



**WALK<sup>FOR</sup>PKD**  
A Cure Is Our Finish Line

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# **WALK<sup>FOR</sup>PKD** **TEAM** **CAPTAIN** **HANDBOOK**

# Thank you for stepping up as a team captain!

Dear Team Captain,

Thank you for signing up to be a team captain. Walk for PKD teams raise money to fund crucial PKD research and elevate the voice of our PKD community by bringing people together.

By leading a team, you are making an important contribution to the Walk for PKD. 100% of the donations you receive from friends and family fund research aimed at finding treatments and a cure for PKD.

This handbook was created for you! It is chalk full of ideas, tips, and resources to help you build your team and raise money for PKD and we are here to support you every step of the way.

A cure is our finish line and with your help, we will reach that goal together!

Sue Full

Danielle Rose

Ireland Christensen

**Email us at [walkforpkd@pkdcure.org](mailto:walkforpkd@pkdcure.org)**

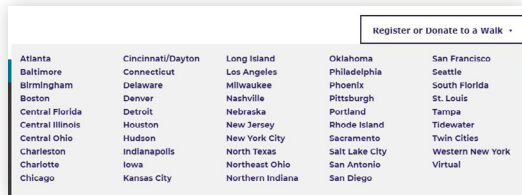
**Call us at 800.PKD.CURE (753.2873)**

# Register your team

Eight easy steps to set up your team

1

Find your local Walk at [walkforpkd.org](http://walkforpkd.org)



4

Enter a great team name and set your goal.

**Create your team**

Team name \*

Creative Team Name 18/1

Set Team Fundraising Goal \*

500

**CREATE TEAM**

2

Click on the Register button.



5

Select your registration type.

WALKFORPKD

Select registrations

Adult	\$0.00	- 1 +
Child	\$0.00	- 0 +

Your Order

Adult	\$0.00
Child	\$0.00
<b>Total</b>	<b>\$0.00</b>

**REGISTER**

3

Select "Create a team."

How would you like to register?

As an individual

Join a team

Create a team

6

Enter your name and email, sign the waiver, and select T-shirt size.

Complete Registrations  
1 of 1

Adult \*

Attendee 1  
Provide the attendee's information

First name \*

Last name \*

Email \*

Birth Date

Month \* Day \* Year \*

Additional Questions

I agree and will hold harmless the PKD Foundation, corporate sponsors, cooperating organizations and all parties connected with the Walk for PKD from any liability as a result of my participation, including travel to and from the event. I will permit any emergency treatment in the event of injury or illness while participating in the event. I give permission to the PKD Foundation to use my name and photo taken of me during the event in any promotional material, publication, social media or on the website. The PKD Foundation withholds the right to dismiss anyone that may cause any disturbance. I certify that I have read this waiver and release and understand its intent. \*

T-shirt size (earned by fundraising \$100+) \*

Returning Walkers, please note: for the best experience, please use your 2020 email address when registering for this year's event.

7

At checkout, enter the name, email, and address of the person completing registration.

Checkout

Your Info

First name \*

Last name \*

Email \*

Address

Free transaction  
This transaction is 100% free of charge

Address line 1 \*

Country \*

City \*

State \*

8

You're registered, but there's one more step!

Thank You!

Your order has been processed. Check your email for your confirmation receipt and instructions for how to set up your personal fundraising page. Good luck!

\$0.00

Check your email  
Claim your fundraising page and view your receipt

Check your email for two messages:

1. Registration Confirmation email.
2. Email with instructions on how to claim and customize your team and personal fundraising page.

## FACT

Participants who personalize their page raise three times more than those who don't!

# Maximize your fundraising page

You've registered for your local Walk, created your team, and now it's time to get all that you can out of your fundraising page dashboard.

To manage and edit your personal and team fundraising page, look for a "Personalize your fundraising page email" that contains a link to access your dashboard. This is where you'll start!



1

**Upload a photo.** We recommend using a photo that represents your fundraising mission and is personal to you.



4

**Make a self-donation.** By making a donation to your page you show your friends and family that you are committed to your goal.



