

# **Walk Coordinator Handbook**



**PKD FOUNDATION**  
Polycystic Kidney Disease

**Updated April 2019**





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Polycystic Kidney Disease

# Walk Coordinator Handbook

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pkdcure.org  
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1001 E 101st Terr, Suite 220  
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Hello Walk Coordinators,

Welcome to the team and thank you for sharing your time and talents with the PKD Foundation! As a Walk for PKD Coordinator you are a vital part of the volunteer team representing the Foundation across the country. In 1998, the Walk for PKD began as a grassroots volunteer effort and through the dedication and hard work of volunteers like you, it is now the PKD Foundation's signature fundraising event. More than 50 Walks take place across the country each year because volunteers step up to lead these local events. Your commitment helps build awareness of PKD and raise important financial support to fulfill our vision to end PKD.

We hope you find this handbook a helpful resource and reference guide as you work to organize your event, engage teams, solicit sponsorships and recruit volunteers and participants. The Community Fundraising staff are here to assist you so please feel free to contact us anytime. Thank you again for all you do!

Warm regards,

Sue Full  
Senior Director of Community Fundraising  
suef@pkdcure.org  
800.753.2873, ext. 136

# Section 1

## Building Your Volunteer Team

The Walk for PKD is an important fundraising event in your community. No matter the size of your event, people's time and energy is well spent raising funds for PKD research, education and support. Whether you are coordinating a Walk for 100 people or 500, having volunteers participate in planning and supporting the Walk for PKD means more ideas, connections and resources and a lighter workload for everyone. It also means that more people have the opportunity to become invested in the success of the event.

### **Prioritize**

It is important to invest in the activities that will bring the most benefit and the greatest results. There are four main areas where you should focus your time and allocate your volunteer resources:

- Participant engagement (teams and individuals)
- Sponsorship
- Day-of-event planning
- Community engagement

Use your volunteers to concentrate in these three areas. As the Walk Coordinator, you may want to assign each area to a volunteer or sub-committee. If the volunteer can't take on the entire responsibility, find a key area where they can focus their efforts. For example, organizing and executing all the children's activities, or securing and delivering in-kind food donations for Walk day.

The more the event grows, the more awareness will be generated about the PKD Foundation and our mission, and the closer we will get to finding treatments and a cure for PKD. If you keep your committee focused on the activities that will give your event the best results – **attracting people, funds and awareness** - you will ultimately end up with the best results.

### **Working with Volunteers**

- Make time to talk with people in person. This will give you the opportunity to discuss the volunteer role, talk with them specifically about what you need, and answer their questions.
- Be open to accepting help with a small task, especially with new volunteers. It might be a first step toward more participation in the future.
- Print out a timeline with specific tasks for your event and assign names to jobs. A sample timeline is provided in the Walk Day Logistics Section of this Handbook. Everyone should receive a copy of the timeline with tasks and deliverable dates.
- Set regular times to meet or communicate with your volunteer team members. This helps everyone stay on schedule. The Foundation has a conference call line available for your use so meetings can also be held by phone. Contact a PKD Foundation staff member to schedule the call and get instructions for the conference line.
  - *Keep the PKDF Walk staff informed of all scheduled meetings and events.*
- Keep everyone updated on the team's progress with regular status reports. These can be emailed out each week.



- Celebrate successes along the way. When someone secures a sponsorship, reaches a milestone in recruitment of teams or participants, has a birthday ... celebrate it. Announce key milestones – sponsors secured, teams recruited, fundraising goals reached on your Chapter Facebook page.

### **Track the Volunteer Hours of Service**

Tracking your investment of time as a volunteer allows us to quantify your investment of time and talents, and allows us to speak to how much money we save by utilizing volunteers. A form to track volunteer hours for you and your volunteers is located on the Coordinator resource page.

## **Event Planning Priorities**

### **Participant Engagement**

#### **Goal**

To build participation and increase fundraising by engaging and motivating past participants, new participants and maximizing Team Captain involvement.

#### **Why?**

Teams drive \$1.4 million of the \$2 million Walk revenue.

### **How to execute a successful participant engagement strategy**

#### **Walk Prep - Recruitment**

- Review past participant list, targeting your Chapter's longest-running participants. Personally invite these participants first.
- Recruit and encourage returning Team Captains to grow their teams and work toward higher fundraising goals.
- Work to build new participation within your community.
- Build relationships with researchers and clinicians to participate in the research challenge.

#### **Pre-Walk engagement**

- Assist participants with on-line registration, setting team and personal fundraising goals and utilizing the on-line fundraising tools.
- Personally welcome new Team Captains and returning captains to the Walk through a phone call, email or Facebook post.
- Plan a "kick off" event to re-engage and recruit Team Captains and motivate top fundraisers.
- Plan local Team Week competitions with recognition and prizes.
- Celebrate accomplishments and milestones for participation and fundraising, especially through your Chapter Facebook.

#### **Walk Day**

- Develop a plan for recognition of top fundraising teams and individuals at the Walk. Capture pictures of each team at the Walk.

#### **Post Walk**

- Make follow-up calls to Team Captains and top fundraisers following the Walk to thank them for their efforts and encourage participation the next year.
- Keep thorough records and turn them all in to the PKD Foundation.

## **Sponsorship**

### **Goal**

To cultivate relationships with local companies and secure monetary and in-kind donations in support of the Walk for PKD.

### **How to build and implement a sustainable sponsorship model**

- Develop a list of the needs for the Walk including cash, in-kind needs supporting the event and opportunities to increase public awareness.
- Utilize the sponsorship packet provided by the PKD Foundation.
- Brainstorm with the Walk for PKD staff, other local Coordinators, volunteers and even among constituents to develop a list of potential corporate and business sponsors with a relationship to PKD.
- Call and meet with potential sponsors to discuss opportunities for support. Follow up with prospects to answer questions and secure commitments using the appropriate form.
- Work with sponsors to ensure they are taking advantage of their entitlements, including starting a company team or volunteering at the Walk.
- Pay special attention at the Walk to ensure that sponsors are welcomed and entitlements, including recognition, are fulfilled.
- Thank sponsors for their support and invite them to participate again next year.
- Keep thorough records and turn them all into the PKD Foundation.

## **Day-of-Event (DOE)**

### **Goal**

To create a successful event experience for volunteers and participants.

### **Logistics**

- Work with the Walk staff at the PKD Foundation to secure an event location, process necessary permits and secure insurance.
- Develop the Walk route and plan the use of space for registration, refreshments, entertainment, information tables and other activities (e.g. Penny Kids Dash).
- Secure tents, staging, sound system, portable restrooms/restroom facilities, tables, chairs, etc, not available at the location facility.
- Work with PKD staff to order day-of-event materials and supplies (e.g. banners, signage, balloons, etc).

### **Food and Beverage & Activities**

- Work with Sponsorship subcommittee to secure refreshments and other items needed.
- Plan and secure activities, music and entertainment to create a family-friendly, festive experience, including a photographer.
- Plan the Penny Kids Dash for children attending the Walk. Recruit and train volunteers for setup, registration, signage, and clean up on Walk day.
- Develop the Start Line Ceremony using the template provided by the PKD Foundation, localizing where appropriate.
- Keep thorough records and turn them all in to the PKD Foundation.

## **Community Engagement**

### **Goal**

To increase exposure of the Walk for PKD in your local community through organizations, PKD medical community and local media outlets.

### **How to create additional visibility for your Walk for PKD**

- Work with the Chapter Coordinator to find one or more Chapter constituents with a compelling story to share about their experience with PKD. If possible, include both an ADPKD and ARPKD story to include in a personalized press release.
- Use the PR Toolkit that can be found in the Walk toolbox or at [pkdcure.org/coordinators](http://pkdcure.org/coordinators).
- Market the Walk using the Chapter Facebook page.
- Contact media outlets to secure print articles, radio and TV interviews and placement of PSA's.
- Print and distribute print materials throughout your community.
- Keep thorough records of who you've contacted and turn them all in to the Walk Coordinator.
- Connect with researcher/clinician community and invite them to bring a team and participate in the Researcher Challenge.

### **If you have time and resources**

- Find opportunities to speak with community groups. A power point presentation is available upon request if you get the opportunity to present.

## **Section 2**

### **Pre-Event Planning**

Your work as a Walk Coordinator may feel overwhelming at first, with endless details to consider. By beginning with a basic structure for your committee you can eliminate – or at least plan for – some of the challenges to come.

#### **Committee Meeting Schedule**

- It's recommended that you bring all committee members together for a meeting. Then it's appropriate to communicate individually.
- If distance or schedules are a problem, contact your PKD Foundation staff lead for assistance setting up conference calls.
- Setup your meeting schedule in advance and share it with everyone so they can save the dates. If meeting in person, select a central meeting location and schedule the space in advance.

#### **Location**

The first thing you want to do is find a place to hold your event. You can't fill out the Walk Event Form without it.

#### **Your site should be:**

- Visible to the public so you get additional exposure on Walk day, while still allowing reserved space for your participants and a safe walking path.
- In a central, recognizable area (e.g. public park with a large shelter, office complex, local university campus, etc).
- Easily accessible entrance and exit for all participants.
- Close to plenty of parking.
- Accessible to trails, good sidewalks or low-traffic roads for the Walk route and accessible for wheelchairs and strollers.
- Able to accommodate a 1-2 mile route.
- Equipped with enough restroom facilities for expected number of participants at the start / finish. If restroom facilities aren't available, adequate space for portable restrooms (a potential in-kind donation).
- Approved for amplified sound and has an electricity source.

#### **Route / Site Selection Checklist:**

- Parking – Is there enough? Is it free?
- Restrooms
- Shelter areas (preferably w/ tables)
- Accessibility for people with disabilities - parking, curb cuts, restrooms, etc.
- Live electrical outlets
- Recognizable and convenient start / finish point
- Site permits – what permits are required and what are the site rules for use?
- PA system for music and Start Line Ceremony
- Security – is it required? If so, is it provided?
- Walker-friendly route

- Options for extreme weather
- Rental fees
- Ask about insurance requirements

**Permits Your Location Might Require:**

- Parks and Recreation Permit
- School District Permit
- Health Department Permit (depending on what food is being served)
- Noise Permits (Check with Health Department)

Permits needed for closing roads:

- Police Parade Permit for town or city streets
- City Council Permit for town or city streets
- County or State Road Permits

**REMEMBER:** Any and all contracts must be signed by the appropriate PKD Foundation staff member. Work with your staff lead to coordinate signing of the contract and payment of the site fee, if applicable. Please complete all agreements or contracts with local information before submission to PKD Foundation staff for signature.

