



**WALK**FOR**PKD**  
A Cure Is Our Finish Line

# WALK FOR PKD AMBASSADOR

HANDBOOK 2022



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# Welcome!

Hello Walk Ambassadors,

Welcome to the volunteer team and thank you for sharing your time and talents with the PKD Foundation! As a Walk for PKD Ambassador, 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. Walk for PKD events 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 #endPKD.

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,

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## About the PKD Foundation

The PKD Foundation is the only organization in the U.S. solely dedicated to finding treatments and a cure for polycystic kidney disease (PKD). We fund research, education, advocacy, support, and awareness on a national and local level.

### **Our Vision**

#endPKD

### **Our Mission**

WE GIVE HOPE. We fund research, advocate for patients, and build a community for all impacted by PKD.

## Volunteering with the PKD Foundation

Volunteers are the heart of the PKD community. The PKD Foundation volunteers are making a difference every day at the national level and in local communities across the U.S.

Building communities for all impacted by PKD is a part of our mission. By engaging volunteers in local communities across the U.S., we can expand our reach and bring the mission of the PKD Foundation to patients and families impacted by PKD.

When you join the PKD Foundation volunteer team, your time and efforts support the mission of the PKD Foundation and ensure that no one faces PKD alone.

### **Definition of a Volunteer**

A volunteer is anyone who, without compensation or expectation of compensation beyond reimbursement of expenses, performs a task at the direction of and on behalf of the PKD Foundation. Volunteers are not considered employees of the Foundation.

### **Representing the PKD Foundation**

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.

All PKD Foundation volunteers are required to complete a volunteer application and conflict-of-interest form. All volunteers with access to constituents or constituent data must also participate in a background screening.



## **PKD Foundation Volunteer Opportunities**

**PKD Connect Ambassador** PKD Connect Ambassadors play a vital role in supporting the PKD community in local areas across the United States and serve as the front line for individuals new to the PKD Foundation. In this role, volunteers provide educational opportunities and support to their local PKD community and connect individuals to PKD Foundation programs and services as appropriate.

**PKD Connect Peer Mentor** PKD Connect Peer Mentors provide resources, guidance, motivation, and emotional support to an individual impacted by PKD. Peer mentors are familiar with difficulties associated with polycystic kidney disease (PKD) and are willing to share their own experience with PKD to support and encourage others.

**Advocacy Champions Network (ACN)** The PKD Foundation Advocacy Champions Network (ACN) is vital to raising awareness of PKD and increasing research dollars to bring treatments and therapies to patients, and to provide the best care for those who are reliant on dialysis or a kidney transplant to survive.

**PKD Connect Interpreter** PKD Connect Interpreters will translate emails and assist with returning phone calls on an as-needed basis. Volunteers will connect individuals with PKD Foundation programs and services as appropriate and assists with building a sense of community for non-English speaking patients and families.

**Walk for PKD Ambassador** Walk for PKD Ambassadors serve an important role in their community. They are responsible for planning and executing their local Walk for PKD with support from PKD Foundation staff. This volunteer role raises important financial support and plans an event that brings the local PKD community together. Your contribution will help to fulfill our vision to end PKD.

**Fundraising Ambassador** The Fundraising Ambassador plays an important role in the local PKD community by identifying local fundraising opportunities and organizing the event. With support from PKD Foundation staff, your contribution will facilitate fundraising that supports the mission of the PKD Foundation.

**Stakeholder Reviewer Panel** Stakeholders will serve on the larger Grant Review Committee and incorporate the views of persons affected by PKD into the PKDF research grant review process. Stakeholders will read and evaluate research study applications for relevance to the PKD community's needs and concerns and actively participate in peer review panel discussions.

**Registry Patient Advisory Group** The Registry Patient Advisory Group will provide oversight and guidance on the development and execution of the PKDF Patient Registry. A Patient Advisory Group will serve as a working group under the PRAC and will elect a representative to sit on quarterly PRAC meetings.



