



# WALK<sub>FOR</sub>PKD

2019 SOCIAL MEDIA TOOLKIT



[walkforpkd.org](http://walkforpkd.org)

**Thank you for participating in the 2019 Walk for PKD. We're so excited that you are joining us to push research forward!**

We've put together this toolkit to provide you with resources that will help you spread the word about your Walk for PKD event, raise PKD awareness, and boost fundraising efforts using social media.

## **SUMMARY OF CONTENTS**

In this toolkit we've included:

- General info about PKD
- Talking points for the Walk for PKD
- 2019 Walk for PKD #FinishlineChallenge
- Fundraising incentives
- Using social media: tips and sample posts
- Hashtag help
- It's Walk day — now what?

## General info about PKD

- There are two types of PKD: 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 20,000 children worldwide.
- A typical kidney is the size of a human fist and weighs about a third of a pound. PKD kidneys can be much larger, some growing as large as a football, and weighing up to 30 pounds each.
- The number of cysts can range from just a few to many. The size of the cysts can range from a pinhead to as large as a grapefruit.
- Although the primary sign of PKD is cysts in the kidneys, there are other symptoms that can occur in various areas of the body.
- The first treatment approved in the U.S. for ADPKD was tolvaptan.
- Tolvaptan slows kidney function decline in adults at risk of rapidly progressing ADPKD.
- The PKD Foundation not only supported early studies that led to the development of tolvaptan as a treatment, but also helped guide PKD patients to the clinical trials.
- The PKD Foundation is the only organization in the U.S. dedicated to funding research for PKD treatments and a cure.

## Talking points for the Walk for PKD

- 100% of all funds raised from the #WalkforPKD go toward research for more treatments and a cure.
- More than 10,000 strong, the Walks are the largest gathering of PKD patients, family, friends, researchers, healthcare providers, and supporters.
- There are more than 50 Walks annually across the country. A Virtual Walk is also available if you can't find or attend a Walk in an area near you.
- The Walks bring entire families together to honor loved ones, foster a sense of community, and provide hope for a future without PKD.
- Walk for PKD events have raised over \$30 million.
- The Walk for PKD has been going strong for 19 years.

# 2019 #FinishlineChallenge

For the 2019 Walk for PKD, we're excited to announce the **#FinishlineChallenge**! After you register for the Walk for PKD, tell your friends and family online by showing us how you cross the finish line.

1. Record yourself crossing a finish line in your own signature way.
2. Post it on social media.
3. Use hashtags **#FinishlineChallenge** and **#WalkforPKD** so that we can find your post and share it!
4. Don't forget to mention which Walk for PKD you'll be attending.

Don't worry, the staff here at the Foundation will be sharing how we cross the finish line, too! Help us make some noise online and draw attention to the Walk for PKD.

#### Sample post:

"I just registered to join the Kansas City **#WalkforPKD**! This is how I cross the finish line to **#endPKD. #FinishlineChallenge**"  
[Add a video of you crossing the finish line.]

## Fundraising incentives

The **#FinishlineChallenge** isn't all that we have up our sleeves this year. Beginning in August, we'll start paying closer attention to our fundraisers. We want to reward your hard work and fundraising efforts. For certain dollar amounts raised, get your name entered into multiple drawings throughout the fall.

### 2019 WALK FOR PKD PRIZES

Prizes are awarded based on individual fundraising. Redemption closes Jan. 15, 2019. One prize per person.

*Follow these easy steps to redeem your prize:*

1. Request a code for a prize based on your individual fundraising.
2. Once you request your code, you will receive an email with a link to obtain your code within 3 business days of your request.
3. Click on the link in the email or copy and paste the link in your browser. Once in the support center, click on the link and copy and paste your code in the space provided. (Codes are case sensitive).
4. Select your prize; enter your shipping information and local Walk to complete your order!

If you have questions about prize redemption, please email us at [walkforpkd@pkdcure.org](mailto:walkforpkd@pkdcure.org).