**Date and Time**

- **All fall Walks should take place September thru the first 2 weeks in November; spring walks should occur in April or May.**
- Please remember to consider any Christian (i.e. Easter) or Jewish High Holy Days, local competition from other Walks or Runs and other important or highly visible local events when selecting your date.
- Consider the members of your community when selecting whether to hold the Walk on Saturday or Sunday.
- Your choice of location may determine the date(s) available to you. Top locations are booked early, so plan early.
- Most walkers like to enjoy the event, but often have other activities the same day. The Foundation’s most successful Walks take place in the morning and conclude before or around lunch. Allow at least one hour for event check-in and day-of-event registration.
  - *Be sure to space out your day’s activities to provide enough time for transitions and give participants time to connect with others.*

**Walk Event Form**

- Once your date and location are secure and you have set your event goal, you need to complete a Walk Event Form.
- The form is located online at [pkdcure.org/coordinators](http://pkdcure.org/coordinators) under Forms, click on “Event submission” and select “Walk” as type of event.
- Contact your Walk for PKD staff lead if you need assistance in setting your goal.
- All Walk Event Forms should be submitted by March 1 for fall Walks and November 1 for spring Walks.

### **Event Insurance**

- The PKD Foundation has a blanket policy that covers all Walk events.
- If your venue requests “additionally insured” status, please contact your staff lead no later than 60 days prior to your event.
- Please note that the PKD Foundation insurance does not cover bounce houses. If you have one at your event, the vendor must carry their own insurance and you should request a copy.

### **T-shirt Incentive**

The Walk for PKD t-shirt has a unique design each year and is a fundraising incentive for our participants. This is a very valuable tool as you encourage and motivate participants to fundraise for the Walk for PKD. T-shirts should only be distributed to registered individuals and teams that meet our fundraising goal and attend the Walk. It is important that all coordinators follow the program, so the fundraising message is not diluted in your community or for the other Walk for PKD events across the country.

An individual registered walker earns a t-shirt when their personal fundraising has reached \$100. The team incentive was implemented to reward team fundraising and get more t-shirts on our walkers that were working together to raise money for the Walk for PKD. The team incentive should be implemented as follows.

- For every \$100 a team raises, they get one t-shirt. **\*\*not to exceed the number of registered members on the team\*\***
- The individuals on the team that raised \$100 get their t-shirt first.
- If the team has earned additional t-shirts, they will be distributed at the discretion of the Team Captain to registered team members.

### **Penny Kid’s Dash**

The Penny Kid’s Dash is a great way to engage our youngest walkers in a fun activity at the Walk for PKD and give them a platform for their fundraising. PKD is a family disease and the Walk for PKD is a family event. The Penny Kid’s Dash program gives children the opportunity to spread awareness in the community and fundraise in a meaningful way.

To help engage your young fundraisers, we have a page that they can visit from your local Walk page. There they can find ideas to help with their fundraising, stories of other young fundraisers to inspire their efforts and flyers they can use to promote their fundraising. Check out the site and see how you can support the children in your community.

To implement a Penny Kid’s Dash at the Walk for PKD see section 6 on Walk Day Logistics.

### **Day-of-Event Materials and Supplies**

For consistency and efficiency, the PKD Foundation orders almost everything you need for your Walk for PKD event. By ordering large quantities for all Walks at once, costs are reduced and more money can be directed to research and education.

- Day-of-Event Materials orders must be submitted by the deadline.
- All materials will be ordered online. When the online order form is ready, you will be notified via email by PKD Foundation staff. If you have questions about how much to order, contact your staff lead or the Community Fundraising Coordinator.
- These orders are typically placed in February for spring dates and July for fall dates. Meeting order deadlines is vital to ensure all Walks receive their materials on time. If your order is not submitted by the deadline, the PKDF staff will select quantities that are appropriate for your Walk attendance. Materials will be shipped 2 weeks prior to your event.

The items available for purchase can vary from year to year. Some of the items available may include:

- Walk for PKD banner
- PKD Foundation Balloons
- Recognition Signs
- Multipurpose stickers (Used for nametags or “Why I Walk”)
- Directional Arrows
- Certificate of Appreciation
- Penny Kids Dash Sign

## **Section 3**

### **Expenses and Donations**

#### **Expenses**

All purchases or financial commitments above \$100 must be pre-approved by PKD Foundation staff.

Average expenses for a Walk are 5-7% of gross income. If you have any questions, or you feel your expenses for your Walk are going to be higher than this, please discuss with your staff lead.

#### **Potential Expenses**

These could include:

- Facility deposit, fees, and permits
- Parking
- Equipment rental (e.g. sound system, portable restrooms)
- Entertainment
- Photographer
- Event decorations and supplies

#### **Branded Materials provided by the PKD Foundation**

The items below are ordered and shipped through the Foundation's contracted vendors and will be included in your expenses. Ordering through the Foundation provides consistency with the Walk for PKD brand and better pricing as larger quantities are ordered.

- Brochures
- Banners and signage
- Participant and volunteer t-shirts
- Fundraising incentive prizes
- Registration materials
- Day of Event (DOE) materials

#### **Direct Pay Request Form**

This form should be used to request that a vendor be paid directly for pre-approved Walk-related expenses. The Direct Pay Request Form is a printable PDF, available on the Coordinator resource page. The invoice should be submitted with the form. This can be done by scanning and emailing both the form and the invoice to [walkforpkd@pkdcure.org](mailto:walkforpkd@pkdcure.org) or by mailing both to:

PKD Foundation  
Attn: Walk for PKD  
1001 E 101<sup>st</sup> Terr, Suite 220  
Kansas City, MO 64131

To ensure timely payments, allow 30 days from the date of submitting the form and documents for a vendor to receive payment.



### **Reimbursement Request Form**

This form should be used to request reimbursement for Walk expenses paid for by a volunteer. The Reimbursement Request Form is an auto-submit form available on the Coordinator resource page. The receipts should be scanned and submitted with the form.

- Submit the Reimbursement Form and receipts within 45 days of an expense being incurred. Allow at least three full weeks for processing.
- In order for expenses to be appropriately coded, include an explanation of the expense.

### **Missing Receipt Substantiation Form**

If you discover that a receipt is missing, you must complete the Missing Receipt Substantiation Form in order to request reimbursement. This form is available upon request. The Foundation auditors frown on using this form in place of providing the actual receipts for reimbursable expenses. Please make every effort to submit the appropriate receipt with your reimbursement request.

## **Donations**

### **Pre-Event Donations and Revenue**

All funds received from your Walk for PKD or related events must be forwarded to the PKD Foundation in Kansas City **within one week of receipt**. It is important that you provide the most complete information possible about the gift and the donor so that we can credit your Walk and thank donors for their generous gift.

The following forms can be found on the Coordinator resource page:

### **Deposit Form**

Utilize the Deposit Form when sending in event funds supporting the general Walk goal.

### **Walker Donations Submission Form**

Donations secured by Walk participants should be sent to the PKD Foundation with the Walker Donation Submission Form. This form will provide the information the Foundation needs to properly credit the participant and thank the donor.

### **In-Kind Reporting Form**

A gift-in-kind is a non-monetary donation of goods such as food, beverages, entertainment, etc. The Foundation's auditors require that we provide them with a list of all gift-in-kind donations.

- It is necessary to include a complete description of the item that was donated so the gift can be appropriately acknowledged according to IRS requirements. For example, rather than just saying "bottled water," it's required to put a quantity such as "three cases of 24 bottles of water."
- The in-kind reporting form is available on the Coordinator resource page.

## **Section 4**

### **Participant Engagement**

Every Walk Coordinator we talk with wants to increase the number of participants at their event. Whether you have 100 or 500 participants, it is important to continue nurturing relationships with past Walk participants and to recruit new participants. Each year will bring some change to your list of faithful walkers – health concerns, family events, vacations, etc. Working to engage new teams and individual participants will be an important part of creating an event with energy and reaching your fundraising goal.

Participant engagement email templates can be found on the coordinator resource page or upon request.

#### **Nurturing Relationships with Past Walkers**

It is always going to be easier to get someone to come back to your Walk than it is to find a new participant. In addition, returning walkers tend to raise more money. So don't take your past participants for granted. The PKD Foundation will assist you in building a list of past participants and teams, including details on their past fundraising efforts. Use this list to help you make personal calls or visits with your top fundraisers and Team Captains.

- Thank them for their great work and recognize their past contributions to the Walk.
- Invite them to participate again this year and make sure they are able to register online.
- Look for ways they can be motivated to do a little more this year and offer them a challenge.
- If they aren't already a Team Captain, ask them to become one.
- Could an existing team add new members this year or challenge another team in fundraising?
- Keep in contact with your top participants through personal emails (not email blasts to a group) and recognize milestones in their success through email and on Facebook.

#### **Reach out to everyone**

While you are working on building relationships with Team Captains and top fundraisers, have a volunteer (or a few) assist you in calling everyone else on the past participant list. Reach out to everyone and encourage them to register, fundraise and invite a friend to join them this year. Some people will be motivated by an email from the Foundation, but we all like receiving a personal invitation. This personal touch will help participants know they are a valuable part of the Walk for PKD and give them an opportunity to ask questions. (This is a great volunteer role for those who have time.)

### **Teams are one of the best ways to grow participation at your event**

A few strong Team Captains can multiply into dozens of new participants. Begin building on the relationships that already exist:

- Personally invite previous Team Captains to join the Walk again this year.
- Encourage your volunteers and planning team members to each form a team with their co-workers.
- Encourage past fundraisers to upgrade to a Team Captain and bring their friends, family and co-workers to the Walk.
- Encourage sponsors to form a team from their office or business. This is a great way to help them build a stronger connection to the event and the cause.
- Reach out to the healthcare community. Ask your doctor, nurse and other healthcare staff members to form a team and encourage their co-workers and families to join.

