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# VIRTUAL WALK

## VIRTUAL TEAM HOPE WALK 2020 TOOLKIT

#### HDSA'S TEAM HOPE WALK PROGRAM IS GOING VIRTUAL!

The battle against Huntington's disease rages on and we need you to join TEAM HOPE- **VIRTUALLY!** A virtual walk is a real walk, but on your terms. You get choose your own course. Now, you can take part wherever you are...from the comfort and safety of your own home, around your yard, or even your neighborhood (following social distance guidelines, of course). Our generous friends at Genentech and Teva will continue to be our National Team Hope sponsors.



While COVID-19 disrupts everyone's lives, HD continues to impact the lives of so many families near and dear to us. And even though stay at home orders and social distancing may keep us physically apart, the spirit of the HD Community will not be broken.

In the 2020 Virtual Team Hope Toolkit you will find three options and the necessary resources to continue supporting the fight against HD!

#### **OPTION 1**

Convert a planned Team Hope Walk in May to a Virtual Team Hope Walk

#### **OPTION 2**

Create a new Virtual Team Hope Walk in your Community this May

#### **OPTION 3**

Participate in the New Nationwide Virtual Team Hope Walk on May 2<sup>nd</sup>!

### VIRTUAL TEAM HOPE WALK FAQs

- Q: Can Chapters use a May virtual walk as a kick-off event to their fall walk? If so do they need a separate page to fundraise or do they have their participants register for the fall walk registration?
- A: Yes. Chapters can use a May virtual walk as a kick-off event to their fall walk! They can host their virtual walk on May 2<sup>nd</sup> or another date in May. Chapters can use an existing walk page or create a new page for their virtual walk. Creating a new page would require walkers/fundraisers to register twice (once for the May walk and again for the fall walk). If you choose to use an existing page for both walks, you will need to update the landing and peer to peer (P2P) page language for the May kickoff virtual walk. And then once that date's passed you'll just need to update the landing and P2P page language for the fall walk date.
- Q: My Chapter wants to add the virtual option to a Walk that is already planned for late May (for example, May 30<sup>th</sup>) and may still take place at its physical location. How do I do that?
- A: In this situation, we would suggest that Chapter use their existing May 30<sup>th</sup> walk page. The Chapter will just need to update landing and P2P page language to acknowledge the current situation; explain that they're holding on to hope they'll be able to walk in person on May 30<sup>th</sup>; and furthermore explain that if social distancing measures persist they're going to walk "virtually" on May 30<sup>th</sup>.
- Q: If a walk is already planned for later in the year, does my Chapter have to host a virtual walk in May?
- A: No. No one is required to host a Virtual Team Hope Walk this spring. However, hosting a walk in May could be a great kick-off event to raise early/additional funds for your fall walk, and also provides supporters an opportunity to support their local HD Community on May 2<sup>nd</sup> or at some other point during HD Awareness Month.

### **OPTION 1: MAY CONVERTED TO VIRTUAL WALK**

#### MAY THW CONVERTED TO VTHW: VTHW LANDING PAGE TEXT

#### **IMPORTANT UPDATE**

THE XXX TEAM HOPE WALK IS STILL ON! WE ARE INTRODUCING A NEW, "VIRTUAL" WALK EVENT THAT WILL BE FUN AND ENGAGING FOR EVERYONE. THIS CHANGE IN FORMAT ALIGNS WITH THE NEWLY RELEASED <u>CDC GUIDANCE</u> FOR LARGE EVENTS, TO HELP ENSURE THE SAFETY AND HEALTH OF OUR PARTICIPANTS.

#### Join the XXX Virtual Team Hope Walk on May XX, 2020!

A virtual walk is a real walk, but on your terms. You get choose your own course. Now you can take part wherever you are...from the comfort *and safety* of your own home, around your yard, or even your neighborhood (following social distance guidelines, of course). Sign up now and participate in our virtual walk to raise money and awareness for HDSA mission programs in your community. Invite your family, friends, colleagues and health care providers to join you in the **XXX Chapter/Affiliate Virtual Team Hope Walk** on **May XX**, **2020**.

#### Why A Virtual Team Hope Walk?

Because *Family is Everything*. While COVID-19 disrupts everyone's lives, HD continues to impact the lives of so many families near and dear to us. And even though stay at home orders and social distancing may keep us physically apart, the spirit of the HD Community will not be broken. We will come together on May XX, 2020 with photos and videos and stories of the community walking TOGETHER to support HDSA's mission to improving the lives of everyone affected by Huntington's disease.