*Peer Ambassador* The Peer Ambassador program is meant to build new bridges between the Foundation and previously underserved communities. The Peer Ambassadors Program will also guide communities of color through the Foundation's resources on disease management, treatment options, and navigating health care systems.

*Community Reaction Panel* The PKD Foundation Community Reaction Panel provides feedback on pre-determined topics of interest to Industry Alliance partners and regarding PKD Foundation programs and services. The panel consists of patients and caregivers with varied experiences across the continuum of disease progression and includes experience with ADPKD and ARPKD.

## PKD Foundation Volunteer Policy

### **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.

### **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 PKD Foundation staff 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.

### **Copyright / Ownership**

Material produced by volunteers for the PKD Foundation, including graphics, web page 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.

### **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.

Mail, phone, and email lists are entrusted to volunteers 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 during 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 volunteer. 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.

### **Social Media**

PKD Connect Ambassadors are not required to be active on social media. Volunteers that choose to utilize social media as part of their volunteer role are asked to follow PKD Foundation social media guidelines. New social media accounts representing the PKD Foundation must be set up by PKD Foundation staff and volunteers may not change PKDF social media account passwords. Social media guidelines are included in this handbook and are also posted on the Volunteer Resource pages.

### **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 the Director of Community Engagement or your staff lead.

### **Reimbursement of Expenses**

Volunteers are eligible for reimbursement of reasonable expenses directly related to events planned on behalf of the PKD Foundation. All expenses require pre-approval by the Director of Community Engagement. Volunteers will be required to submit a reimbursement request form with receipts and an ACH form for approval. Finance will process the reimbursement via ACH within 30 days of receipt of complete documentation.

### **Resignation**

If a volunteer is unable to continue in their role, notice of such a decision should be communicated as soon as possible to PKD Foundation staff. The initial notice may be oral but final resignation should be made in writing. Upon receipt of resignation, if applicable, access to email and social media accounts will be removed and account login credentials will be updated. The volunteer is expected to provide accurate, thorough and up-to-date information





for their successor. The resigning volunteer's assistance in providing suggestions for the position would be greatly appreciated.

### **Privacy of PKD Foundation Volunteers**

The Foundation respects and protects volunteers' privacy and will not release personal contact information. Volunteers that will be communicating with constituents, members of the community, businesses, etc. will be provided with a [pkdcure.org](http://pkdcure.org) Office 365 account to protect your personal contact information. Volunteers of the PKD Foundation are required to use volunteer accounts provided when communicating with anyone outside of the PKD Foundation staff.

We will direct inquiries about local communities to the community email account. To protect your privacy, it is important that you reply to communications using the community email account and not your personal email address.

Each local community has a web page that is used to promote local activities and PKD Foundation programs and services. PKD Connect Ambassador's name, bio and headshot are added to community web pages to encourage local connection and grow local communities. PKD Connect Ambassadors are asked to provide a picture and brief bio to be displayed on the community web page.

### **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 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.

Possible grounds for dismissal may include, but are not limited to, the following:

- unresponsiveness
- 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
- failure to satisfactorily perform assigned duties.

### **Volunteer Rights and Responsibilities**

Volunteers are a valuable resource to the PKD Foundation, its staff and constituents. Volunteers have the right to be given meaningful assignments, effective supervision and recognition.

In return, volunteers agree to actively perform their duties to the best of their abilities and remain committed to the goals and policies and procedures of the Foundation.



# Walk for PKD Ambassador

## **Volunteer Job Description**

Walk for PKD Ambassadors serve an important role in their community. They are responsible for planning and executing their local Walk for PKD with support from PKD Foundation staff. This volunteer role raises important financial support and plans an event that brings the local PKD community together. Your contribution will help to fulfill our vision to end PKD.

