



Fun, Fitness, Friendship

MARCH 2018



big give

CHECKPOINT

The official voice of the American Volkssport Association
AVA: AMERICA'S WALKING CLUB

www.ava.org

THE AMERICAN VOLKSSPORTS ASSOCIATION (AVA) Annual Fundraising Campaign, the **Big Give**, is **March 22, 2018**.
Early donations can be made through the Big Give website beginning **March 15-22, 2018!!**

Make a Contribution. Make an Impact!

Why Should I Give to the Big Give?

"I give to AVA because it is an organization that gives back to me. That sounds like a selfish statement, but I have reaped the benefits of being a volkssporter for the past 20 years and want AVA to grow in the future.

I have done volkswalks in all 50 states and in more than 20 other countries. It is a great way, and inexpensive way, to travel. A volkswalk in a city or other part of the country will highlight the historic, scenic, and/or significant nature of the area.

I have gained many new friends in my local club and the world. Walking may be our common link, but you soon are involved together in other social activities too.

I have maintained a level of fitness that I would not have if I didn't regularly do volkswalks. Yes, I could walk without volkssporting, but volkssporting gives me a reason to walk." - AVA Lifetime Member



Click on image for a special message from AVA President

How You Can Participate

1. Send us a check before April 30, 2018
2. Make an online contribution anytime from March 15 – 22nd, 2018

OR

3. Make an online contribution the day of March 22, 2018 to help us leverage additional cash prizes.

America's Walking Club is Moving Forward in a Big Way!

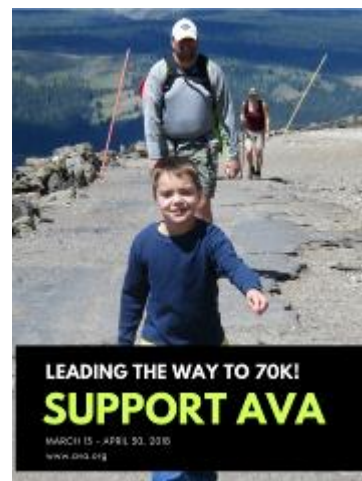
In case you didn't know, things are moving forward with the AVA in a Big Way! We have several new initiatives like the Appalachian Trail Special Program, the 401K Invest in Your Health online program, the online start-box, new event stamps that can be customized, a new San Antonio IML event (pending approval), Deputy Directors, and the AVA's own category of walks called ACE community events! On the horizon is a possible IVV Olympiad, a new website, new membership benefits, club support

services, and one heck of a convention in Albany, New York in 2019! Without the support of our volunteers and committee members none of this work could be accomplished. This year you can get involved by volunteering on an AVA committee or by making a contribution to the AVA in support of the committee of your choice. That’s right this year you can “ earmark” your Big Give contribution to be applied towards the work of a specific AVA committee!

This year you can earmark your Big Give contribution to be applied towards the work of any of the AVA committees listed below. If you will be sending a check by mail note in the memo line the name of the committee you’d like to earmark your contribution for. If you are making an online contribution on the Big Give website write in the name of the committee in the comment section of the donation page.

AVA Big Give Committees You Can Earmark Your Contribution For

- ◆ **Publicity**– To develop a national publicity campaign & purchase marketing materials
- ◆ **Club Development**– To support struggling clubs and help develop new clubs
- ◆ **Programs**– To develop new membership benefits and services
- ◆ **National Programs**– To develop new national programs and events
- ◆ **Information & Technology**– To support upgrades and advancements of AVA systems like convention registration, AVA database, AVA website, online start-box, etc.
- ◆ **General Operation**– These funds will be used to support all areas of the organization



Thank you for your continued support and may you have an adventurous Spring Walking Season!

-Henry Rosales, AVA Executive Director

How You Can Help Us Leverage Additional Prize Money with Your Donation.

1. Be a Unique Donor/Contributor

This year, all the Big Give prizes are awarded to the organizations with the highest number of unique donors within each prize category. A unique donor contribution is a donation that comes from a distinct email address. Individuals may donate several times and be considered a unique donor as long as the donations are made using different email addresses. There are several different areas of unique donors that AVA can win cash prizes in.