#### How do I register and participate?

**Step 1. Register** for the XXX Chapter/Affiliate Virtual Walk....**IT'S FREE**. Set your fundraising goal and begin making a difference in the lives of HD families. Recruit a team of friends, neighbors, and family to participate with you.

**Step 2.** Whether you walk around the block, the neighborhood, or do a 1K run up & down your street the when, where and how far you walk is up to you. We are walking together all over the city/county/state on May XX, 2020.

**Step 3.** Supporting HD families is an incredible reason to raise money. But we think you deserve something for your efforts. When you individually raise your first \$100, you'll receive a Team Hope t-shirt (that will be mailed to you). Keep raising funds to be eligible for even more great fundraising rewards/prizes.

**Step 4.** On May XX, 2020 **Share a photo or video of yourself** and use the hashtag **#VirtualTeamHopeWalk** to let us know you are walking for HDSA. You can also tag us @HDSA on Twitter, Instagram or Facebook. And remember—a little thanks goes a long way. Be sure to tag supporters and thank those who have joined you to help you reach your goal!

#### MAY THW CONVERTED TO A VTHW: SAMPLE PEER-TO-PEER FUNDRAISING PAGE TEXT

Thank you for visiting my personal fundraising page! With all the e-mails flooding into your inbox, I am hesitant to send this one, but I really need your support.

While COVID-19 disrupts everyone's lives, HD continues to disrupt the lives of so many families near and dear to us. Our families rely on HDSA's care, education, social work services through these troubled times....and your support makes it all possible. With your help, we can support HDSA's mission to improve the lives of everyone with Huntington's disease and their loved ones.

At the Huntington's Disease Society of America, we take our social responsibility during this COVID-19 pandemic very seriously. Nothing is more important, now and always, than the health and well-being of HD families, volunteers & supporters. That's why, based on current health guidelines to reduce gatherings of people and slow the spread of the virus, we have made the decision to host the XXX Chapter/Region Walk ......as a *Virtual* Walk on May XX, 2020!

Please consider making a donation to my personal fundraising page by clicking the 'Donate' button at the top of this page.

Stay home, stay safe AND fight HD. It's a win-win-win! Through it all, *Family is Everything*, and with your support the HD Family will get through this together.

Thank you!

#### MAY THW CONVERTED TO VTHW: SAMPLE EMAIL

The xxx Team Hope Walk is still on! We are introducing a new, "virtual" walk event that will be fun and engaging for everyone. This change in format aligns with the newly released CDC guidance for large events, to help ensure the safety and health of our participants.

Join the XXX Virtual Team Hope Walk on May XX, 2020!

A virtual walk is a real walk, but on your terms. You get choose your own course. Now you can take part wherever you are...from the comfort and safety of your own home, around your yard, or even your neighborhood (following social distance guidelines, of course).

Sign up now and participate in our virtual walk to raise money and awareness for HDSA mission programs in your community. And then, invite your family, friends, colleagues and health care providers to join you in the XXX Chapter/Affiliate Virtual Team Hope Walk on May XX, 2020!

#### CLICK HERE FOR MORE DETAILS

### **OPTION 2: NEW VIRTUAL TEAM HOPE WALK**

#### **NEW VTHW: LANDING PAGE TEXT**

IN THESE EXTRAORDINARY TIMES, **IT'S IMPORTANT TO STAY ACTIVE AND CONTINUE TO SUPPORT THE HD COMMUNITY. THAT'S WHY** – AS WE FOLLOW NEWLY RELEASED <u>CDC GUIDANCE</u> FOR LARGE EVENTS TO ENSURE THE SAFETY AND HEALTH OF OUR PARTICIPANTS – **HDSA IS TAKING ITS TEAM HOPE WALK PROGRAM "VIRTUAL" FOR THE SPRING!** 

#### Join the XXX Chapter/Affiliate Virtual Team Hope Walk on May XX, 2020!

A virtual walk is a real walk, but on your terms. You get choose your own course. Now you can take part wherever you are...from the comfort *and safety* of your own home, around your yard, or even your neighborhood (following social distance guidelines, of course). Sign up now and participate in our virtual walk to raise money and awareness for HDSA mission programs in your community. Invite your family, friends, colleagues and health care providers to join you in the **XXX Chapter/Affiliate Virtual Team Hope Walk** on **May XX**, **2020**.

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At the Huntington's Disease Society of America, we take our social responsibility during this COVID-19 pandemic very seriously. Nothing is more important, now and always, than the health and well-being of HD families, volunteers & supporters. That's why, based on current health guidelines to reduce gatherings of people and slow the spread of the virus, we made the decision to reschedule the XXX Chapter/Region Walk to the summer/fall and host a "Kickoff" Virtual Walk this spring, on May XX, 2020!