2

**Tell your story.** Why do you fundraise and Walk for PKD?



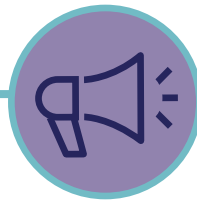
5

**Use our email templates.** Templates are accessible via your dashboard to welcome new fundraisers, ask for support and thank your donors. Copy and paste these templates into your personal email account within Gmail, Yahoo, etc.



3

**Create a unique URL.** Make it easy to share your page with your friends, family and co-workers



6

**Share your fundraising page.** Share it on social media and ask for donations.

# Build a strong team



## Start with who you know

**Invite people to join your team:** Friends, family, co-workers, and neighbors.

**Send a recruitment email:** Include a link to your team page. We have a template email or you can create a message that is unique to you.

**Ask your teammates to do the same.**

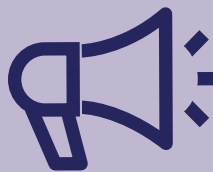


## Motivate

**Share your why:** Tell team members and those looking to join why you are raising money: 100% of funds raised for the Walk for PKD go to crucial PKD research. We want to #endPKD!

**Promote Walk for PKD incentives:** Remind team members of opportunities to earn prizes and recognition. Visit [walkforpkd.org/prizes](http://walkforpkd.org/prizes) and [walkforpkd.org/recognition](http://walkforpkd.org/recognition).

**Come up with your own incentives:** As captain, think outside the box! Tell your team members that if they raise \$500 by a certain date, you'll dye your hair teal for Walk day. Once they reach that goal, set a higher goal with a more enticing incentive!



## Spread the word

**Share the story of why you walk:** Ask others to join you through different social media channels. Facebook, Twitter, Instagram, and even LinkedIn are incredible platforms for sharing your message.

**Share the link to your team page:** Invite friends to register and use the hashtags #WalkforPKD and #endPKD.

**Display your local Walk poster in your community:** You can download it from your local Walk page.



## Build team spirit

**Fundraise at work:** Ask your employer about matching gifts and/or talk to your company about sponsoring the Walk. Ask your colleagues to join your team or start their own team in your honor.

**Get creative:** Create a team T-shirt or encourage your team members to wear something special on Walk day to show team spirit (e.g., capes, tutus, bandanas).

# The key is to ask

The main reason people donate to a cause is because they have been asked. Tell everyone you know that you are participating in the Walk for PKD to raise money for critical PKD research to benefit all those suffering from PKD.



