corpus Christi, Texas	01/18/08	AP
22-Mar	Lake Pleasant	W	Phoenix, Arizona	02/08/08	JO
12-Apr	Lake Bastrop	E	Bastrop, Texas	02/29/08	AP

Park Pavilion or Portable Tents



CAST for Kids
PARTICIPANT REGISTRATION FORM

1. Participant Name: _____
2. Address: _____
3. City _____ State _____ Zip Code _____
4. Phone Number (____) _____
5. Age: _____
6. Gender: Male () Female ()
7. Youth T-Shirt Size: Sml __ Med __ Lrg __ X-Lrg __ XX-Lrg __
8. Disability: _____
9. Does the Participant require the use of a wheeled or motorized chair? Yes __ No __
10. Special Dietary Needs: _____

Parent, Guardian and Participant Information

11. Has the Participant ever fished before? Yes _____ No _____
12. As a Parent or Guardian, do you or other family member's fish? Yes __ No __
13. Have you participated in events like CAST for Kids before? Yes __ No __

PARENT/GUARDIAN AUTHORIZATION

Permission is granted to photograph my child/children and myself for C.A.S.T. or their nominee to use in conjunction with the promotion of the C.A.S.T. for Kids Program. In addition, we hold the C.A.S.T. for Kids Foundation, volunteers and agents harmless and free of any liabilities related to any and all accidents resulting in accidental injury, to us or our child, while participating in the C.A.S.T. for Kids Event.

Parent or Guardian Signature: _____

Date: ____/____/____

Revised 19/Jan/09

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 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 a 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 the C.A.S.T. Program Director.

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



Sample of Shirt Layouts



"Event Order Form"

Please read each line item carefully.

Providing the information requested will help insure a successful event in your area.

Host / Ship to Information

Name:

Street Address:

City, State, Zip Code:

Contact Phone Number:

E-mail Address

Lake or Event Site:

Event Date: _____ (At your request, Event Date may be excluded on the Participant Plaque)

Exclude: Date Yes__ No__ Print Year Only: Yes__ No__

Expected Number of Children participating in your event: _____

Requested number of participant t-shirts in sizes (White Only): example SML 10 MED 20 LRG 10

Youth sizes: SML _____ MED _____ LRG _____

Adult sizes: SML _____ MED _____ LRG _____ XL _____ 2XL _____ 3XL _____

An equal number of volunteer t-shirts to participant t-shirts are included in your event package.

Requested number of Volunteer t-shirts in sizes: example SML 15 MED 15 LRG 10

Red: SML _____ MED _____ LRG _____ XL _____ 2XL _____ 3XL _____

White: SML _____ MED _____ LRG _____ XL _____ 2XL _____ 3XL _____

Blue: SML _____ MED _____ LRG _____ XL _____ 2XL _____ 3XL _____

Green: SML _____ MED _____ LRG _____ XL _____ 2XL _____ 3XL _____

Yellow: SML _____ MED _____ LRG _____ XL _____ 2XL _____ 3XL _____

Additional Volunteer T-Shirts: (available at a reduced rate of \$7.00 each in your selected color.)

Red: SML _____ MED _____ LRG _____ XL _____ 2XL _____ 3XL _____

White: SML _____ MED _____ LRG _____ XL _____ 2XL _____ 3XL _____

Blue: SML _____ MED _____ LRG _____ XL _____ 2XL _____ 3XL _____

Green: SML _____ MED _____ LRG _____ XL _____ 2XL _____ 3XL _____

Yellow: SML _____ MED _____ LRG _____ XL _____ 2XL _____ 3XL _____

Would you be willing to help C.A.S.T. for Kids by selling C.A.S.T. clothing at your event? Yes ___ No ___

"Event Extras"

The additional items listed below 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.

Polo Shirt @ \$20.00 each (Blue Only): Adult sizes: S _____ M _____ L _____ XL _____ 2XL _____ 3XL _____ (3XL or Larger @ \$22.00 each)

Baseball Caps @ \$12.00 each: Camo _____ Blue _____

Floppy Hats @ \$10.00 each (one size fits all) _____

Visors @ \$10.00 each: Red _____ Blue _____ Lt Blue _____ Pink _____ Khaki _____

Additional Plaques for Volunteers, Boaters or Sponsors @ \$10.00 each _____

Special Service Award Plaque @ \$15.00 each _____

Total Price for additional items \$ _____

Note: Additional Items may be available for your event. New items are posted on the C.A.S.T. website, as they become available.

