

# Walk Ambassador Training 2023

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**PKD FOUNDATION**  
Polycystic Kidney Disease

# Welcome!

New and returning volunteers



# Celebrate!

- Success! \$1 million raised!

- **Team stats**

- 2022: 73% Retention\*
- 2021: 45% Retention
  
- 2022: 85% of our teams raising money
- 2021: 86% of our teams were raising money

- **Total teams**

- 2021: 298
- 2022: 485

- **New Teams**

- 2022: 129
- 2021: 130

*\*A lot of returning 2019 teams*

- **Classy stats**

- Average transaction amount to the PKDF:
  - Us: \$151
  - Others on Classy: \$149
- Active fundraising pages
  - Us: 38%
  - Others on Classy: 34%

- Looking forward to what 2023 will bring!



# Top 10 Walks

1. San Antonio - \$123,178
2. Twin Cities - \$63,854
3. Boston - \$62,921
4. New Jersey - \$58,743
5. Salt Lake City - \$54,125
6. Pittsburgh - \$52,711
7. Chicago - \$47,861
8. Los Angeles - \$43,020
9. Tampa - \$40,053
10. Kansas City - \$36,281



# 2023 Priorities

- Committees
  - Volunteer recruitment
  - Roles
  - Job descriptions
- Event Accessibility
- Coaching individual and team goal setting



# Location and Logistics

- Date and location
  - Dates to avoid (Labor Day and Sept. 16/17)
- Site Visit
- Document event layout
  - Walk through as a participant
  - Note rentals / event needs
- Accessibility check list



# Baseline Accessibility

- Parking - Paved parking with reserved/marked accessible spaces.
- Curb cuts - curb cuts should be present to/from parking, all walking paths, entries/exits, and areas of convening.
- Walkways – walking paths, hallways, areas of required access should be well maintained, firm, stable, and barrier free; allowing participants, mobility aids, strollers to move without restriction.
- Restroom(s) - At least one ADA compliant restroom is required.
- Sound - sound system, portable PA, speaker; amplified sound required and should be used by all speakers and for all event announcements.
- Elevator and ramp access – Elevators and/or ramps present to and from all relevant parking, meeting locations, event venues, restrooms
- Signage – Text is written clear and concise, fonts/colors are high contrast.



# Walk planning committees

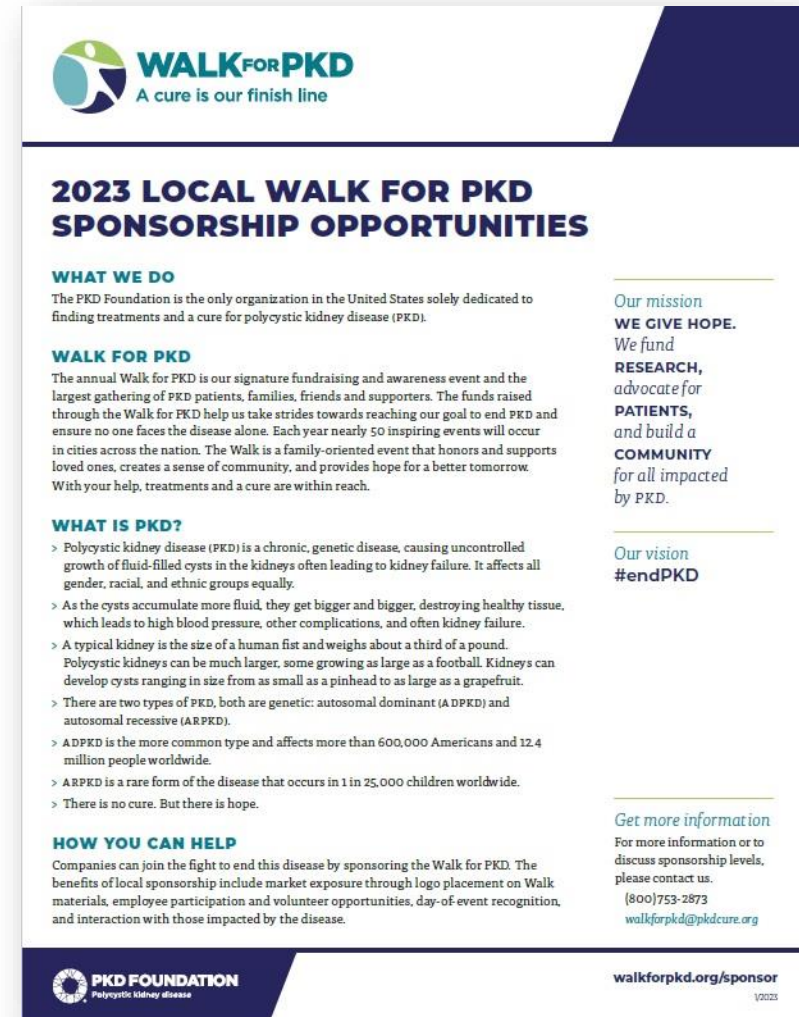
- Participant engagement and coaching
- Roles and job descriptions
  - Food and Beverage
  - Sponsorship
  - Day of Event Experience
  - Childrens' Activities
  - Day of Event Volunteer (Management)