### **Treat your teams well**

- Create local team incentives and secure in-kind donations like movie passes or restaurant gift cards as the prizes (e.g. highest amount raised, most walkers, best team name, best team t-shirt or banner, team spirit, etc).
- Organize volunteers to make welcome calls to all Team Captains as they register.
- Keep in communication with your Team Captains, and share successes both personally and publicly. When a team joins the Walk or reaches milestones in members or fundraising, make sure that you share that on the Chapter Facebook page or in an email to the team members. Recognize their group efforts and keep them motivated to do more.
- Celebrate your teams at the Walk through announcements, signage and verbal recognition.
- Take photos of each team and post on the Chapter Facebook page. It is also nice to include a copy in the Team Captain's thank you note.
- Write personal thank you notes to Team Captains within a few weeks of the Walk.
- Communicate with Team Captains at least twice during the off-season to continue building a relationship with them.

### **Start your season off right**

*Be the first to register for your Walk and set up your team and personal fundraising webpage.*

Familiarize yourself with the Participant Center and its features so you can help others with questions.

If you get questions you cannot answer, ask Foundation staff. We want to help you find the answers and make registration and online fundraising a great experience for all participants.

Consider hosting a kick-off event to get everyone excited about the Walk season ahead. This is a great opportunity to recognize and thank teams, Team Captains and top fundraisers. It is also a great time to introduce sponsors to your participants and help educate everyone about the importance of your fundraising efforts to those with PKD in your community and across the country. This event can set the tone for a great year and motivate everyone to do more to support the Walk.

### **Finish your season strong**

Don't forget to thank your participants for joining you for the Walk. Encourage them to continue to fundraise until the end of the season.

### **Recognize your top performers**

Use the Walk day experience to recognize and reward your most engaged participants. Make them feel special. This can deepen their connection and lay the groundwork for increased participation next year.

Focus on recognition that is simple and effective.

- Ask the top fundraiser or captain of the top fundraising team to cut the ribbon at the start of the Walk.
- Recognize top fundraisers and teams at the Start Line Ceremony.
- Put team names on the recognition signs provided in your day-of-event supplies and place them along the Walk route. Take pictures of the signs and post them on the Chapter Facebook page and include a copy in the Team Captain thank you note.
- At check-in recognize those who raised more than \$250. Make a lot of noise (e.g. bells, whistles, clapping, DJ announcements, etc) to celebrate their accomplishment. The volunteers will have fun with it and the participant will feel special. It may also motivate other participants to strive for bells and whistles of their own next year.

### **Children and families and the Penny Kids Dash**

Children can participate in fundraising through their personal fundraising webpage. Another way for children to encourage financial support for the Walk for PKD is through the Penny Kid's Dash. Children can collect coins and cash donations, or do ancillary fundraising and bring the donations to the Walk for PKD.

- Direct kids and their families to the Penny Kid's Dash page on your local Walk page. There are great tools and ideas for our youngest fundraisers.
- Encourage children and their families to find ways to collect coins and other donations from friends and family.
- Encourage children and families to identify ways to "earn" extra money to share in their Penny Kid's Dash donation (e.g. cleaning their room, doing dishes or helping a neighbor rake leaves).
- Please note that the Foundation does not contact participants under the age of 18. Please consult your reports and remove children before you send your emails.

### **Recruit the best participants.**

We all want to believe that if we had billboards or commercials on television, people would flock to our event. These efforts may draw in some people, but probably not the people we really need to gather for a successful event.

As we grow our local Walk for PKD events, we want to engage community members who are close to the cause. Most participants at fundraising events attend because either they or someone they know is affected by the disease and they were asked.

Be strategic in your plans and activities to recruit new participants beyond your teams. Your committee may have many great ideas, but it can take a lot of time and resources to recruit from the general public.

Plan to distribute posters and brochures in the best locations. We have all seen flyers at local businesses and community centers that get lost in a sea of postings. You might think that mass distribution will bring the most response, but distributing this many printed pieces can be costly in terms of printing and mileage costs and volunteer time.

Focus on places where people affected by PKD will be or businesses with a connection to the Walk for PKD:

- Nephrology offices
- Dialysis clinics
- Sponsoring businesses
- Team Captains' offices\*
- Places of worship for your key participants\*

Consider asking the sponsor or staff at the location to use your marketing materials to help build a team.

*\*Always ask Team Captains and participants if they would help you post the information and be sensitive if they are not comfortable with this publicity.*

## **Recruitment Support from the Foundation**

The PKD Foundation helps market the Walk for PKD in several ways. These efforts are designed to help re-engage past participants and motivate current participants in their fundraising efforts.

### **Promotional Video**

### **Invitation to Register Email**

### **Recruitment and Fundraising Emails**

### **Brochure**

### **PKDnews**

### **Posters**

### **Other ways the PKD Foundation gets the word out:**

- Articles in PKD Progress
- Articles in PKDnews, the Foundation's monthly e-newsletters
- Promotional insert mailed in Foundation thank you letters
- Media and public relations efforts nationwide, tagged with an action step to participate in the Walk
- Strong online efforts throughout the web and social media

## **Section 5**

### **Sponsorship**

Sponsors are an important part of the Walk for PKD and reaching your fundraising goal. While many of your participants will secure gifts from individuals, you have the opportunity to connect with local and regional businesses, medical centers, doctor's offices, dialysis units, transplant centers and other groups for their financial support. These gifts are generally substantial and are given special recognition as event sponsors.

**The Walk for PKD staff is available to assist you in developing a plan for sponsor cultivation in your community.**

**There are many reasons why a company might provide financial or in-kind support for the Walk for PKD:**

- To support a cause that has a personal connection for themselves or someone they know
- To express commitment to the community or a specific group
- To increase awareness of the company or product, especially with sampling opportunities
- To reach those with PKD and promote a product or service that fits within the diet, lifestyle or health needs of a PKD patient
- To improve their bottom line (i.e. tax benefits)

Even a single sponsorship gift can give a significant boost to your fundraising goal, but many Walk Coordinators hold back because the task of securing sponsorships seems daunting. Understand that dividing this effort into manageable steps will help you be more successful.

#### **Who are potential sponsors?**

Brainstorm and make a list of potential sponsors with your planning team and Chapter constituents, family and friends.

It is all about the relationship; ask Chapter constituents and Walk volunteers about the companies they work for, the businesses they patronize and companies with an interest in PKD patients.

Give special consideration to:

- Hospitals and transplant centers serving those with PKD
- Nephrology doctors and practices caring for those with PKD
- Dialysis centers, equipment suppliers and pharmacies caring for those with PKD
- Car dealerships
- Local stores
- Frequented businesses
- Businesses who can help with your Walk needs (in-kind donations such as: coffee, porta-potty, water, food items)

#### **Making Contact**

- Connect with your primary contact by calling, emailing or visiting them in person (it may take a few tries to figure out the best way to communicate with the sponsor)
- It may take several contacts/meetings before a commitment is made

**If a potential sponsor says, “No.”**

That doesn't mean never. Be sure to find out when you can continue the discussion for their support for the following year. Some companies set their charitable giving or marketing budgets once a year. Find out the best time to reach out for consideration in their next giving cycle. Then mark your calendar as a reminder to prepare and reach out again for their support.

**When they say “Yes.” – Get a commitment!**

Have the sponsor complete the Sponsorship Agreement Form (online or print copy) and follow the instructions to submit the electronic file of their logo. A vector based eps file is needed if logo recognition is among the entitlements they receive.

The written agreement will give you and the PKD Foundation the most appropriate contact information and confirms the amount of the sponsorship for invoicing.

Sponsor entitlements cannot be fulfilled until the Sponsorship Agreement Form is received and processed by the Foundation.

**Always say thank you**

Send a personal thank you note to your sponsor as soon as they are committed. After the Walk, send a letter to each of your sponsors thanking them for helping to make the event a success and asking them to save room in their budget for next year.

**How is an in-kind sponsor recognized?**

The in-kind donation will be valued at the dollar equivalent of the goods or services received. If the in-kind donation is valued at a level of sponsorship, they will receive the sponsorship benefits of that level.

**Can a donation be counted as a sponsorship and a personal donation?**

No. Donors can choose whether their contribution is an event gift, one to be credited to a team/participant, or a sponsorship.

Please note: A donation can only be recognized in one category.

**Other ways a sponsor can help your Walk**

As the Walk for PKD continues to grow, public awareness is invaluable. Sponsors may be able to help promote the event at little or no cost to their business. Consider ways a sponsor can enhance their support by promoting the Walk:

- Team involvement and fundraising with employees, friends and family
- Including the event in their advertising
- Including a link to the local Walk for PKD website on their company website
- Including information in their internal and external communications
- Posting Walk for PKD information through social media
- Providing volunteers for setup, registration or other event needs

## **Section 6**

### **Walk Day Logistics**

You have invested a lot of effort into your event and Walk day should be a great experience for everyone. There are hundreds of details that go into your event, but good planning and organization can make the logistics of the Walk day easier each year.

#### **Have important documents on hand**

Keep good records in a format you can access easily at the event. Phone numbers, permits, layout plans and other items you need to reference should be in a binder or in electronic format and available if needed during setup or at the event.

#### **Recruit and train good volunteers to help**

Give your volunteers clear directions and the tools they need to do their job. Also give them the opportunity to offer suggestions or make decisions to improve the event.

#### **Prioritize your efforts**

Invest your time and energy into the areas that will have the most impact on the event. You may have some great ideas to enhance the event, but make sure you have the basics covered first.

#### **Location**

- Once you have selected a location, plan a few trips back to make sure you are familiar with the space and have a good plan for how you will use the space on Walk day.
- Take pictures of the location so you can refer back to them when planning.
- Draw a diagram of the location you are using. Include placement of the start / finish line, registration, stage, activities, refreshments, Penny Kids Dash, etc. Don't forget to mark the location of electricity sources. Make copies of this drawing for volunteers assisting with setup.
- Have a map of the route to distribute to volunteers that will be putting up signs or distributing water on the route.
- Make a list of the supplies and equipment you will need. A sample list follows.
- Check your location periodically before the event, especially if there has been severe weather, construction or other issues that could have affected the facility.
- Hold your final committee meeting at the Walk site and confirm the location of tents, tables and planned areas identified above. Discuss the timeline, supplies, donations and volunteer activities for the day. Having several people understand the plan will ensure that multiple members of your team can provide clear directions for volunteers – not just the Walk Coordinator.