Individual fundraising prize levels:

**LEVEL 1**

\$250 - 399

Leatherette Beverage Holder



Hearth Ceramic Mug with Wood Lid/Coaster 14oz



**LEVEL 2**

\$400 - 749

Kai Glass Bottle 18oz



**LEVEL 3**

\$750 - 999

J. America Mélange Fleece Sweatshirt

Men's

Women's



**LEVEL 5**

\$3,000 - 5,999

Weatherproof® 32 Degrees Packable Down Vest

Men's

Women's



**LEVEL 4**

\$1,000 - 2,999

Keeler Duffel



Danville Duffel



Adidas Lightweight UPF Pullover Sweater

Men's

Women's



**LEVEL 6**

\$6,000+

Presidio plus Dopp Bundle



# Using social media: tips and post examples

Facebook is more than just a place to see what your graduating class is up to. It's a platform that has enabled us to broadcast topics that we care about to the entire world! Crafting the perfect post to do just that doesn't have to be stressful. In fact, it can be fun!

## Here are some tips to help:

### *Be you!*

When writing a social post, think about how you'd write to a friend. You're not giving the State of the Union address, you're simply telling people about an event or cause that you're excited about.

### *No essays*

You have a short amount of time to catch your online communities' attention. Make your social post short and concise. Give them just enough information to compel them to click your link or want to know more. Have too much to say? That's good, turn it into a separate post for another time!

### *Be authentic*

No one likes to feel like they are being sold. When promoting the Walk, be human. Show, don't tell. Share your personal Walk experience. Share why you got involved with the Walk; why is it important to you?

### *Pictures*

Adding the [walkforpkd.org](http://walkforpkd.org) link and sharing the link preview is great sometimes, but mix it up and use photos from the Walk, too. Share pictures from previous years or share pictures from the PKD Foundation- just make sure you tag us!

## Post examples that can be used on Facebook, Twitter, and Instagram

"I have polycystic kidney disease (PKD), a genetic disease that can eventually lead to kidney failure, and I **#WalkforPKD** because I know that 100% of the donations raised from the events go toward research for more treatments and a cure."

"I'm so excited for this year's **#WalkforPKD** with the **@PKDFoundation!** It's the largest gathering of the PKD community, and I love getting to meet others that understand my PKD journey."

"My **#WalkforPKD** team, [team name], has raised [amount] so far! I'm so proud of us! Help us reach our goal by donating [team link]."

"Help move PKD research forward. The **#WalkforPKD** is your chance to make a difference in the lives of thousands in America and millions worldwide who have PKD. Donate until Dec. 31 to help us reach our \$2 million goal!"

## Hashtag help

Put simply, a hashtag is what connects your social content to a community. Hashtags also make your content searchable and relevant to the subject you are posting about.

For example, say you want to post about an upcoming Chapter meeting for the PKD Foundation. The difference between the two posts below is that one is now archived into a feed with all other existing **#endPKD** posts and the other is not.

“I can’t wait for our next Chapter meeting about post-transplantation! **#endPKD**”

“I can’t wait for our next Chapter meeting about post-transplantation!”

For the Walk, please focus on using the following hashtags in your Walk related posts:

**#endPKD**

**#WalkforPKD**

**#Finishlinechallenge**

If you want to find others posting about the same thing, try searching one of those hashtags and engage with others participating.

## It’s Walk day — now what?

It’s now the moment we’ve all been waiting for — your Walk for PKD event is today! Don’t get shy, now! Use your event day to broadcast all of the hard work you and your community have done! Share photos and videos throughout the day on your social media pages (Chapter and personal), and don’t forget to use the hashtag **#WalkforPKD**.

Check out the [Walk for PKD PSA \(60 second\)](#) and get other shareable graphics and videos at [walkforpkd.org/walk-toolbox/marketing-materials](http://walkforpkd.org/walk-toolbox/marketing-materials)