# Sponsorship

- 2023 package is now available
  - [walkforpkd.org/sponsor](https://walkforpkd.org/sponsor)
- Past sponsor info and templates
- Review benefits
- Ask now!
  - Start with past sponsor list
  - Reach out to your community: teams, volunteers, local hotspots
  - Research local organizations
- Deadline
  - August 1



The flyer is titled "2023 LOCAL WALK FOR PKD SPONSORSHIP OPPORTUNITIES". It features the Walk for PKD logo at the top left, which includes a stylized figure and the text "WALK FOR PKD A cure is our finish line". The main content is organized into several sections: "WHAT WE DO" (The PKD Foundation is the only organization in the United States solely dedicated to finding treatments and a cure for polycystic kidney disease (PKD)), "WALK FOR PKD" (The annual Walk for PKD is our signature fundraising and awareness event and the largest gathering of PKD patients, families, friends and supporters. The funds raised through the Walk for PKD help us take strides towards reaching our goal to end PKD and ensure no one faces the disease alone. Each year nearly 50 inspiring events will occur in cities across the nation. The Walk is a family-oriented event that honors and supports loved ones, creates a sense of community, and provides hope for a better tomorrow. With your help, treatments and a cure are within reach.), "WHAT IS PKD?" (A list of bullet points describing the disease, its symptoms, and prevalence), "HOW YOU CAN HELP" (Companies can join the fight to end this disease by sponsoring the Walk for PKD. The benefits of local sponsorship include market exposure through logo placement on Walk materials, employee participation and volunteer opportunities, day-of-event recognition, and interaction with those impacted by the disease.), "Our mission" (WE GIVE HOPE. We fund RESEARCH, advocate for PATIENTS, and build a COMMUNITY for all impacted by PKD.), "Our vision" (#endPKD), and "Get more information" (For more information or to discuss sponsorship levels, please contact us. (800)753-2873, walkforpkd@pkdcure.org). The footer includes the PKD FOUNDATION logo and the website [walkforpkd.org/sponsor](https://walkforpkd.org/sponsor).

**WALK FOR PKD**  
A cure is our finish line

## 2023 LOCAL WALK FOR PKD SPONSORSHIP OPPORTUNITIES

**WHAT WE DO**  
The PKD Foundation is the only organization in the United States solely dedicated to finding treatments and a cure for polycystic kidney disease (PKD).

**WALK FOR PKD**  
The annual Walk for PKD is our signature fundraising and awareness event and the largest gathering of PKD patients, families, friends and supporters. The funds raised through the Walk for PKD help us take strides towards reaching our goal to end PKD and ensure no one faces the disease alone. Each year nearly 50 inspiring events will occur in cities across the nation. The Walk is a family-oriented event that honors and supports loved ones, creates a sense of community, and provides hope for a better tomorrow. With your help, treatments and a cure are within reach.