A. **Category Prize**— The AVA is representing Health and Wellness during the Big Give. We will be competing against other Medium/Large size Health and Wellness organizations for the highest number of unique donors brought from March 15-22. There is a 1st, 2nd, 3rd, and 4th place under this category. Let’s make it count!

Category	1st	2nd	3rd	4th
Health & Wellness S/XS	\$3,000	\$1,500	\$750	\$375
Health & Wellness L/M	\$3,000	\$1,500	\$750	\$375

B. **End of Day Prizes**– For this category, prizes are awarded to nonprofits based on the size of their budgets. The budget of the AVA falls into the Medium size Big Give category. The nonprofit in this category with the most unique donors from March 15– 22 will have the opportunity to win 1st, 2nd, 3rd, or 4th place.

Category	1st	2nd	3rd	4th
XS (\$0-49,999)	\$7,000	\$3,000	\$1,500	\$750
S(\$50,000 - \$249,999)	\$7,000	\$3,000	\$1,500	\$750
M(\$250,000 - \$999,999)	\$7,000	\$3,000	\$1,500	\$750
L (\$1,000,000+)	\$7,000	\$3,000	\$1,500	\$750

2. Contribute During a Specific Time Frame

Make your donation online during one of the two specified time frames listed below and you can help us better our chances to win \$2,000. The nonprofit with the most unique donors in each time frame will win \$2,000. The goal here is to get as many individuals as possible to donate to the AVA during one of the two time slots indicated based on your time zone. Remember, unique donors are solely based on email addresses so you may donate as many times as you'd like as long as you use different email addresses.

West Coast—*March 22nd* 3pm—5pm

Or 8pm—10pm

Mountain Time—*March 22nd* 4pm—6pm

Or 9pm—11pm

Central— *March 22nd* 5pm—7pm

Or 10pm—12am

East Coast—*March 22nd* 6pm—8pm

Or 11pm—1am



AVA BIG GIVEaway!!

This year, all individuals and clubs who donate to our Big Give campaign through April 30th are eligible for **AVA prizes!**

Prizes Include

- ◆ **Free Sanctioned Traditional Events**—The more clubs that donate the greater the chances of winning a free sanctioned event.
- ◆ **2018 or 2019 Starting Point Books**— Individual donors will be able to win either a 2018 or 2019 Starting Point Book.

Grand Prize

- ◆ **2019 Convention Registration**— One club and one individual will be the lucky winners of an all paid 2019 Convention Registration (registration only).

Prizes will be drawn on World Walking Day May 8th, 2018 during our Post Big Give Celebration!

Facebook Live

On March 22, join us Live on Facebook at 10:20 & 10:50 am CST. We will be livestreaming our Big Giving Celebration!

Raised: \$23,535

Goal: \$70,000

Special thanks to our Big Give matching donors:
AVA National Executive Committee
Eagle Print
Frazier Insurance Agency, Inc.
Mary Ptacek *Tater Tours
Terra Investments
Walking Adventures International

Matching Contributions

A Big Thank You to our growing list of matching donors. *Thanks to them your donation will have double the impact in our communities.* Your donation will be matched dollar per dollar up to \$20,000. Special thanks to Nancy Wittenberg, AVA Vice President, for her generous match donation.

3. Become a Fundraising Champion!

Help us reach our \$70,000 goal by fundraising on behalf of the AVA. You can become a Peer to Peer fundraiser by visiting our AVA profile on the [Big Give website](#). Once on our profile click on the Fundraise button, create an account, log in, and personalize your profile. It's that simple!

Once you have created a Peer to Peer account you can log in and begin personalizing your profile with a picture and short story of why you're fundraising on behalf of the AVA. Once you've personalized your page, you're ready to share it with your family and friends through email or social media. The goal is to raise \$5,000 between all Peer to Peer participants. Individuals can start donating to your campaign starting March 15th. All donations you receive through your personal campaign will count towards AVA's overall amount raised. So spread the word!

If you need assistance creating or personalizing your page, please refer to this [step by step handout](#) or send an email to samanta@ava.org. Note on subject line Peer to Peer Help. Thank you for your support!