Please consider making a donation to my personal fundraising page by clicking the 'Donate' button at the top of this page.

Stay home, stay safe AND fight HD. It's a win-win-win! Through it all, *Family is Everything*, and with your support the HD Family will get through this together.

Thank you!

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Join the XXX Chapter/Affiliate Virtual Team Hope Walk on May XX, 2020!

A virtual walk is a real walk, but on your terms. You get choose your own course. Now you can take part wherever you are...from the comfort *and safety* of your own home, around your yard, or even your neighborhood (following social distance guidelines, of course). Sign up now and participate in our virtual walk to raise money and awareness for HDSA mission programs in your community. Invite your family, friends, colleagues and health care providers to join you in the **XXX** Chapter/Affiliate Virtual Team Hope Walk on May **XX**, 2020.

#### **CLICK HERE FOR MORE DETAILS**

### **OPTION 3: NEW VTHW ON MAY 2<sup>ND</sup>**

#### NEW VTHW ON MAY 2<sup>ND</sup>: LANDING PAGE TEXT

#### IN THESE EXTRAORDINARY TIMES, **IT'S IMPORTANT TO STAY ACTIVE AND CONTINUE TO SUPPORT THE HD COMMUNITY. THAT'S WHY** – AS WE FOLLOW NEWLY RELEASED CDC GUIDANCE FOR LARGE EVENTS TO ENSURE THE SAFETY AND HEALTH OF OUR PARTICIPANTS – **HDSA IS TAKING ITS TEAM HOPE WALK PROGRAM "VIRTUAL" TO KICK OFF HD AWARENESS MONTH!**

In these extraordinary times it's important to stay active and continue to support the HD community. That's why – as we follow health department guidelines to help limit the spread of COVID-19 – HDSA is taking its Team Hope Walk program VIRTUAL to Kickoff HD Awareness Month!

#### Join the XXX Chapter/Affiliate – and chapters all across the country – for a nationwide Virtual Team Hope Walk on Saturday, May 2<sup>nd</sup>!

A virtual walk is a real walk, but on your terms. You get choose your own course. Now you can take part wherever you are...from the comfort *and safety* of your own home, around your yard, or even your neighborhood (following social distance guidelines, of course). Sign up now and participate in our virtual walk to raise money and awareness for HDSA mission programs in your community. Invite your family, friends, colleagues and health care providers to join you for the **XXX Chapter/Affiliate Virtual Team Hope Walk** on **Saturday, May 2<sup>nd</sup>**.

#### Why A Virtual Team Hope Walk?

Because Family is Everything. While COVID-19 disrupts everyone's lives, HD continues to impact the lives of so many families near and dear to us. And while stay at home orders and social distancing may keep us physically apart, the spirit of the HD Community will not be broken. We will come together all across the country on Saturday, May 2<sup>nd</sup> with photos and videos and stories of the community walking TOGETHER to support HDSA's mission to improving the lives of everyone affected by Huntington's disease.

#### How do I register and participate?

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**Step 4.** On Saturday, May 2<sup>nd</sup>, **share a photo or video of yourself** and use the hashtag **#VirtualTeamHopeWalk** to let everyone know you are walking for HDSA. You can also tag us @HDSA on Twitter, Instagram or Facebook. And remember—a little thanks goes a long way. Be sure to tag supporters and thank those who have joined you to help you reach your goal!

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At the Huntington's Disease Society of America, we take our social responsibility during this COVID-19 pandemic very seriously. Nothing is more important, now and always, than the health and well-being of HD families, volunteers & supporters. That's why, based on current health guidelines to reduce gatherings of people and slow the spread of the virus, the XXX chapter/region we made the decision to join HDSA chapters all across the country for a nationwide Virtual Team Hope Walk on Saturday, May 2<sup>nd</sup> to kickoff HD Awareness Month!

Please consider making a donation to my personal fundraising page by clicking the 'Donate' button at the top of this page.

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#### CLICK HERE FOR MORE DETAILS

### **REMEMBER TO SAY, "THANK YOU!"**

#### SAMPLE REGISTRATION ACKNOWLEDGEMENT

Dear {FirstName} {LastName},

Thank you for your registering for the {EventName} on {DateOfEvent}!

With your help during this challenging time we can continue our mission to improve the lives of everyone with Huntington's disease and their loved ones through fundraising and awareness.

Participants who raise \$100 or more will receive a 2020 Team Hope t-shirt! Keep raising funds to be eligible for even more great fundraising rewards/prizes.