**WHAT IS PKD?**

- > Polycystic kidney disease (PKD) is a chronic, genetic disease, causing uncontrolled growth of fluid-filled cysts in the kidneys often leading to kidney failure. It affects all gender, racial, and ethnic groups equally.
- > As the cysts accumulate more fluid, they get bigger and bigger, destroying healthy tissue, which leads to high blood pressure, other complications, and often kidney failure.
- > A typical kidney is the size of a human fist and weighs about a third of a pound. Polycystic kidneys can be much larger, some growing as large as a football. Kidneys can develop cysts ranging in size from as small as a pinhead to as large as a grapefruit.
- > There are two types of PKD, both are genetic: autosomal dominant (ADPKD) and autosomal recessive (ARPKD).
- > ADPKD is the more common type and affects more than 600,000 Americans and 12.4 million people worldwide.
- > ARPKD is a rare form of the disease that occurs in 1 in 25,000 children worldwide.
- > There is no cure. But there is hope.

**HOW YOU CAN HELP**  
Companies can join the fight to end this disease by sponsoring the Walk for PKD. The benefits of local sponsorship include market exposure through logo placement on Walk materials, employee participation and volunteer opportunities, day-of-event recognition, and interaction with those impacted by the disease.

*Our mission*  
**WE GIVE HOPE.**  
We fund  
**RESEARCH,**  
advocate for  
**PATIENTS,**  
and build a  
**COMMUNITY**  
for all impacted  
by PKD.

*Our vision*  
**#endPKD**

*Get more information*  
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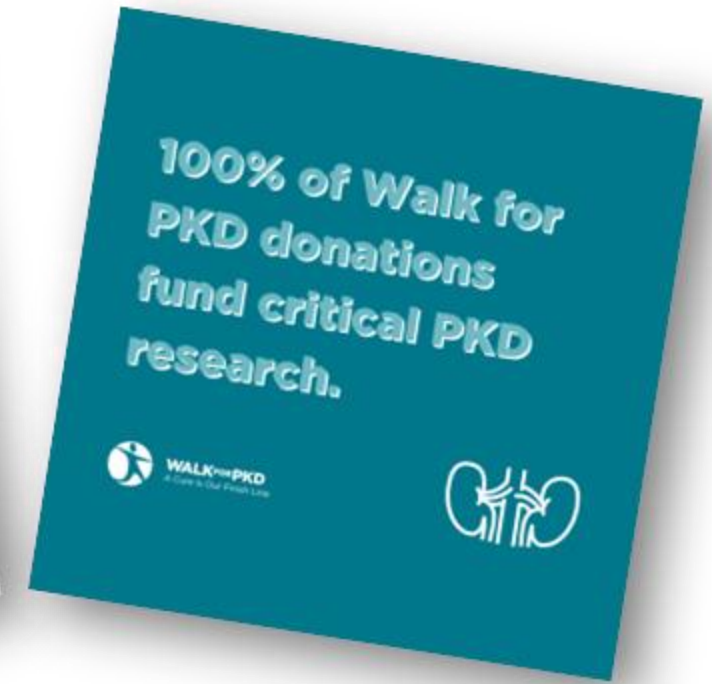
**PKD FOUNDATION**  
Polycystic Kidney Disease

[walkforpkd.org/sponsor](https://walkforpkd.org/sponsor)  
1/2023



# Resources

- [walkforpkd.org](http://walkforpkd.org)
  - One-sheets
  - Social media assets
  - FAQ's
  - Sponsorship packet
- [pkdcure.org/volunteers/walk](http://pkdcure.org/volunteers/walk)
  - Calendar
  - Walk day documents
  - Donation submission form
  - Training recordings



# Reminders

- **WALK EMAIL!!!**
- **Volunteer hours**
  - New link each year – receive from staff lead
- Regular check-ins with your staff lead