Please submit your event order form and sponsorship fee, six weeks prior to your event date.

Please make checks payable to the C.A.S.T. for Kids Foundation.

Revised 21/Jan/09

C.A.S.T. Clothing Sales.

As you can see on the Event Order Form, there is a new line added 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, Order Form (for sizes or colors not present), Self-addresses Envelope (to return monies to C.A.S.T.), 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 fax the Tracking Sheet to C.A.S.T. for Kids @ 425-251-3272, 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 Ashley Kaiser @ (425) 251-3202.

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.

“Event Extras”

The additional items listed below 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.

Polo Shirt @ \$20.00 each (Blue Only): Adult sizes: S ___ M ___ L ___ XL ___ 2XL ___ 3XL ___ (3XL @ \$22.00 each)

Baseball Caps @ \$12.00 each: (Wave) Red ___ Blue ___

Floppy Hats @ \$10.00 each (one size fits all)

Visors @ \$8.00 each: Red ___ Blue ___ Lt Blue ___ Pink ___ Khaki ___

Additional Plaques for Volunteers, Boaters or Sponsors @ \$10.00 each ___

Special Service Award Plaque @ \$15.00 each ___

Total Price for additional items \$ _____

Note: Additional Items may be available for your event. New items are posted on the C.A.S.T. website, as they become available.

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 6:00 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 7:30 and 8:00 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



Registration.

An accurate registration of Boaters and Participants is very important. It is highly recommended that you use the Boater Partner Registration form 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. The same form may be used for the participant registration in addition to our standard participant release form. 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. The Pairings form will 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.

Boater / Partner Sign in & Pairings Sheet

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

Boater & Participant Briefing.

Both Boater and Participant should listen to the morning briefing for the appropriate group. Boaters briefing should take place immediately following their registration. 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



Morning Participant Meeting



Partner Pairing and Pictures.

The most common reply when asking an event host or coordinator how they felt their event went is, “the plaque pictures didn’t go as well as I would have wanted” or “the pairings was a very difficult part of the event”. It seems that some groups feel the plaque picture has to be done in a boat. They try to take the picture on the water before the boat captain leaves with the participant and without fail, someone is always left out of the pictures and when it’s time to award the plaques, they have no picture for a participant.

It’s not hard to do if you do it the right way which is, before they launch the boat. Keep in mind, the form discussed in the registration section (**Boater / Partner Sign in & Pairings Sheet**) is invaluable when it comes to pairing, pictures and awards. As you can see in the pictures below, the boaters at the Leesylvania Virginia event line up their 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 Sign in & Pairings 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 Boater 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. On rare occasions, you may be faced with a participant that has a strict diet to adhere to. That type information should be known prior to the event and preparations made to insure the appropriate food is available for that individual. That information should be noted on the participant registration form. Everyone will be hungry when they return and finding out then is a little late and doesn't allow for the host group to prepare in advance.

Pictures for the award plaques are now printed and cut to fit and placed in the plaques with the Boater Captains name and that of the participant clearly printed on a sticky tab or the foam cover. This insures 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 Boater Captains or a certificate thanking them for their time and effort. Samples of a printable certificate are included in the Quick Start Guide and plaques as well as additional shirts and hats are available for purchase from C.A.S.T. The Event Order form has a section specifically for those type purchases.

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, Boater 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 Boater 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 Boater 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 Boater Captain



Allow time for each boater 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 Boater 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 make sure the information requested on your Event Information Form is filled out completely and emailed to our Renton, Washington office to **Ashley Kaiser** at castforkids3@hotmail.com. Ashley will make sure your event is posted on the C.A.S.T. website as soon as she receives it. Please select about a dozen pictures (including a group picture) of your choice that document your event and send those as well. They will be resized to fit our website and posted with your story and report. Please notice the last request on the form asking for a short story about your event and what impact you feel your effort made on the participants, boaters, volunteers and families. Your information provides coverage for your event as well as documentation for C.A.S.T. for Kids. A copy of the form is shown below.

“EVENT INFORMATION FORM”

Date of Event:

Body of Water:

City or Town:

Number of Participants:

Number of Boater Participants:

Number of Other Volunteers:

List of Sponsors:

Children's Agency:

One Page Story describing the event and its impact on the Participants, Boaters, Volunteers and Families:

“Our Commitment to you”

It is our hope that the information we have compiled in this packet 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 an International Program, providing a day of fun and fishing to thousands of disabled and disadvantaged children, throughout the United States and Mexico. 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,

Art Pasley

National Program Director
C.A.S.T. for Kids Foundation