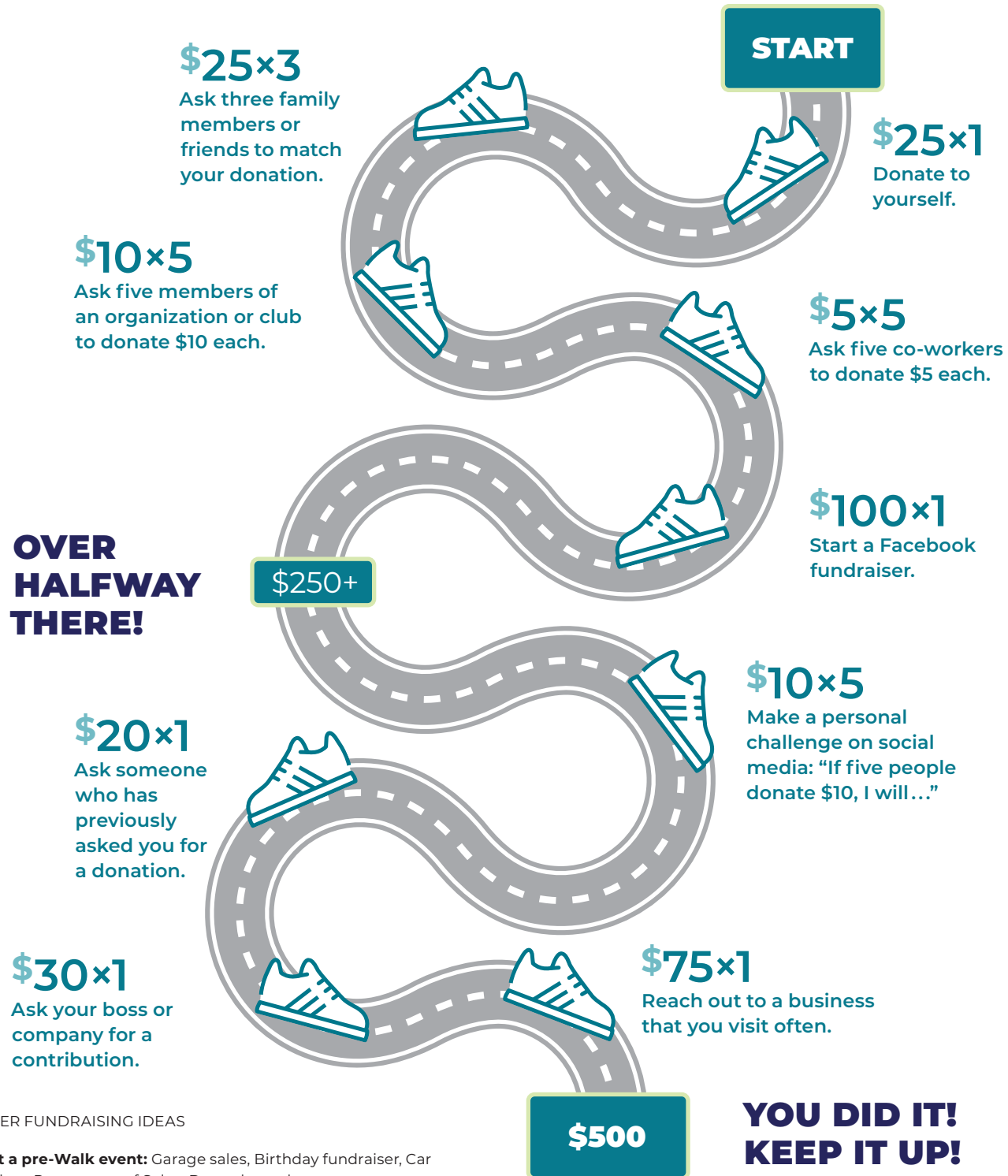
## Emails and social media

Email and letter-writing campaigns are the most effective and easiest ways to raise money for your Walk efforts. You can reach hundreds of potential donors in a matter of minutes. Don't forget about sending texts and utilizing social media to connect with your friends.

## Tips for messaging your people

- 1 Utilize your participant center.** Get template emails, links, and instructions to get started.
- 2 Develop your mailing list.** Include your email contacts, holiday card list, church directories, former classmates, neighbors, co-workers and others that you know.
- 3 Compose a personal email/letter.** Your personal story will have the greatest impact on the recipient. Include your fundraising goal, deadline for donations and the link to your personal or team page. Make sure you have a strong call to action.
- 4 Start early by sending your message at least 8–10 weeks before the Walk.** Encourage your contacts to donate online or by check. On average, donors who contribute online tend to give 50% more than donors who don't.
- 5 Send thank you notes to all of your supporters.** Don't forget all the people who helped you!

# Roadmap to \$500



## OTHER FUNDRAISING IDEAS

**Host a pre-Walk event:** Garage sales, Birthday fundraiser, Car Washes, Percentage of Sales, Dress down days.

**Matching gifts:** Be sure that you and your donors take advantage of employers' matching gifts programs. It is an easy way to double donations. To find out if your company has a matching gift program, visit [pkdcure.org/matching-gift](http://pkdcure.org/matching-gift).



# Resources

## Social media

Visit [walkforpkd.org/fundraising](http://walkforpkd.org/fundraising) to get all you'll need for your social media.

Share why you're walking for PKD. Download and print the Why I Walk template, then fill it out and take a picture of yourself. Post your photo on social media using the hashtags #WalkforPKD and #endPKD

### I WALK FOR



#WHYWEWALK  
#WALKFORPKD

## Email templates

### MAKE A CONTRIBUTION

**SUBJECT:** Help me #endPKD

You can play your part in ending PKD when you make a contribution to my fundraising page <insert link>. 100% of your donation will fund critical research to help bring treatments to PKD patients.