## **Walk for PKD Ambassador Responsibilities:**

- Plan and execute a local Walk for PKD
- Organize local volunteers to assist
- Raise critical funds for the PKD Foundation
- Engage with local Walk for PKD participants
- Provide fundraising tools and resources
- Assist in meeting fundraising goals
- Foster a sense of community
- Identify and solicit local sponsor support
- Raise PKD awareness
- Serve as a liaison to the PKD Connect Ambassador
- Assist with promoting local education and support opportunities
- Value each person's contributions and interests

## **Walk for PKD Ambassador Requirements:**

- Complete a volunteer application and supporting documents
- Complete onboarding and subsequent training sessions
- Communicate regularly with PKD Foundation staff
- Monitor PKDF volunteer email regularly
- Two-year commitment, approximately 4–6 hours per month Dec – May; 6–10 hours per month June – Nov

## **Walk for PKD Ambassador Qualifications:**

- Commitment to the mission of the PKD Foundation
- Possess a familiarity with the PKD Community
- Strong interpersonal and communication skills (written and verbal)
- The ability to work well with others as well as a team (PKDF staff, volunteers, participants, etc.)
- Self-motivated
- Good time management skills
- Basic computer skills



# Volunteer Resources and Communication

## Walk for PKD Email Accounts

Walk for PKD Ambassadors utilize a PKD Foundation email account for all community business communications. They are responsible for checking email regularly and responding to the local community and PKD Foundation staff. If a volunteer is unable to respond to email in a timely manner, they are required to notify their staff lead.

During the onboarding process, PKD Foundation staff will share instructions about how to access the email account. Volunteers are asked to use the login credentials provided to access the account and are asked not to change the password to the account. We ask that you check the email account regularly and respond to any communications in a timely manner.

Upon resignation from a PKD Foundation volunteer role, email account passwords will be changed, and volunteers are asked to remove PKD Foundation email accounts from smart phones.

## Social Media Accounts and Guidelines

PKD Connect Communities utilize social media to connect with and grow local communities. Facebook is the preferred social media for local communities. During onboarding, login credentials to all local social media accounts will be provided, if applicable. Volunteers are asked to utilize social media following PKD Foundation guidelines and to not change passwords. Walk for PKD Ambassadors are not required to be active on social media.

If you decide to use social media for your community, please adhere to the following:

*Be responsible and professional.* Volunteers are responsible for the content they publish on behalf of the PKD Foundation and their community on any social media platform.

*Respect confidentiality.* Ambassadors or PKD patients may not post content that discloses any confidential information about the PKD Foundation. Do not publish or report 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. Please advise your staff lead of the matter.

*Respect PKD Foundation branding.* All community social media accounts should be uniform, coordinated, and consistent with the Foundation's Brand Guidelines. Brand Guidelines are posted on the volunteer resource pages. This includes the Foundation's official logo, colors, font, etc.

*Add value.* Social media communications from volunteers should be beneficial to the community. Content should be relevant and appropriate.



*Be responsive.* If someone asks a question or comments, volunteers should respond as soon as possible. If you're not sure how to answer the question or respond to the comment, contact your staff lead.

### **Volunteer Resource Pages**

PKD Foundation staff maintain volunteer resource webpages to keep volunteers informed and to ensure that tools and resources for PKD Foundation volunteers are readily available. These pages are not available at [pkdcure.org](http://pkdcure.org). PKD Foundation volunteers will be provided direct URLs to access the volunteer resource pages. Announcements, training materials, information and volunteer forms are easy to access by visiting [pkdcure.org/volunteers](http://pkdcure.org/volunteers).

### **Volunteer Forms**

To streamline the flow of information and to ensure that requests, orders, reimbursements, etc. are handled correctly, the Foundation has several forms that Walk for PKD Ambassadors are required to use. All forms can be found on the Volunteer Resource page.

Most forms are set up to "auto-submit," meaning that once the form is completed click submit to send the form to staff members.