Be sure to stay tuned into our YouTube channel for more Big Give Video messages.



3. Make a Contribution in Any Amount at Any Time on March 22, 2018

The day of giving will begin at 12:01 am on March 22 and close at 12 midnight. That's 24 hours to make a difference! We ask that you invite all your family, friends, work associates and anyone else to go online March 22nd and make a contribution, big or small, to support the mission of the AVA. (The minimum online contribution per Big Give guidelines is \$5.00) Won't be able to donate on March 22nd? No worries, early giving will start March 15. Don't miss the opportunity to make a healthy impact in your community. [Click here](#) to donate online at your favorite walking club – America's Walking Club. Thank you!

Club Development & Support Committee —John McClellan, Chair

Club Development & Support Committee still seeking Members!

The AVA's new Committee for Club Development & Support is still looking for motivated, experienced club members - specifically, from clubs in the Northeast, and west of the Mississippi. Our charter is to "assist the Board in implementing Strategic Objective 1.c. (Establish a Club Development Program) by examining issues that frustrate club leadership and make recommendations on acceptable solutions." The AVA President has stated that the theme of this NEC term is "Helping Clubs Grow and Growing New Clubs." This committee will therefore focus our efforts at the club level.

If you are willing to serve, please contact John McClellan, at johnmc82@cfl.rr.com.



Are your club's Bylaws and Standing Rules up to date? Does your club have Bylaws and Standing Rules? The information included here is part of a Club Operations Guide available on the AVA website and a good source to develop or update your Bylaws and Standing Rules. The guide is located on the Administrative tab - General Admin - Publications area for easier location. When updating, I recommend you start with a review of the AVA Bylaws and Policy Manual. From there you might check for clubs in your area that have recently updated their documents. As Oscar Wilde wrote: "Imitation is the sincerest form of flattery...", which is to say you can benefit from the good work already done by others.

Bylaws

Why does a club need Bylaws? Organizations generally need rules to govern themselves. Parts of AVA operate differently. Clubs usually have a Constitution or Bylaws (they are usually considered to be the same thing) for governance. Clubs usually create Standing Rules or some other rules to implement the Bylaws. AVA uses a Policy Manual to implement its Bylaws.

Bylaws usually have the following Articles:

A. Name

B. Purpose (in AVA and AVA Clubs, the purpose is contained as a 501(c)(3) nonprofit organization.

C. Membership – who can be a member and member rights and responsibilities.

D. Officers - this article spells out the duties of each of the four officers.

E. Meetings – tells when membership meetings are held.

F. Elections - tells how nomination are received and election procedures.

G. Is there a Board of Directors - this is where those duties are delineated.

H. Committees. Usually there are Standing Committees and Special Committees. Duties and expectations are shown here.

I. Here is where the rules of order are spelled out. Usually Roberts Rules of Order Newly Revised.

J. How the Bylaws are amended. Because Bylaws are considered to be more permanent, a 2/3 majority is usually required to change Bylaws, but amendment can be anything you want it to be; just spell it out here. Standing Rules usually require only a 50% plus one majority for change.

K. What happens to the Treasury if the club dissolves? AVA requires that the club's treasury go to an AVA affiliated organization (another AVA club or a state association, or even AVA itself).

Standing Rules implement the Constitution/Bylaws. An example of this might be spending limits for officers. Spending limits would be spelled out here. Bylaws might require that spending limits be in place for the President. Standing Rules would spell out the limits. The limits might change from time to time. That the amounts be in Standing Rules allows the Executive Committee/Board of Directors to change the amounts, as necessary.

Programs

Look out for Phase II of the Virtual Online Program to roll out July 1, 2018. If you are already enrolled in the 401K: Invest in Your Health program you will be invited to the new map based challenge at no additional charge. There is still time to sign up and walk virtually with 300 other walkers!

Youth

If your club would like to host the Walk Together Patch Contest, please contact avayouth@ava.org by March 20, 2018

AVA National Office Team



Deadlines and Updates

Events— Please remember that all events and stamps must be submitted 90 days prior to the event. Stamps are created on a Monthly basis for all traditional events as we are working out the kinks.