#### **Walk Day Volunteers**

Every Walk needs extra volunteers to help with Walk day. The size of your Walk will determine the number of volunteers you need and the specific assignments you need them to fill. The primary areas for help include: setup, registration, activities, refreshments and cleanup. A sample list of detailed Walk day volunteer assignments is included to help you think through each need. This list will also help you respond quickly when someone asks “What can I do to help?”



## **Recruiting**

Start your recruitment efforts with Chapter constituents, friends and family and then expand to others in your community.

- Community service organizations (e.g. Scouts, Jr. League, Lions, etc)
- High school honors programs
- Colleges and universities (e.g. fraternities, sororities, nursing or medical programs, service organizations, etc)
- Corporations and businesses with employee volunteer programs (e.g. Kohls)
- Volunteermatch.org
- Facebook and social media

## **Well-placed volunteers**

- Keep a list of confirmed volunteers/groups and the assignments they will have at the event.
- You will need volunteers with a variety of abilities. Consider the volunteer's skills and interests as you assign them to a role. Key areas like registration should be filled with adults who can manage the process and answer questions from participants as they arrive and complete materials. High school students and younger volunteers are wonderful additions to the event, but be sure there are adults to work with them. They will need direction and guidance to stay focused and safe.
- If you have a group that works well together, have them help with an assignment as a group.
- The Foundation provides t-shirts to help volunteers stand out to Walk participants. Volunteer t-shirts should be placed on key volunteers who are good ambassadors of the PKD Foundation and can answer participant questions. The volunteer t-shirt order is limited to 24 t-shirts.

## **Good Communication**

- Communicate with your volunteers just as you would with participants. Keep a list of volunteers and contact information, including cell phone numbers.
- Email / send information on event location, arrival time, etc as soon as they agree to help.
- Follow up with them two weeks before the event with a reminder and then again the week of the event.
- Make sure they have the cell phone number for you or a planning team member in case they get lost or need help at the event.
- Recognize their work. Thank them in advance for their help, thank them at the event and follow up with a thank you note after the event.

## **Arrival**

- You and your volunteers should arrive a minimum of two hours before registration opens to setup your Walk and review the registration process with volunteers.
- Radio stations or other entertainment should be ready at least 30 minutes before registration opens.
- Sponsors that have a booth or exhibit should be ready at least 15 minutes before registration opens.

## Setup

- The key to a smooth setup is having organized supplies and a clear plan so have your assignment list ready.
- Have extra copies of the location diagram showing the placement of equipment, supplies, and activities. Give copies of the diagram to key volunteers to keep the process flowing.
- Organize your supplies by the area where they will be used and make sure the boxes / containers are clearly labeled so volunteers can easily identify the contents.
- Have a pair of volunteers place signage and hang banners right away so volunteers still arriving can find the location easily.
- If you are setting up tents and tables, begin with the tents so that other supplies don't get in the way of placing tents in the proper location.
- Have a pair of volunteers begin securing table covers as soon as the tables are in place. This will help avoid working around chairs.

Pairs / teams should then begin working on other key areas:

- Marking the Walk path with signage and directional arrows
- Setting up registration
- Setting up the sound system and playing music and making announcements
- Blowing up balloons
- Setting up refreshment and activity areas

## Check-In and Registration

The ease with which walkers can check-in and register sets the tone for the event with them. Try to make registration a “user-friendly” process. **The PKD Foundation will provide you and your volunteers with training opportunities to explain the registration process and suggested layout. We encourage all of your registration volunteers to participate.**

- Set up registration so it is the first place participants encounter as they arrive.
- Have work tables with Registration / Donation Envelopes, pens and calculators available at the first stop. Friendly volunteer greeters should be available to help answer questions and direct walkers to the correct registration / check-in line and forms. Participants should complete all forms and registration at the work table.
- Have registration volunteers work in pairs.
- Each pair of volunteers needs a copy of the alpha check-in report.
- Several pairs of volunteers will make check-in and registration run quickly and smoothly.
  - One volunteer should accept the registration / donation envelope and the other should mark their presence on the check-in sheet and hand out stickers (“Top Fundraiser,” “Team Captain”)
  - Be sure the participant has filled out their name, email and have signed the form registration form.
  - Establish if they have earned a Walk shirt
    - **Team Captains** – direct to t-shirt table to pick up team shirts
    - **Team Members** – if team has earned shirts, direct them to find their team captain to get their shirt
      - If a Walk-on team member earns a shirt, write the dollar amount on a post-it and direct Walker to t-shirt table

- **Individuals**
  - If their day of event money equals \$100 or more write the amount on a post-it for the walker to redeem a shirt at the t-shirt table
  - If their pre-walk day money total earns them a shirt direct them to the t-shirt table
- Set up t-shirt tables behind the registration volunteers.
  - Assign one or two volunteers to distribute t-shirts as needed.

### **Walk Day Money Handling**

Walk day procedures are always being reviewed and improved to bring you the best and most current information possible. Once finalized, there will be several training opportunities made available to you, your volunteer team and registration volunteers. General Walk day money handling procedures include:

- Envelopes should be filled out completely and donations placed inside the envelope by the participant. The envelope should be sealed by the participant and the **envelopes should not be opened.**
- Put all donation and registration envelopes, and check-in forms in the FedEx envelope and attach the shipping label, both provided by the Foundation in your registration supply box.
- Do not send coins. Convert coins to a cashier's check and send the check to the Foundation with your other Walk day money.
- Drop the FedEx envelope in a FedEx drop box within two days of the Walk.
  - *Be sure that "FedEx 2day" is marked and your **Walk name** is on the FedEx envelope.*

### **T-shirt Incentive**

The Walk for PKD t-shirt has a unique design each year and is a fundraising incentive for our participants. This is a very valuable tool as you encourage and motivate participants to fundraise for the Walk for PKD. T-shirts should only be distributed to registered individuals and teams that meet our fundraising goal and attend the Walk.

It is important that all coordinators follow the program, so the fundraising message is not diluted in your community or for the other Walk for PKD events across the country.

An individual registered walker earns a t-shirt when their personal fundraising has reached \$100. The team incentive was implemented to reward team fundraising and get more t-shirts on our walkers that were working together to raise money for the Walk for PKD. The team incentive should be implemented as follows:

- For every \$100 a team raises, they get one t-shirt ***not to exceed the number of registered members on the team.***
- The individuals on the team that raised \$100 get their t-shirt first.
- If the team has earned additional t-shirts, they will be distributed at the discretion of the Team Captain to registered team members.

## **Implementing the T-shirt Incentive at the Walk for PKD**

The key to successfully fulfilling the t-shirt incentive is to understand the program and to sort the shirts in advance. The day before the Walk, print an extra copy of the t-shirt report and use it to pull the shirts for all walkers and teams that qualify for t-shirts. Begin by pulling a shirt for each individual that raised \$100 that are not registered on a team. Next you will need to pull t-shirts for each team that has fulfilled the fundraising incentive. Your t-shirt report will have one team per page and should be used as a check list for t-shirts. Attach the list to the team's t-shirt bag. This will serve as a record of each team member that has earned a shirt. The bag of t-shirts should be given to the team captain to distribute. This will help eliminate confusion at registration and should streamline the process. Have leftover shirts organized at the t-shirt table for size exchanges and additional shirts earned by individuals and teams.

### **T-shirt table directions:**

- Find walker's name on the t-shirt report
- If a pre-registered walker earned a shirt:
  - **Individuals** - Check name off the list and hand them their shirt
  - **Team Captains** – Find team on t-shirt report and hand shirts with the attached list to the Captain
  - **Team Members** – Direct them to find their team captain to receive their shirt
- If walk-on participant comes to the table with a post-it indicating they received a shirt
  - **Individuals and Team Captains** – Distribute shirts based on the money raised
  - **Team members** – Write new team member name on the t-shirt report and add the additional money to the team's fundraising total
- Confirm t-shirt size and hand out shirt
- If you run out of a size, write the walker's name, address and size on the "t-shirt redemption form"
  - Place the "t-shirt redemption form" in the Fed Ex envelope along with the registration reports and Walk day money

### **Walk Path**

- The Walk path should be determined before Walk day and should start and stop at the same location; a continuous loop that is approximately two miles is ideal.
- The route should be clean and clear of debris.
- Use the directional arrows provided by the Foundation to mark the path. Sidewalk chalk can also help provide additional direction.
- Consider setting up water stops along the route and be sure to have a way to collect trash.
- Assign a volunteer to be the last to walk the path to pick up signs and trash along the way.

### **Signage**

Good signage will help cut down on questions and uncertainty on Walk day. If you have the capability, hang all check-in and registration signs above or directly behind your tables. If signs are hung on table fronts, they cannot be seen once a line forms.

*Markers and tape are provided for you in the registration materials box.*

In addition to your local banner, the following signs will be helpful:

- Alpha signs for check in by last name (available on coordinator resource page)
- T-shirt table
- Parking signs
- Directions to restrooms, refreshments, etc
- Penny Kids Dash (available with your materials order)
- Directional arrows (available with your materials order)

Recognition Signage:

- Sponsors
- Teams and top fundraisers

### **Refreshments**

Snacks and beverages are an important part of welcoming participants and looking out for their health and well-being.

- Keep refreshments simple.
  - Don't feel like you need to serve a full meal to make people stay longer or keep them happy. Participants are there to gather with other PKD patients and families.
- If you want to do something special, consider borrowing a popcorn maker, snow cone machine, or serving something unique to your community.
- Have plenty of water.
- Consider that some of your attendees may be on very restricted diets so offer things that are appropriate for a PKD patient's diet.
- If your event is early, consider having coffee – especially for your volunteers helping with setup.
- Work with your volunteer team to secure donations for food and beverages.

### **Entertainment**

Music and entertainment can help set the tone for a high-energy and fun event. Whatever format you use to provide this element of your event, **it is essential that you have a good sound system at the start / finish area for the entire length of your event.**

- Work to secure a DJ, local band or radio station to provide music at your event. Ask them to donate their time as an in-kind donation for the event.
  - These groups will often have their own sound equipment and microphone for announcements and the Start Line Ceremony, but be sure to ask them if you'll need to provide any equipment or electrical hook-up.
- If you cannot secure a DJ, local band or radio station as a donation or for a reduced rate, a good system and playlist on your Smartphone or iPod can also provide great music for your event.
  - Borrow a sound system from a local church, community center, school or other organization connected to a member of the planning team or a constituent of your local Chapter.
- Consider inviting local team mascots, cheerleading teams, massage therapists or others to provide another layer of entertainment. They can assist in cheering and motivating participants at the start and finish line or providing activities to engage walkers in the event.

