

WALK FOR PKD

A cure is our finish line

TEAM CAPTAIN GUIDELINES

Thank you for signing up as a Team Captain to support the Walk for PKD! Our teams raise money to fund lifesaving PKD research and elevate the voice of the PKD community by bringing people together. By leading a team, you are making an important contribution to the Walk for PKD – **THANK YOU!**

HERE ARE SOME TIPS AND TRICKS TO GET YOUR FUNDRAISING JOURNEY STARTED:

1 Register Your Team Online:

To register yourself and start your team, go to walkforpkd.org and click “Register.”

You will be given three registration options – select “Create a Team” option.

Enter your team name and set your team goal if you want to change it from \$1,500 (consider \$1,600). Follow the registration flow to complete your registration.

For more details, visit: walkforpkd.org/faqs/

3 Personalize Your Page:

Upload a personal photo of you that showcases your dedication to our mission to find a cure (share a picture from a Walk event, or a photo with family and friends who are affected by PKD, etc.)

Explain why you’re fundraising and what the Walk for PKD means to you.

5 Use fundraising templates for email outreach:

Templates are accessible via your personal fundraising 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.

2 Make a Donation:

Once you’ve registered and created a team, make a donation! By doing so, you are signaling to people that this cause is important, and they should be joining in to support. Remember – if you raise \$100 or more you earn the Walk for PKD t-shirt!

4 Encourage your networks to register and/or donate:

Utilize social media, LinkedIn, email, text threads, and other modes of communication by sharing your fundraising page.

On social media posts, tag people and companies you know and encourage them to register and donate.

6 Thank your donors and post photos:

When people donate, make sure to thank them and acknowledge them on social media if possible. Sending a quick thank you email is also impactful and appreciated by donors.

If you have questions or would like to brainstorm fundraising ideas, contact us at: fundraising@pkdcure.org