*Event Form* An Event Form must be submitted for every community event. The staff lead will start the process internally and work with the volunteer to execute the event. We ask that event forms be submitted a minimum of 6 weeks prior to the event.

*Deposit Form* For funds to be properly credited to community activities, a Deposit Form must accompany all revenue mailed to the Foundation. Every effort is made to process funds and thank donors within five business days of receipt of funds, this time frame will be longer during Walk season and at the end of the year.

*Direct Pay Request Form* This form is used by our fundraising volunteers and should be used to request that a vendor be paid directly for pre-approved expenses.

*Reimbursement Request Form* This form is used by our fundraising volunteers and should be used to request reimbursement for any pre-approved event expenses paid for by a volunteer. Receipts must be sent with the form for payments to be processed. All expenses require pre-approval by the Director of Community Fundraising.

*In-Kind Reporting Form* A gift-in-kind is a non-monetary donation of goods such as water or food for a community meeting, etc. Our auditors require that we provide them with a list of all the gift-in-kind donations received by PKD Foundation volunteers. 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."

Please submit all gift-in-kind donation information to the Foundation within 30 days after the event for which the donations were received.



*Incident and Injury Form* This form must be completed and submitted if there is an accident, incident or injury at a community meeting or event.

*Volunteer Hours Reporting* Our volunteers give more than 25,000 hours of time annually to support the PKD Foundation mission to #endPKD. Volunteers should report their hours by submitting them via volunteer hours submission form within one week of the occurrence. Not only does this information demonstrate the level of volunteer commitment to funders and national/community leaders, but many companies also match funds for volunteer hours.

## **Communication**

*Volunteer Connection* This is a monthly electronic newsletter that communicates a current and comprehensive message for all PKD Foundation volunteers. This email communication is delivered to the personal email account provided to the Foundation by the volunteer.

*Hot Sheets* Hot Sheets are used to communicate important, time-sensitive information from the PKD Foundation. Hot Sheet emails are delivered to the PKDF provided email account with the subject line “Hot Sheet.”

## **Additional Information and Resources**

*PKD Foundation print materials* PKD Foundation print materials are available for volunteers to use as needed. Print materials are available online in the Resource Library of the website making it easy to download and print on your own. If you have questions about how to use print materials, please contact your staff lead.

*Foundation Financial Information* The PKD Foundation’s Annual Report, 501(c)(3) tax exempt letter, tax ID number, audit and a list of the Board of Trustees is available on the volunteer resource page.

*Logos* Raising awareness of polycystic kidney disease and the work of the PKD Foundation and its volunteer-led communities is a key step in fulfilling the mission of the organization. All logos, graphics, etc. must be used following the guidelines located on the volunteer resource page, to ensure consistency and promote and increase the recognition of the disease, the Foundation, and its brand. Check with your staff lead to ensure you are using the appropriate logo to meet brand guidelines.

*Volunteer Training* The PKD Foundation values our volunteers and is committed to providing the training, resources, and tools necessary to be successful in a PKD Foundation volunteer role. Onboarding training and resources are available on the volunteer resource pages as well as personal coaching from your staff lead. Volunteer calls will be held for training and sharing PKD Foundation information.



# Walk for PKD Planning

The Walk for PKD is the largest gathering of PKD patients and supporters in your community and planning starts early to be able to provide an excellent Walk day experience.

## Pre-Event Planning

**Location** The first thing you want to do is find a place to hold your event. Your site should provide:

- Visibility with reserved space for your participants to gather, and a safe walking path.
- Central area to congregate (e.g., public park with a large shelter, office complex, local university campus, etc.).
- Accessibility for all participants.
- Ample parking.
- Access to trails, good sidewalks, or low-traffic roads for the Walk route
- Able to accommodate a 1-2 mile route.
- Equipped with enough restroom facilities for expected number of participants at the start and finish. If restroom facilities aren't available, adequate space for portable restrooms.
- Approved for amplified sound
- An electricity source.