- Help create a family-friendly environment for participants of all ages with:
  - Face painting
  - Games
  - Activity tables with stickers, coloring sheets, temporary tattoos, etc (tattoos are available with your day-of-event materials order) The Penny Kids Dash page has activity sheets you can download and print for activity tables.
- Use the Walk Day Timeline to make a list of important announcements and have the DJ or a volunteer emcee make these announcements.
  - The Walk Coordinator does not have to serve as the emcee or feel responsible for this role. Find a volunteer who enjoys speaking to groups and will be able to energize and engage the audience.

### **Implementing a Penny Kid’s Dash at the Walk for PKD**

The Penny Kid’s Dash should be a quick dash over a short distance. Children should be divided into groups by age to keep the dash fun for everyone. There is a designated start and finish with many walks having a finish line banner decorated for children.

Some Walks have made accommodations to the Penny Kid’s Dash for their venue, i.e. a relay instead of a dash. Making the Dash work for you, your venue and most importantly your young participants is fine. The goal is to keep it easy to execute, concise, and fun for the kids.

### **Penny Kid’s Dash Checklist**

- Designated volunteer to execute the dash.
- Penny Kid’s Dash signage to mark the start line.
- Have a plan to mark the sidelines of the Dash. This could be ribbon, crepe-paper, cheerleaders...make it fun and colorful.
- Finish line banner. Fun, colorful, and kid friendly. This is a great project for teen volunteers.
- Share talking points with the emcee about the Dash, when and how it will be executed.
- Encourage adult participants to gather, watch and cheer for the children.
- Have volunteers at the finish line for high fives and cheering.

### **Chapter Education and Support**

The Walk is a great opportunity for the local Chapter to share information about education meetings, support groups and awareness and advocacy efforts.

Ways your Chapter coordinator can help with the Walk:

- Have a Chapter booth with Chapter volunteers available to answer questions.
- Provide education resources (e.g. brochures)
- Share information on dates and times for Chapter education and/or support meetings.
- Answer questions and get to know Walk participants.

## **Photography**

Photos are an important part of capturing the event and recognizing volunteers, teams, top fundraisers and other participants.

- Your photographer for the day can be a professional or an amateur, but should be someone willing to circulate at the event and capture the day.
- Photos should focus on people and activities. People are the reason we do what we do, and they should be the focus of our photographs and memories of the event.
- Be sure to take team photos and use these to recognize teams for their great fundraising efforts.
- Other groups / people to photograph:
  - Volunteers in action
  - Penny Kids Dash
  - Start Line Ceremony
  - Walkers on the path and crossing the finish line
  - VIPs and sponsors

Online registrants and those completing a Registration Envelope onsite will have completed a photo waiver and release.

Share a few photos with us so we can post them on the PKD Foundation's Facebook page. Send a CD of all your photos or share access to a drop box, so we can post them on your local Walk webpage:

PKD Foundation  
Attn: Walk for PKD<City>  
1001 E. 101<sup>st</sup> Terrace Suite 220  
Kansas City, MO 64131

\*Please allow 2 weeks for photos to be posted.

## **Start Line Ceremony**

The start of a Walk for PKD is the one time all year when thousands of people nationwide are assembled to hear our message. We need to make the most of this opportunity and put forth a strong, compelling, consistent message. That is why we have written the Walk for PKD Start Line Ceremony Script to help you deliver the best possible message.

- Use the script provided by the PKD Foundation to help keep the Start Line Ceremony short, meaningful, and focused on important information.
- This will be emailed a month prior to your Walk day so you can customize it to your local community.
- A great addition to this script is a personal story of a PKD patient or family member to help personalize the mission of the Walk.
- Before starting the ceremony, have volunteers help to gather participants near the staging area so everyone can hear.
- Use a sound system so everyone in the crowd can hear.
- If your Walk is scheduled to start at 10 a.m., begin your ceremony at 9:50 a.m. so you will be ready to walk at 10 a.m.
- The ceremony should be no more than 5 to 7 minutes from start to finish.
- Don't forget to recognize your sponsors.

## Recognition and Awards

Fundraising is essential to the success of the Walk for PKD, and recognizing top fundraisers and fundraising teams should be a special part of your Walk. Thank you for your support signs are provided to recognize teams and sponsors on the route or at the event.

Consider recognition or awards to make it fun for everyone:

- Top fundraisers
- Top fundraising teams
- Best team t-shirt
- Best team name
- Oldest / youngest participants

If you are unable to calculate top fundraiser and top team awards that morning, announce those in the running.

## Finish Line

Crossing the finish line should be a joyous occasion. Each walker should feel a sense of accomplishment when they cross it. Make sure the finish line of your Walk is clearly marked.

Ideally, walkers will circle right back to the start line so it is already set up.

- Make the finish line look special with balloons or other decorations.
- Have people cheering or welcoming walkers across the finish line.
- Transition your setup or registration volunteers to this position so there is plenty of support.
- Have noisemakers, bubbles or other ways to create a celebration.
- Have cool drinks available at the finish line.
- Photograph walkers crossing the finish line.

## Cleanup

It is important to leave the Walk location as clean as when you arrived.

- Registration materials can be packed up about 10 minutes after the Start Line Ceremony.
- The registration envelopes and donations should be compiled and put into the FedEx Envelope provided by the PKD Foundation.
- Secure the FedEx label and make sure “**FedEx 2day**” is marked.
- If not already indicated, mark your **Walk name on the label**
- Drop the envelope in the nearest FedEx drop box.
- Walk funds must be sent to the PKD Foundation office within two days of the event.
- Make sure you have volunteers to help clean up. Ideally, you’d have a new, fresh crew.
- Clear the Walk path after the last walkers have returned.
- Pick up all signs and directional arrows placed on the Walk path. Assign a volunteer to be the last walker. They can pick up the signs and make sure that all participants return safely.
- Pick up trash that may have been dropped by participants.
- Return water stop supplies (if applicable) to the start / finish line area.
- Collect all trash and recycling at the start / finish line area and dispose of it properly. You should make prior arrangements with your location to use their dumpsters or trash cans. If they are not available, you will need to make arrangements to haul your garbage to a local landfill or other facility.



- Identify a local shelter that can accept donations of leftover food. Have the information on hand the day of the Walk for delivery or pick up.
- Take down chairs, tables and tents and load them for return.

## **What if you Experience:**

### **Inclement Weather**

There is always the possibility of rain on Walk day. The Walk for PKD is “rain or shine” so it is important to have a contingency plan for gathering.

However, this does not apply if there is flooding, lightning, tornadoes, hurricanes or other severe weather in your community. If there is severe weather, please do not jeopardize your safety or the safety of your walkers and volunteers. If it is safe, have a volunteer or two at the location to talk to participants who may still arrive. Collect any donations they bring and mail them to the PKD Foundation following the procedures outlined previously.

Contact Walk staff if bad weather is forecast for Walk day. We will work with you to make sure messaging about the Walk is being shared in a timely manner through the appropriate channels.

***\*The decision to cancel the Walk can only be made by a PKD Foundation staff member.***

### **Medical or Other Emergencies**

**If you have an emergency at your Walk, first call 911 and handle the immediate needs.**

See your Walk for PKD Emergency Procedures card for specific instructions on how to handle emergencies. This will be sent to you in your registration supplies box.

Make sure you have the directions to a local hospital and dialysis center available for all key committee members. Make sure volunteers have a cell phone available and have your cell phone number available in case of emergency.

If you have an emergency at your site, fill out the Incident / Injury Report and send it in to the PKD Foundation immediately after your Walk. Have eye witnesses record (in writing) their details of the incident.

Assign one volunteer (or more, depending on your Walk size) to be in charge of first aid. Ideally, this is a licensed and trained medical volunteer (i.e. nurse, EMT, doctor or paramedic). If one is not available, find a responsible volunteer and equip them with a first aid kit.

***Call a PKD staff member if you have questions about how to handle any emergency or weather-related issues. A list of staff cell phone numbers is included in your registration supplies. It is a good idea to have these numbers in your phone and available in your information binder.***

## **Supplies and Equipment**

There will be expenses for your Walk for PKD, but work with your volunteer planning team to borrow or secure donations for as many of your supplies and equipment needs as possible. This will keep costs down and ensure as much of your fundraising revenue supports the mission and work of the PKD Foundation as possible.

Prior to Walk day, be sure to prep all of your Walk day materials.

### **Prep Work**

- Sort all Walk shirts into sizes and organize all shirts for teams and individuals who earned a shirt prior to Walk day. Place these shirts in bags with the team list attached.
- Check that all markers and pens are in working order.
- Open your registration and day of event materials boxes to be sure you have everything you need

### **Special Equipment**

- Tents (if a covered facility is not available)
- Tables (e.g. registration and t-shirts, information booths, refreshments, activities, etc.)
- Sound System (It is essential that you have a good sound system at the start / finish line area for the entire length of your event.)
- Chairs for volunteers at registration and any tables you put out for participants
- Generator(s) (if there is no access to electricity)
- Trash cans
- Bathrooms (Rent portable restrooms if the site does not provide public restrooms and consider getting those that are wheelchair accessible)
- First Aid Kit

### **Information for Walk Day**

- Emergency contact numbers for all vendors
- Hospital and dialysis center location and contact information
- Volunteer contact information
- Site maps
- Camera for team and general photos

### **Setup Supplies**

- Tool box with the basics
- Several pairs of scissors
- Extension cords
- Banners / signs
- Zip ties and / or rope to hang banners
- Sign or fence post stakes
- Duct tape
- Clear tape for hanging signs (provided)
- Black sharpies (1 magnum and 2 regular sharpies provided)
- Table covers
- Balloons
- Helium (This is not always available or easy to find so don't wait until the week of

- your event to secure this item.)
- Ribbon / string
  - Sidewalk chalk for directions on pavement/sidewalks

### **Registration Supplies**

- Print copies of the check-in/registration list provided by the Foundation (This list will be emailed to the Walk Coordinator the Thursday evening before your Walk.) (Sunday and West Coast events will have registration lists by 12pm CST the Friday before the walk.)
- Registration envelopes (Not pre-registered Walkers)
- Contribution Remittance Envelopes (For pre-registered Walkers)
- Pens (enough for volunteers and participants filling out forms/envelopes)
- Stapler, paper clips and post-its
- Permanent markers
- Extra sign-making material (i.e. poster board, blank paper, markers, etc)
- Calculators
- Boxes for envelopes with donations
- Walk t-shirts
- Stickers

