



WALK^{FOR}PKD
A Cure Is Our Finish Line

2021 social media toolkit



10 DAYS. ONE GOAL.

Thank you for participating in the 2021 virtual Walk for PKD. We're so excited that you're 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.

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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 an estimated 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.
- 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 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.
- We're hosting the Walk for PKD virtually this fall because the health and safety of our participants, volunteers, and staff remain our top priorities.
- 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 \$33 million.
- The Walk for PKD has been going strong for 20 years.
- You can participate in the virtual Walk for PKD by creating a virtual fundraiser and participating in the engagement activities during the Walk event!

10 DAYS. ONE GOAL.

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).

This year we're going virtual! Join us during our **10 days. One goal.** event Oct. 8–17, 2021. Fundraise from wherever you feel safest. We're looking forward to crossing the finish line with you—online.

100% of each donation funds life-saving research.

Visit the Virtual
Walk for PKD
[Facebook event page](#)



Find your local Walk at walkforpkd.org and register.



Follow us on social media for event updates and to engage with other participants.



Customize your personal fundraising page! Add a photo and share why you walk.



Connect with us! Take a selfie with our **"I walk for"** poster and share it with the hashtag **#WalkforPKD**



Share your fundraising page with your network of supporters.



Walk with us between Oct. 8–17 in your neighborhood, on a local trail, or wherever is best for you. Share your experience with us on social media by tagging us and using the Walk hashtags or email us at walkforpkd@pkdcure.org.



Fundraise! Ask 10 friends to donate during the 10-day event.

OCT 8-17
Virtual Walk

10 DAYS. ONE GOAL.

FRI
08

Fundraise Friday

#FundraiseFriday

Kick off the Walk by setting a personal fundraising challenge like raising \$500 through Facebook or recruiting 10 donors in 10 days.

SAT
09

Chalk the Walk

#ChalktheWalk

Use chalk to raise PKD awareness in your local community and tag us in the photo!

SUN
10

Why We Walk

#WhyWeWalk

100% of donations fund PKD Research and research is critical to ending PKD. Support the Walk by sharing one of our research facts and encouraging your friends and family to donate.

MON
11

Mission Monday

#MissionMonday

Our mission is to fund research, advocate for patients, and build a community for all impacted by PKD. Today, we will be sharing stories from our community and encourage you to share your own.

TUE
12

T-Shirt Tuesday

#TShirtTuesday

Wear your favorite Walk for PKD or PKD awareness t-shirt and tag us in the photo!

WED
13

Halfway Hump Day

We're halfway through our 10-day event! Tune in to our mid-Walk update this evening on Facebook at 6 p.m. CDT

THU
14

Throwback Thursday

#ThrowbackThursday

Many of our teams have been walking for years. Tag us in your best throwback photo!

FRI
15

Why We Walk

#WhyWeWalk #FundraiseFriday

Help us raise \$1 million for PKD research! Share your "Why" with your community and ask them to help you meet your fundraising goal.

SAT
16

Squad Saturday

#SquadSaturday #PetsforPKD

Gather your team, friends, family, and pets! Walking with your squad puts the "fun" in "fundraising."

SUN
17

Finish Line

#FinishLine

A cure is our finish line. Help us cross it by sharing your fundraising page with your friends and family one last time!

Why we walk

Why do you walk for PKD? Mom? Dad? To honor a loved one? To raise awareness? There are thousands of people with thousands of reasons, but we all share the same goal—to **#endPKD**.

Help us to connect others who want to join our cause:

1. Download and print our “I walk for” template at walkforpkd.org/why-we-walk.
2. Fill in the blank on the template with the reason you walk for PKD.
3. Take a picture with your “I walk for” template.
4. Share to social media: Facebook, Instagram, Twitter, and LinkedIn.
5. Tag us using our handle @PKDFoundation and include #WhyWeWalk and #WalkforPKD.

We'll be sharing your posts on our various social media platforms throughout the season.



Using social media

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

New to social media
or need a refresher?

Facebook

Instagram

Twitter

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.

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](https://www.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!

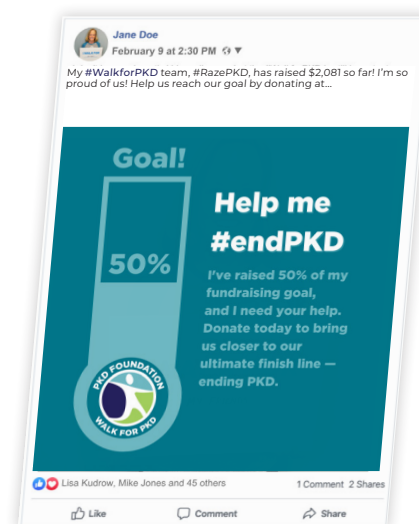
Examples of posts that can be used on Facebook, Twitter, and Instagram

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! My team and I are walking at our local park on [date](#). Let me know if you'd like to join my team or donate to my fundraiser [link to fundraising page](#).

Last year my [daughter/son name](#) was diagnosed with PKD and it hasn't been an easy journey. So today we participated in the Walk for PKD. If you would like to donate in honor of [name](#) and help discover a cure for PKD, check out our fundraising page here [link to fundraising page](#) [#team name](#) [#WalkforPKD](#)

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](#).



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, get creative and make a team hashtag like #TeamAnna or #PKDWarrior. Make sure you are using these alongside the #WalkforPKD hashtag so we can see your posts.

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

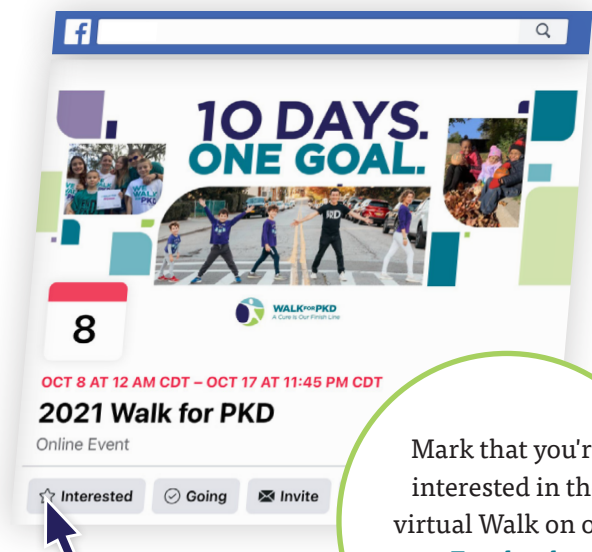
It's the main event—now what?

It's 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.

Make sure you have marked that you will be attending the Walk on our Facebook event page and keep track of it! This will be our hub for engagement. You'll be able to share pictures and videos of your Walk experience, interact with your fellow walkers around the country, and keep us posted on your fundraising milestones.

Check out the new [Why We Walk video](#) and the [Walk for PKD PSA \(60 second\)](#) and get other shareable graphics and videos at walkforpkd.org/fundraising.



Mark that you're interested in the virtual Walk on our [Facebook event page](#)