### *Route / Site Selection Checklist*

- Parking — Is there enough? Is it free?
- Restrooms
- Shelter areas (preferably w/ tables)
- Accessibility — 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

*Important:* 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.

#### *Date and Time*

- All Walks should take place September thru October.
- Remember to consult your staff lead for religious conflicts.
- 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.

*Event Insurance* The PKD Foundation has an event insurance 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.

### **Build Your Volunteer Team**

A volunteer team to assist you is key to a successful and rewarding experience for everyone. Recruiting a volunteer team means more ideas, connections and resources, a lighter workload for everyone and more people invested in the success of the event.

It is important to invest time in the activities that will bring the most benefit and the greatest results.

These are the main areas of focus for you and your volunteers:

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

Keep volunteers focused on participants, fundraising, and event day and you will create a great event experience.

#### *Working with Volunteers*

- Make time to connect with volunteers.



- > Discuss the volunteer role
- > Be specific about what you need
- > Answer their questions.
- Accept help with small tasks—it might be a first step toward more participation in the future.
- Set regular times to communicate with your volunteers to keep everyone updated on timelines and next steps. PKDF staff can provide ways to meet virtually.
- Celebrate successes along the way.
- Remind them to track their volunteer hours

## **Event Planning Priorities**

### *Participant Engagement*

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

How to execute a successful participant engagement strategy

- Walk Prep — Recruitment
  - > Personally invite past participants to register.
  - > Encourage returning Team Captains to grow their teams and work toward higher fundraising goals.
  - > Work to build new participation within your community.
- Pre-Walk engagement
  - > Assist participants with on-line registration, setting team and personal fundraising goals and utilizing the on-line fundraising tools and resources.
  - > Personally welcome new Team Captains and returning captains to the Walk through a phone call, email or Facebook post.
  - > Plan local Team Week competitions with recognition and prizes.
  - > Celebrate accomplishments and milestones for participation and fundraising, through your local Community Facebook page.
- 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 to thank them and encourage participation the next year.
  - > Keep thorough records and share with your staff lead.





### 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 Ambassadors, 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.
- Pay special attention at the Walk to ensure that sponsors are welcomed and benefits, including recognition, are fulfilled.
- Thank sponsors for their support and invite them to participate again next year.
- Keep thorough records.

### Day-of-Event (DOE)

*Goal: To create a meaningful and fun event experience.*

- 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.
  - > 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 (e.g., banners, signage).
- 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.
  - > Secure a photographer.
  - > 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.

### Community Engagement

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



How to create additional visibility for your Walk for PKD

- Use your community Facebook page to promote the Walk.
- Distribute promotion materials to PKD clinics within your community.
- Work with your staff lead to create a local press release.
- Contact media outlets to secure print articles, radio and TV interviews and placement of PSAs.

## Expenses and Donations

### Expenses

All purchases or financial commitments must be pre-approved by PKD Foundation staff.

#### *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. All Walk events are required to use these items to maintain brand standards.

- Banners and signage
- T-shirts
- Fundraising incentive prizes
- Registration materials
- Day of Event (DOE) materials

### Donations

All funds received for the Walk for PKD or related events must be sent to the PKD Foundation within one week of receipt. Provide the most complete information possible about the gift and the donor to ensure we can credit the appropriate Walk and thank donors.

Please be sure all checks are made out to PKD Foundation. Mail donations to:

PKD Foundation

Attn: Walk for PKD

P.O. Box 871847

Kansas City, MO 64187



## Brand Guidelines

Your local Walk for PKD is part of a national event, with more than 50 Walks across the United States. As a Walk for PKD Ambassador 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 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.