### **Refreshment Supplies**

- Coolers/tubs to ice down water or other beverages
- Cups
- Napkins
- Hand sanitizer
- Plastic gloves for food handling
- Disposable utensils

### **Cleanup Supplies**

- Trash bags
- Broom
- Cleaning wipes
- Box cutters or utility knives to cut rope or zip ties

## **Day-of-Event Timeline (Sample for a 10:30 a.m. Start)**

- 6:45 a.m. Have all supplies and equipment scheduled for arrival
- 7:00 a.m. Volunteers arrive and setup begins
- 8:30 a.m. Review registration with volunteers and be ready for early arrivals  
Entertainment arrives and sets up  
Sponsors and/or information booth hosts arrive and setup
- 9:00 a.m. Registration and check-in opens  
Activities and refreshments ready
- 10:10 a.m. Penny Kids Dash
- 10:20 a.m. Start Line Ceremony
- 10:30 a.m. Walk starts  
Have volunteers close registration  
As participants/teams return, cheer them on
- 11:30 a.m. Begin cleaning up and breaking down tables, chairs and tents
- 12:00 p.m. Everyone goes home happy  
Drop your FedEx envelope in the nearest drop box

## **Walk Day Volunteer Assignments**

### **Walk Coordinator and Volunteer Committee**

- Arrive at the location early.
- Greet volunteers as they arrive and let them know how much you appreciate their help.
- Be prepared to give volunteers a task to do right away. They want to be useful.

### **Day-of-Event Setup**

- Unload supplies from vehicles and move to the areas needed
- Distribute volunteer t-shirts (if you have not already given them to your volunteer team)
- Set up tents
- Set up tables – Work tables, registration and t-shirt tables should be set first
- Cover the tables, securing with tape if needed
- Set up chairs
- Set up work table with onsite registration materials and additional donation envelopes, pens and calculators
- Place registration and check-in reports at the registration tables
- Organize t-shirts that have been presorted for registered individuals and teams and extra shirts for exchanges
- Hang banner at entrance
- Hang directional signs (check-in, registration, restrooms, refreshments, team or top fundraising area, etc)
- Set up sound system (Start the music early to energize volunteers and welcome participants as they arrive.)
- Set out trash cans and extra trash bags
- Mark the Walk path
- Put drinks and ice in coolers
- Set out refreshments
- Set up water station on route
- Mark the Penny Kids Dash location and set out t-shirts/prizes
- Set up children and family activities
- Set up the Chapter table / booth
- Blow up balloons and make arch or place at key locations
- Show sponsor or information booth hosts to their table(s)
- Review registration instructions and t-shirt guidelines with registration volunteers and make sure that everyone understands the process

## **During the Walk**

- Manage registration and Check-in
- Greeters at work tables
- “Float” in the crowd near the entrance
- Greet participants and guide them to the appropriate check-in or on-site registration table
- Answer questions about turning in donations, registration, and check in
- Make regular announcements
- Give directions for Penny Kids Dash
- Gather everyone for the Start Line Ceremony
- Congratulate them on their fundraising success

## **On-site registration**

- Take their registration form/envelope with signed waiver
- Check their name against the registration report and give them the appropriate sticker
- Record their donation total on a post-it and give to walker to redeem shirt or add to team total at t-shirt table
- For participants that have raised \$100, direct them to the t-shirt table
- For teams that have earned t-shirts, direct them to the t-shirt table, they will give the bag to the team captain
- Congratulate them on their fundraising success
- Direct teams to the team photo location (if applicable)

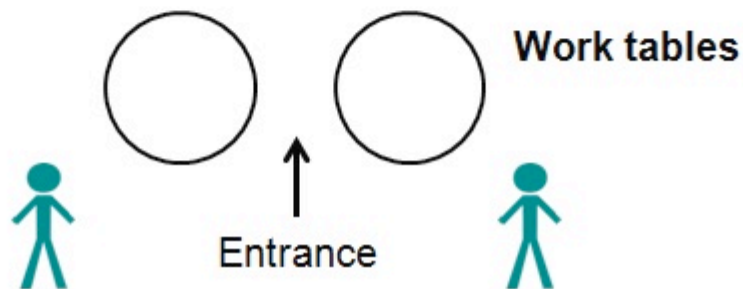
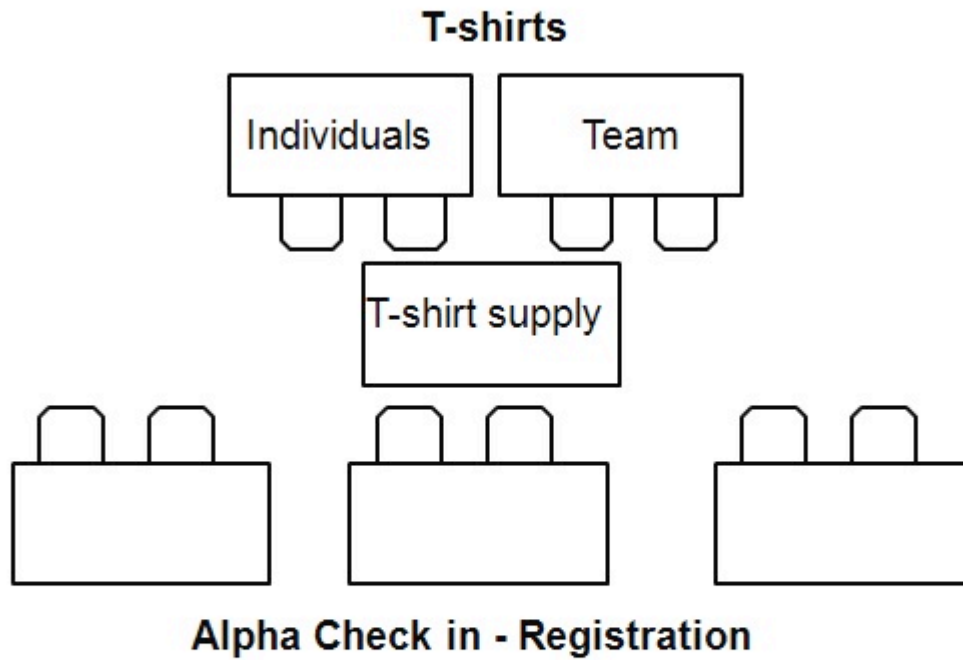
## **Post Walk**

- Close out registration and money handling
- Pack extra registration supplies and t-shirts
- Welcome back and cheer for Walk participants as they cross the finish line

## **Cleanup**

- Gather supplies from water station
- Remove Walk path signs
- Pack information tables
- Deflate and discard balloons
- Dispose of open food/beverages
- Drain coolers
- Gather trash and recycling (make sure the site is as clean as when you arrived)
- Take down banners
- Clean chairs and tables as needed
- Collect and load chairs and tables
- Take down tents
- Thank volunteers
- **Mail FedEx envelope**

# Example Registration Layout



## **Section 7**

### **After the Walk**

#### **Thank You Messages**

Never underestimate the importance of saying thank you. Personal thank you notes from you or a member of your volunteer leadership team are an important part of growing relationships with people who are important to the success of your event. PKD Foundation thank you cards can be ordered on the coordinator portal for this purpose.

- Sponsors – Thank both cash sponsors and in-kind donors.
- Committee Volunteers – Recognize the specific role they played.
- Day-of-Event Volunteers – Personalize their notes.
- Team Captains – Thank them for their fundraising efforts and helping to bring so many other participants to the event. Include a team photo.
- Top fundraisers – Make sure they know how important they are to the success of the Walk for PKD and how much you appreciate their fundraising efforts.

Have your team help say thank you. As the Walk Coordinator, be sure to personally thank your volunteer planning team, but encourage them to help you write thank you notes to sponsors, day-of-event volunteers, teams and fundraisers. A note from the volunteer team member who interacted most with that individual may be the most personal and meaningful message. You can order note cards through the Materials Order Form, located on the coordinator resource page.

#### **Get Feedback**

Meet with your volunteers shortly after the Walk event (e.g. host a Thank You Party) so you can celebrate your hard work and review the event and planning process. Consider inviting Team Captains and top fundraisers as well. Document your success as well as the areas you want to improve for the next year. Take good notes realizing that not every concern can be fixed. However, meeting together will give you an opportunity to think through ideas together.

#### **Talk with the Walk for PKD Staff**

It is important to talk with the Walk for PKD staff about your event. This discussion will help the Foundation staff understand your Walk and how we can help. Have this call soon after your event so that you don't forget important ideas.

- Share the highlights of your event – what went well, what participants enjoyed and what you want to make sure you do again the next year.
- What challenges did you face? What elements of the event do you need help to improve?
- Sharing this information with the Walk for PKD Staff helps the Foundation understand needs and trends that other Walk events may need help with.
- Let the Walk for PKD staff know if you plan to continue as the Walk Coordinator for the next year. If you are not, the two of you can begin working on a plan to find another volunteer to step into this role.



### **Submit Important Information**

There is important information that you need to share with the Foundation. The online forms can be found on the Coordinator resource page

- Submit volunteer hours for yourself, your volunteer team members, and all day-of-event volunteers. Make sure to include hours for all the tasks that were done months and weeks before the Walk. It's best for these hours to be tracked and submitted throughout the planning of the Walk, but it doesn't hurt to follow up with volunteers after the Walk.
- Submit information on all in-kind donations so these donors can be thanked for their support and the donations can be recorded in the accounting system.
- Submit reimbursement forms and receipts for expenses.
- Prepare a detailed inventory of all remaining supplies and report that inventory to the PKD Foundation.

### **Maintain Your Relationships**

Find times during the year to stay in contact with your volunteer team, sponsors, Team Captains and top fundraisers.

- Send a save the date email, acknowledge your volunteers during volunteer appreciation week, and find other ways to make a meaningful connection throughout the year.
- E-cards are a great option to reduce mailing costs.
- Host a thank you party to celebrate the great work of your volunteer team, fundraisers and Team Captains. This party could be held at a restaurant with everyone paying their own way or a potluck at a volunteer's house.
- Build your volunteer support year-round. Walk day is a great time to recruit new volunteers for next year's event. After the Walk, follow-up with participants who expressed an interest in helping and secure their participation early. Keep an eye out for volunteers at other events or organizations in which you are involved throughout the year.
- Share updates about your Walk's success and plans for the coming year at Chapter events, through email or on the Chapter Facebook page.