Starting Point Books— If you would like to purchase a 2018 Starting Point book, the cost of the book is \$27.00 plus shipping and handling. Please call Marian at (210) 659-2112 to place your order.

Awards and Membership Coordinator—Karen Winkle

To view the Monthly Comparison Chart for the Total Number of Awards processed [click here](#).

The IVV World Walking Day May 8th

The IVV has designated May 8th as World Walk Day. Clubs can sponsor their walks from the weekend before or after the 8th.

The IVV Certificates have arrived. If your club would like to have them on hand, please send your email to ka-ren@ava.org to order. Orders must be received no later than April 25th.

Information and Technology Specialist—Hector Hernandez

UPDATES!

We just finished sending out all stolen/lost and updated event stamps. If you don't receive your stamps within a

couple of days please contact me via email hector@ava.org. April events are also included in this mail out.

The Multievent Calendar has been update on the AVA website. Please email multievents to hector@ava.org If you see or know some information about a club hosting a multievent, please let me know so that I can get that information posted.

In order to keep the slideshow up to date pictures are needed. Please send in any pictures you'd like us to post with a brief caption to hector@ava.org.

Walks to Remember

March is here and the weather is changing. April brings in the Spring sunshine. What kind of walks will you be hosting in April? Share it with your friends, share it with AVA. If you are in need of assistance marketing March walks and events, please email your walk or event information and details to hector@ava.org.

Starting Point Changes

Please remember to make all changes within your ESR and then send to Hector. The website will be updated weekly. Email changes to hector@ava.org.

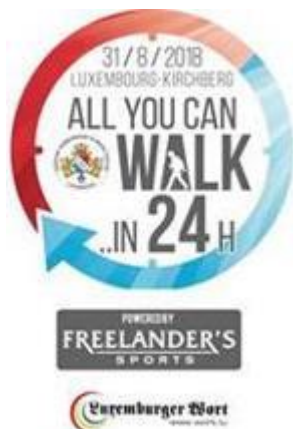
Click here for this months [Starting Point Changes](#)

WE MAKE
A LIVING
BY WHAT WE GET,
BUT WE MAKE
A LIFE BY
WHAT WE GIVE.

winston churchill

Support Our National and International Friends!

International



Click on image to view flyer.

National



Click on image to learn more.



Seasonal snowshoe at the Nemacolin Woodlands Resort in Farmington, PA that will end March 31, 2018

Click on image for flyer.



33rd Annual Spring Volksmarch - June 2-3, 2018

Click image for more information

When You Stay at the Red Roof You Save and the AVA Gains!



The AVA will receive 5% of all room revenues when you book at a Red Roof Inn using the Volume Plus Number (623002)! Red Roof Inn's great rates and quality rooms means that you won't be breaking the bank to afford a comfortable room. Through the American Volkssport Association, Red Roof Inn is

also offering additional value. When you book your reservation using Volume Plus Number 623002, you'll save 15% off Red Roof Inn's Best Available rate. Red Roof Inn's Volume Plus Number works just like an online coupon code. Use this link — https://www.redroof.com/deals/partner/American_Volkssport_Association and Red Roof Inn's online discount code will automatically be filled in for you! Or go to www.RedRoof.com to make a reservation. All you have to do to receive a discount at participating inns is enter Volume Plus Number 623002 in the VP+ / ID # slot. You can also make a reservation with an inn directly by calling 1-800-RED-ROOF (800-733-7663). You are required to provide the Volume Plus Number 623002 to the reservationist when you make your reservation, BEFORE arriving at any Red Roof Inn property.

Checkpoint Available Via Email to All Club Members Who Request It

To receive an electronic copy of the Checkpoint send us an email to the attention of Samanta requesting that you be put on our distribution list for the Checkpoint. Please note on the subject line: Request for Checkpoint. Send your request to Samanta at samanta@ava.org.



The American Volkssport Association

The Mission of AVA is to promote and organize noncompetitive physical fitness activities that encourage lifelong fun, fitness, and friendship for all ages and abilities.