*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.*

**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.

*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 Brand Guidelines. Anything printed outside of these parameters will not be reimbursed.*

## Supplies and Equipment Checklist

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**

- Review all Day of Event documents
- Open all materials as soon as they arrive to confirm shipment is accurate and complete
- Plan how you will use/display all PKDF shipped materials at the event

### **Special Equipment**

- Tents (if a covered facility is not available)
- Tables (e.g. registration, information booths, refreshments, activities, etc.)
- Sound System (It is essential that you have amplified sound)



- 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 accessible, portable restrooms if no restrooms on site)
- First Aid Kit

### **Information for Walk Day**

- Contact information for all vendors and volunteers
- Site maps
- Route maps
- Volunteer job assignments
- Emcee script
- Start line ceremony
- Shot list for photographer

### **Setup Supplies**

- Toolbox with the basics
- Several pairs of scissors
- Extension cords
- Banners / signs
- Zip ties/rope to hang banners
- Sign or fence post stakes
- Duct tape
- Clear tape for hanging signs
- Black sharpies
- Table covers
- Sidewalk chalk for directions on pavement/sidewalks (if allowed at your location)

### **Registration Supplies**

- Print copies of the check-in/registration/donation instructions
- Pens
- Stapler, paper clips and post-its
- Permanent markers
- Extra sign-making material (i.e., poster board, blank paper, markers, etc)

### **Refreshment Supplies**

- Coolers/tubs to ice down water
- Ice
- Napkins
- Hand sanitizer
- Plastic gloves for food handling
- Disposable utensils



### **Cleanup Supplies**

- Trash bags
- Broom
- Cleaning wipes

## Walk Day Logistics

You have invested a lot of effort into the event and Walk day should be a great experience for everyone. There are many details that go into the preparation, but good planning and organization can make the logistics of 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 to them when planning.
- Draw a diagram of the location you are using. Include placement of the start / finish line, registration, stage, activities, refreshments, 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 Ambassador.



## **Day of Event Volunteers**

Every Walk needs extra volunteers to help on 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 with volunteer needs 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 key volunteers, 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
- If you have a group that works well together, assign them a job they can do together.

## **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 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.
- Volunteer groups can 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
  - > Setting up refreshment and activity areas

### **Check-In, Registration, Money Handling**

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 registration volunteers to participate.*

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

### **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.

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

- Parking signs
- Directions to restrooms, refreshments, etc.
- 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.
- Have plenty of water.
- Individual prepackaged snacks are preferred.
- 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 sound system and a playlist from a smartphone 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.
- Help create a family-friendly environment for participants of all ages with:
  - > Face painting
  - > Games
  - > Activity tables with stickers, coloring sheets, temporary tattoos, etc.
- Use the Emcee template to create a script and timeline of important announcements. Have the DJ or volunteer emcee make these during the event.

## 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 key talking points.

- 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 gather participants near the staging area so everyone can hear.
- Use a sound system so everyone in the crowd can hear.
- The ceremony should be no more than 5 minutes from start to finish.
- Don't forget to recognize your sponsors.

### **Recognition**

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. Recognition from the emcee during the event and team/sponsor signs at the event makes participants feel valued and reinforces the importance of their participation and fundraising.

### **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.

- Have people cheering or welcoming walkers across the finish line.
- Transition your setup or registration volunteers to the finish line cheer squad.
- 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 plan 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.

## After the Walk

### **Thank You Messages**

Personal thank you notes are an important part of growing relationships with people who are important to the success of your event.

*Sponsors* – Thank both cash sponsors and in-kind donors.

*Committee Volunteers* – Recognize the specific role they played.

*Day-of-Event Volunteers* – This may serve to secure them for next year.

*Team Captains* – Thank them for their fundraising efforts and for rallying a team. 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.

### **Get Feedback**

Reach out to your volunteers shortly after the Walk and ask for feedback. Document your success as well as the areas you want to improve next year.

### **Follow up with 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 could benefit all events.
- Let the Walk for PKD staff know if you plan to continue as the Walk Ambassador 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 Volunteer 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.
- Submit reimbursement forms and receipts for approved expenses.

### **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 way to make your message personal and fun.
- 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 community events, through email and on the local Facebook page.



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