## **Section 8**

### **Branding**

Your local Walk for PKD is part of a national event, with more than 50 Walks across the United States. **As a Walk Coordinator you are a steward of the PKD Foundation and Walk for PKD brands.** As we work to build greater national awareness for PKD and the PKD Foundation, it is important that we maintain consistent use of every part of our brand.

A brand is more than just the logo or trademark; it is an association with a product, a company or a reputation. We are still creating a strong brand image, and you are our partner in that endeavor. Adhering to the standards we set forth, utilizing the materials we provide and working with us to create a positive experience at the Walk for PKD, all help further our progress toward this goal.

#### **Name**

The official name of our national event is the Walk for PKD. All official promotion in advertising and marketing materials must read: Walk for PKD. Using different names or logos causes confusion and dilutes our potential to create effective brand awareness.

We use the Walk to reach tens of thousands of people who know nothing about PKD or the PKD Foundation. Because we are trying to extend awareness beyond PKD Foundation Chapters and the PKD community it is essential that you use the official name for your local Walk.

#### **Logos**

There is one official, national trademarked logo for the Walk for PKD that must be used by all Walks. The National Walk logo is an anchor in all marketing materials and will appear on all printed materials, t-shirts, the Walk for PKD website and more. Use the Walk brand guidelines for information on proper usage of the Walk logo at [walkforpkd.org/walk-toolbox/marketing-materials/](http://walkforpkd.org/walk-toolbox/marketing-materials/).

**The PKD Foundation must see and approve all materials and promotional messages using the Walk for PKD or the PKD Foundation logos.** Always follow the Branding Guidelines. Anything printed outside of these parameters will not be reimbursed.

## **Section 9**

### **Marketing**

The Walk is a great opportunity to raise awareness about PKD in your community. There are countless ways to share your message and build awareness about PKD and the Walk for PKD, so it is important to prioritize your efforts. Try to use your time and resources on the most effective marketing tools, not just the ones you think will reach the most people. Remember, the more personal the message, the more likely it will be to receive a positive response.

#### **Personal Conversations**

It might seem simple, but a personal conversation is the best way to share your passion and connection to the Walk for PKD. When you talk with someone in person, you can see if they have an interest in learning more, respond to their questions and invite them to participate.

If you have identified someone as important to the success of your Walk, be sure to meet with them in person. Taking time to have a face-to-face conversation will communicate the significance of the cause, and the value you place on their participation.

Share your involvement with the people you see regularly, and be open to sharing more information if they express an interest.

#### **Social Media**

Using Facebook and other social media sites can be a great way to help market your Walk.

#### **Best Practices and Guidelines**

If you decide to use Facebook and/or Twitter for your Chapter, please follow the Foundation's best practices and guidelines.

- **Be responsible and professional.** Walk Coordinators are responsible for the content they publish on behalf of the PKD Foundation and their Chapter on any social media platform.
- **Respect confidentiality.** Coordinators may not post content that discloses any confidential information about the PKD Foundation or PKD patients. Do not publish or report on conversations that are meant to be private or internal to the Foundation.
- **Correct your mistakes.** If you make a mistake, be upfront and quick with your correction.
- **Respect PKD Foundation branding.** All Chapter social media accounts should be uniform, coordinated and consistent with the Foundation's Style Guide. This includes the Foundation's and Walk's official logo, colors, font, etc.
- **Add value.** Social media communications from Chapters should be beneficial to the community. Content should be relevant and appropriate.
- **Be responsive.** If someone asks a question or comments, Coordinators should respond as soon as possible. If you're not sure how to answer the question or respond to the comment, contact the Marketing department for help.

## Helpful Tips

Social media exposure can feel like it is building slowly at first, but make it a regular part of your communication and it will grow.

- Utilizing formats approved in the PKD Foundation style guide, located on the Coordinator resource page
- Post information, invitations, photos, links, etc on the Chapter Facebook page.
- Recognize teams, sponsors and volunteers. Highlight milestones in their success and be sure to tag them in the post for more exposure.
- Pace your messages. Don't post several messages in one day, but spread them out so you have regular messages reaching people over the Walk Season. You may want to start with one or two a week and build to more frequent posts as you get closer to the Walk.
- After you post the information, be sure to share it with your own Facebook friends, and ask Chapter constituents, Team Captains, top fundraisers, volunteers and others to do the same.
- Ask sponsors to like your Chapter Facebook page and share Walk information on their pages.

Use the tools we offer to enhance your message:

- Facebook timeline photo
- Profile picture
- PSA video

If you have questions or would like more information on social media best practices, please contact your staff lead.

## Print, Radio and Television

If you decide to reach out to local media sources in your community, the Foundation has several tools to help.

- A customized media list for your metropolitan area
- Customizable press release templates
- Generic television, radio and print public service announcements (PSAs)
- Walk for PKD logo and photos

Our team can help answer questions and offer support on how to best use these tools. For more information, contact our Community Fundraising Coordinator, at [walkforpkd@pkdcure.org](mailto:walkforpkd@pkdcure.org). All of these Walk materials can be found on the Coordinator resource page.

## Telling your story

People want to hear about people, and it is much more effective to pitch a story about a person than an event. It is important to find someone in your Chapter or area with a compelling PKD story *that is willing to share it publicly*. Use that story to help open the door to sharing information about PKD, the Foundation, your local Chapter and the Walk.

## **Working with the media**

It may take some time and commitment to make a connection with a news outlet and share your story. Reporters and producers have hectic schedules and deadlines. Call and/or email at least three times before giving up on a particular contact.

The best coverage of your event comes before the day of the Walk. You want people to know in advance about the Walk, PKD and opportunities to help. A reporter or photographer who shows up on the day of the Walk is great, but it should be secondary. Stories and interviews about the Walk for PKD are subject to breaking news, time constraints and other external factors. Working toward coverage before the event allows time for the possibility of rescheduling.

**Don't let "no" be the end of your conversation.** Here are a few questions you can use to keep the conversation going and hopefully secure advance coverage.

I'm calling about the 2018 (CITY NAME) Walk for PKD:

- Have you received the news release I emailed you?
- Is this the type of story or event you would cover?
- Do you profile patients or people in the local area who could benefit from such an event?
- Can I share information over the phone or via email regarding local patient(s) who are willing to share their story?
- Are there other opportunities, such as an interview segment on the noon or morning newscast or community affairs program, to preview an event such as the Walk for PKD?
- Are you the contact for this opportunity? If not, who should I reach out to?
- Can you pass along event information to the assignment desk for coverage on the day of the event?
- When is a good time to check back with you in case you might have an opportunity closer to the event?

## **Media Sponsorship**

For more information on sponsorship opportunities with the media, contact your staff lead.

## **Interview Tips**

You've made the call, and now you or someone in your community has an interview. Here are a few interview tips:

### **Be prepared**

- If a reporter calls you out of the blue, don't feel compelled to speak to the reporter that moment. It is fine for you to ask what information they need and offer to call them back at a mutually agreeable time before the reporter's deadline.
- Think about what is important to the reporter's audience and the messages you want to get across.
- Anticipate questions you may be asked, such as:
  - Why are you participating? How has PKD affected your life? Tell your personal story.
  - How much money have you raised? Where does the money go?
  - How can someone help support the Walk for PKD?
  - Utilize the Media Interaction and Interview prep document located on the Coordinator portal for tips on interacting with the media.

### **Be honest**

- If you don't know the answer to a question, just say so. Confidently saying "I don't know" is appreciated by the reporter. If it is a phone interview, tell the reporter you will try to find the requested information and follow up at an appropriate time.
- Don't say anything "off the record." Assume anything you say will be used.

### **Be friendly**

Try to develop some rapport and call the reporter by his or her first name.

Introduce yourself to the photographer and crew.

For television interviews, look at the reporter, not the camera. Smile.

For radio interviews, turn off the radio and your computer. Have notes in front of you. Smile.

**Speak clearly and slowly. Be enthusiastic and confident. Have fun.**

## **Section 10**

### **Online Resources**

There are a number of online resources available to assist you with engaging participants and planning your local Walk for PKD event. These tools are designed to give you access to the information you need at any time and to enhance the work of your planning team. As a coordinator, you will have many logins. We have provided a sheet to record all of your logins in one place. This document is located in the Appendix of this handbook.

#### **Coordinator resource page**

In order to streamline the flow of information and to ensure that requests, orders, reimbursements, etc. are handled correctly, the Foundation has several forms that volunteer leaders are required to use. **Forms can be found on the Coordinator resource page.**

**[pkdcure.org/coordinators](http://pkdcure.org/coordinators)**

You do not need a user name or password to access the coordinator resource page. Simply go to the link listed above. Save the link as a bookmark for easy access. Click on the “Walk for PKD Information” button for Walk specific information.

The Coordinator resource page is designed to provide the many resources you may need in one location. You’ll find essential information such as:

- Upcoming training opportunities
- Information and timelines for Walk event planning
- Forms that will be helpful to you and your participants
- Marketing materials

We will often direct you to the Coordinator resource page with updates and deadlines for placing orders.

#### **Walk Email Address**

Each local Walk for PKD event has an email account for Walk-related communication.

Email communication to Walk Coordinators will be directed to the Walk email account, including deadlines for ordering supplies, training opportunities, reports, etc.

Check your Walk email account regularly, or have messages forwarded to your personal email account.

If you have your email forwarded to your personal email, please make sure to use your Walk email address to send or reply to emails. This will allow sponsors, team captains, and participants to easily identify the message and also lends credibility to the information.

***Please note:*** *Once your Walk Coordinator service has ended, you will want to remove the PKD Foundation email account from your personal email account and your Smartphone.*

## **Registration reports**

### **Participation Retention and Cultivation**

The PKD Foundation can provide you with your past participants' personal fundraising and contact information. This information is designed to help you reengage past participants and top fundraisers.

- Use this list to have volunteers reach out to past participants and personally invite them to register for this year's Walk.
- Check current registration lists and follow up with past Team Captains and participants not yet registered.
- Give special attention to top fundraisers. If you know that a team or top fundraiser will not be participating in the Walk this year, notify the Walk staff. Discuss how this loss could affect your overall fundraising, and how to recruit and encourage new participants.