This fall I'll be walking in the <walk name> Walk for PKD because <insert your PKD story>.

Anything you can give helps us get closer to more treatments and hopefully a cure for PKD.

Together we can #endPKD!

<Name>

### TEAM RECRUITMENT

**SUBJECT:** Join me as I Walk to #endPKD

Hi <friend/family>,

This fall, I'll be walking with 11,000 other people around the country. We'll be in different cities, but we all share the same goal: to find more treatments—and a cure—for polycystic kidney disease (PKD). In 2018, the FDA approved tolvaptan, the first treatment for adults with ADPKD. This is just the beginning!

When you support the Walk for PKD, 100% of your donation will fund critical research to help bring treatments to PKD patients.

There are two ways you can help!

1. First, join my team <insert team page link> and walk with me on <event date>
2. Please make a contribution on our team page <insert link> and help us end PKD for good!

I sincerely appreciate your support and generosity as I get ready for Walk day. A cure is our finish line!

Together we can #endPKD!

<Name>

# Overcoming fundraising fears

**\$100 is a lot of money. I don't think I can do it.**

It is easy to raise \$100 if you break it down into small chunks. If you don't know where to start, use ideas that we have shared in this handbook or explore ideas that tap into your teammates hobbies and interests. The more ideas you can provide the quicker you and your team will be inspired and empowered to fundraise.

**I'm uncomfortable asking for money.**

Although asking a stranger or even a friend for money may feel unnatural, think about how their support can contribute to the fight to end PKD. People also like to know they are helping out, especially when it helps a friend or family member. Every contribution makes a difference for people living with PKD.

**What if they can't make a donation?**

The beauty of the Walk for PKD is that there are many ways to give. If someone you ask is unable to make a monetary donation, ask them to help in another way. For example, they can bake cookies for a work fundraiser, host a garage sale and donate the proceeds to you team and spread the word about your efforts throughout their social media pages.

**What if they say "No"?**

Don't take it personally. This just gives you the opportunity to ask others that will be inspired by your story and commitment to raise funds for PKD research.



# FAQs

## Can I mail donations from my supporters to the PKD Foundation?

Yes! Please include a note indicating which Walk you are participating in and where the donation should go (team name or Walker's name) or include our donation form ([walkforpkd.org/fundraising](http://walkforpkd.org/fundraising)) with your check or money order and mail to:

PKD Foundation  
ATTN: Walk for PKD  
PO Box 871847  
Kansas City, MO 64187

## Will donations be added to my fundraising page?

Yes! Please allow one to two weeks once your donation is put in the mail for it to appear on your fundraising page.

## What should I do with cash donations?

It is best to take your cash donations to a bank and get a cashier's check or money order before mailing the donation to the Foundation. We'll then work to get your donation added to your fundraising page.

## Are there other ways to donate besides cash, check or online with a credit card?

Donations can be made through donor-advised funds and stock. For more information on electronic stock transfer to PKD Foundation, check out [pkdcure.org/gifts-of-securities](http://pkdcure.org/gifts-of-securities).

## How do I or my donors take advantage of matching gift opportunities?

You can find out about your employer's matching gift program prior to donating through our partnership with Double the Donation. Visit [pkdcure.org/matching-gift](http://pkdcure.org/matching-gift) to find out if your company has a matching gift program and to receive guideline information and forms to help you receive your match!

You can also find out about your company's matching gift program at the time of your donation by selecting the "employer match" check box. You will receive information via email after checkout with instructions, specific to your company, on how to request a match for your donation from your employer.

# About the PKD Foundation

**We are 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.**

Over the last 30 years, we have invested more than \$50 million in basic and clinical research, making us the largest private funder of PKD research. We fund basic and clinical research, nephrology fellowships, and scientific meetings with a simple goal: to discover and deliver treatments and a cure for PKD.

## Our vision

**#endPKD**

## Our mission

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

# About the Walk for PKD

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.