### **Walk Emails to Your Community – from the PKD Foundation**

An email sent by the Walk for PKD staff to your local area may be appropriate if you have important event updates or an action item for Walk participants. Please note that this email will need to be approved and sent by the PKD Foundation staff. Remember that social media can be a great alternative when an email is not appropriate.

### **Social Networking Sites**

Social media refers to sites including, but not limited to, Facebook, Twitter, Instagram, LinkedIn, Flickr, etc. If you decide to use any of your Chapter's social media platforms, please follow the Foundation's best practices and guidelines listed in Section 9. If you need access to your Chapter's Facebook page, contact a member of the Walk staff for assistance.

### **Your Local Walk for PKD Webpage**

The Walk for PKD website is a critical tool in reaching our constituents and allowing them to share information with others about the Walk for PKD. Our presence on the web and the rate at which we drive visitors to our site increases each year.

Work with the Walk for PKD Coordinator to ensure the information about your Walk event is accurate, timely and reflects the individuality of your Walk. All changes, additions, and edits to the Walk pages must be done by Foundation staff. Contact the Walk for PKD Coordinator for any updates to your local Walk for PKD page.



## **Section 11**

### **Policies and Procedures**

#### **Representing the PKD Foundation**

Volunteers are asked to be considerate when contacting organizations or individuals on behalf of the PKD Foundation. Prior to any action or statement which might significantly affect or obligate the Foundation, volunteers should seek prior consultation and approval from the appropriate staff member. These actions may include but are not limited to, public statements to the press, coalition or lobbying efforts with other organizations, or any agreements involving contractual or other financial obligations. Only PKD Foundation staff are authorized to sign contracts. Volunteers are authorized to act as representatives of the PKD Foundation as specifically indicated within their job descriptions and only to the extent of such written specifications.

#### **Conflict of Interest**

No volunteer for the PKD Foundation shall derive any personal profit or gain, directly or indirectly, by reason of his or her volunteer activities with the organization. Each individual shall disclose in writing to the Senior Director of Community Fundraising any personal interest which he or she may have in any matter related to the Foundation's operation and shall refrain from participation in any decision on such matter. Volunteers shall refrain from using any contact information of PKD constituents for personal, non-Foundation related purposes at any time while volunteering for the Foundation. The PKD Foundation staff shall have final authority in determining if a conflict exists between an individual's activities and their role as a volunteer for the organization.

#### **Database Release**

The PKD Foundation maintains a confidential and proprietary database of constituents, whereby information is disseminated, contributions are solicited, advocacy is generated and overall support is enhanced. The PKD Foundation has devoted over 30 years to developing a mailing list for the sole purpose of fulfilling our mission.

Mailing, phone and email lists are entrusted to Coordinators for their use. Lists may be used solely for the purpose of communicating and promoting the advancement of the mission of the PKD Foundation. Volunteers may not use any list or contact information they receive in the course of their volunteer relationship with the Foundation for any purpose other than to promote the mission and activities of the Foundation.

A separate list may not be maintained by the Coordinator. New contacts, deletions or changes to the list must be shared with the PKD Foundation so that the constituent receives all pertinent follow-up communication and future Foundation newsletters, meeting announcements, event invites, etc.

### **Confidentiality**

Volunteers are responsible for maintaining the confidentiality of all proprietary or privileged information (including PKD status) to which they are exposed while serving as a volunteer, whether this information involves staff, volunteers, vendors or any other person or entity.

### **Copyright / Ownership Issues**

Material produced by volunteers for the PKD Foundation, including graphics materials, webpage designs, newsletter designs, special event logos and themes, etc. becomes the property of the PKD Foundation upon submission. No marketing or promotional material for the PKD Foundation, the Walk for PKD or any other event may be created without prior approval of Foundation staff.

### **Evaluations**

Volunteers will work with the Walk Team to periodically review their volunteer experience. The evaluation is an opportunity for both the volunteer and the Foundation to examine and improve their relationship. The evaluation process is utilized to seek suggestions from the volunteer on ways to enhance the volunteer's relationship with the Foundation.

### **Inappropriate Communications**

If at any point you receive any email or social media communication that you feel for any reason is inappropriate and you believe you have received it in conjunction with your involvement with the PKD Foundation, please forward the email and other details about the communication to your staff lead. Your lead will handle it, as appropriate.

Inappropriate use of social media can pose risks to our confidential and proprietary information and reputation, and can jeopardize our compliance with legal obligations. To minimize these risks ensure that our IT resources and communication systems are used only for appropriate business purposes, we expect volunteers to take responsibility for what you write, exercise good judgment and common sense. Volunteers may be required to remove internet postings which are deemed to constitute a breach of this policy.

### **Social Media**

Volunteers are personally responsible for what they communicate in social media (as part of their role as volunteer or on personal sites). Remember that what you publish might be available to be read by that masses (including the PKD Foundation) colleagues, volunteers and social acquaintances for a long time. Keep this in mind before you post content.

Volunteers must not post disparaging or defamatory statements about the PKD Foundation, staff, Chapter members, past or present, other affiliates and stakeholders. Volunteers should also avoid social communications that might be misconstrued in a way that could damage our business reputation, even indirectly.

Volunteers are not permitted to set up social media pages/accounts in connection with the PKD Foundation without prior permission from the PKD Foundation.

### **PKD Merchandise and Apparel Guidelines**

The PKD Foundation store is available online through a link at [pkdcure.org](http://pkdcure.org) and offers the opportunity to purchase brand-approved materials. Individuals are encouraged to purchase items from the Foundation store rather than creating their own merchandise or apparel. The Foundation does not reimburse for material or apparel created through individual printing and production. Items from the online store should not be sold at Chapter events including the Walk for PKD.

### **Service at the Discretion of the PKD Foundation**

The PKD Foundation gratefully accepts the service of all volunteers with the understanding that such service is at the sole discretion of the Foundation. Volunteers who do not adhere to the rules and procedures of the Foundation, or who fail to satisfactorily perform their volunteer assignment, are subject to dismissal. No volunteer will be terminated until the volunteer has had an opportunity to discuss the reasons for possible dismissal with supervisory staff. Possible grounds for dismissal may include, but are not limited to, the following: gross misconduct or insubordination, theft of property or misuse of Foundation materials, engaging in behavior that poorly reflects on the Foundation, engaging in abuse or mistreatment of constituents, staff or other volunteers, failure to abide by Foundation policies and procedures and failure to satisfactorily perform assigned duties.

### **Volunteer Resignation**

Volunteers may resign from their volunteer service with the PKD Foundation at any time. It is requested that volunteers who intend to resign provide advance notice of their departure and a reason for their decision. Notice should be provided in writing to any member of the Walk for PKD staff. Upon notice of resignation, exit interviews, where possible, should be conducted with volunteer leaders who are leaving their positions. The interview should ascertain why the volunteer is leaving the position, suggestions the volunteer may have to improving the position, and suggestions as to volunteers that may be willing to serve in the vacated leadership role.

### **Off-boarding**

Once you have informed us that your service with the PKD Foundation has ended, we will begin the off-boarding process. This means we will remove any admin access on social media and any email forwards will be removed from Gmail. If you have any forwards set up on your end you will have to remove those as well. We will also remove your name as a contact from the [pkdcure.org](http://pkdcure.org) Chapter page. We ask and appreciate any help during leadership transition such as passing materials/information on to the new coordinator. A letter of gratitude and gift (depending on years of service) will be sent at the completion of this process.

## **Section 12**

### **Walk Contact Information**

PKD Foundation  
1001 E. 101<sup>st</sup> Terrace Suite 220  
Kansas City, MO 64131  
1.800.PKD.CURE (1.800.753.2873)  
Fax: 816.931.8655  
pkdcure.org  
walkforpkd.org  
walkforpkd@pkdcure.org

**Sue Full, Senior Director of Community Fundraising**  
suef@pkdcure.org or 800.753.2873, ext. 136

**Danielle Rose, Community Fundraising Specialist – Great Lakes**  
danieller@pkdcure.org or 800.753.2873, ext.170

**Ireland Christensen, Community Fundraising Coordinator**  
irelandc@pkdcure.org or 800.753.2873, ext. 154



**PKD FOUNDATION**  
Polycystic Kidney Disease

# Appendix

## Email Templates

## **Sample Participant Engagement Emails**

### **Save the Date**

Greetings!

The 2019 <City> Walk for PKD is on <Day, Date>. Save the date and together, let's move PKD research forward!

The Walk for PKD is your chance to make a difference in the lives of hundreds of thousands in America and millions worldwide who have polycystic kidney disease (PKD). 100% of each donation funds life-saving research. Walk with us so we can bring treatments to patients faster.

Registration will open for the <City> Walk for PKD in <January/May>!

### **Register!**

Hello,

Sign up today for the 2019 <City> Walk for PKD and be a part of the largest gathering of PKD patients, friends and family in your community. 100% of each donation funds life-saving research and helps us make great strides towards our vision to end PKD.

Registration is open for the <city>Walk for PKD and will be held on <Day/Date> at <location>. Click here <Link> to register today and start fundraising to ensure that no one faces PKD alone.

We hope to see you at the Walk!

Thanks,  
<Coordinator>

### **Thank you for Registering!**

<Name>,

Thank you for registering for the <City> Walk for PKD. We are very excited that you are joining the fight to end PKD.

Be sure to invite your family and friends to walk with you and get registered. Don't forget to share your story by personalizing your Walk page!

Thank you!  
<Coordinator>

### **Fundraise!**

< Name,>

The Walk is quickly approaching and we'd love to see you reach your Walk goal!

The funds raised through the Walk for PKD help us take great strides towards reaching our goal to end PKD and ensure that no one faces this disease alone.

A great way to start is to go to [walkforpkd.org](http://walkforpkd.org) and check out the Walk Toolbox. [Click here](#) to check out the Fundraising tips page.

Thanks you!  
<Coordinator>

### **Committee/Volunteer Recruitment**

Hello,

The <city> Walk for PKD needs you to help make our Walk a success.

We are looking for volunteers to help with the following:

- Serve on a planning committee
- Assist with registration/booth
- Help with setup
- Help with take down

Please contact me, if you are interested in helping out!

Thanks,  
<Coordinator>  
<Contact info>