Then, on {DateOfEvent}, don't forget to join HDSA on Facebook, Twitter, and Instagram with photos and videos of you walking in your home, yard, or neighborhood (social distancing of course) using the hashtag **#VirtualTeamHopeWalk**!

Thank you again and good luck with your fundraising efforts!

Huntington's Disease Society of America 505 Eighth Avenue Suite 902 New York, NY 10018 T: 212-242-1968

#### SAMPLE DONOR ACKNOWLEDGEMENT

Dear {FirstName} {LastName},

Thank you for your generous donation to the Huntington's Disease Society of America (HDSA), through your support of the {Event Name}. Your gift of \${Amount} will further the HDSA mission of improving the lives of everyone affected by Huntington's disease.

HDSA is the premier nonprofit organization and the world's leader in providing help for today and hope for tomorrow for people with Huntington's disease and their families. HDSA's network of Chapters, Affiliates, Centers of Excellence, social workers and support groups provide a seamless network of help, education and outreach to HD families and health care professionals across the United States.

Now, more than ever, these resources are so incredibly vital to HD families, and YOU make it all possible. Also know that through the CARES Act, recently passed by Congress, your gift (up to \$300) is fully tax-deductible (event of you don't itemize your deductions). *Please consult your tax advisor for more information.* 

Together we're making a difference in the lives of people living with and touched by Huntington's disease. Thank you.

For more information on our progress, programs and events across the country, please visit www.hdsa.org.

With Gratitude, Louise Vetter President & CEO

The Huntington's Disease Society of America is a 501(c)(3) organization, The amount of this payment deductible for federal income tax purposes is limited to the excess of the amount contributed over the value of the goods and services provided by the HDSA and, in accordance with IRS regulations, raffle tickets are not tax deductible. HDSA EIN#13-3349872.

P.S. Does YOUR employer match employee charitable gifts? Find out below!

(in the TY the matching gift iframe appears here)

### **TEAM CAPTAIN LETTER**

#### Dear OutputDearOutput<pre

Thank you for your outstanding support of the Huntington's Disease Society of America and the Team Hope Walk program. Our teams play an important role in raising vital funds for Huntington's Disease, and we cannot thank you enough for all that you do!

Last year, thanks to your leadership as a Team Captain, <a href="https://www.example.com">Team Name</a> raised an amazing <a href="https://www.example.com"><a href="https://www.example.com">https://www.example.com</a> a not had <a href="https://www.example.com"><a href="https://www.example.com">https://www.example.com</a> a not had <a href="https://www.example.com"><a href="https://www.example.com">https://www.example.com</a> a not had <a href="https://www.example.com">https://www.example.com</a> a not had <br/> and had <br/> and had <br/> and had <br/> araised directly supports the mission of the society: To improve the lives of everyone affected by Huntington's araised and their families.</a> We hope you will join us again this year as a Team Captain!

Last year we had XXX participants and raiser over \$00,000 for the XXX Team Hope Walk! We are so excited to roll out our new Virtual Team Hope Walk program this year! We really need your support to get our fundraising numbers up to where they should be. So we need YOUR help to achieve this year's goal of \$00,000; it's absolutely crucial that we meet this goal to continue to provide the programs and services our communities rely on to continue their fight against HD. We have included your team roster from last year. Please let us know if we can help you re-register them for 2020.

We will be hosting TEAM WEEK from April 20th-April 24th. We are offering some really GREAT incentive fundraising prizes that you DON'T want to miss out on! Please see attached TEAM WEEK flyer for more information.

(List Team Members)

Every dollar raised and every step you take will support critical Huntington's Disease research, education, and outreach. Since its inception, HDSA has invested more than \$XX million in research projects and each year funds more than 50 education days; hosts an annual convention that happens to be the largest gathering of HD families in the world; and we recently expanded our Centers of Excellence Program to 50 centers. We cannot fund these efforts and many more without your support!

We hope that you will join us this year on May 2nd for our first ever virtual walk! Sign your team up today and make your virtual plans to get active! Walk around your neighborhood, block, treadmill, run around your background or whatever you feel up to. Together we will one day have a world free of Huntington's Disease, one step at a time. Your participation and fundraising provides help for HD families today and HOPE for HD families tomorrow. Help through more care, education, advocacy, research and renewed hope for potential treatments and one day, a cure for Huntington's Disease.

Thank you, <mark>NAME</mark>

### **ORDERING YOUR VTHW T-SHIRTS**

#### WHERE DO I ORDER T-SHIRTS?

Visit the T-Formation platform as you normally would for your Team Hope Walks. Talk with your HDSA Regional Team member if you have questions accessing this site.

#### **IS THERE A T-SHIRT MINIMUM?**

If you are printing local sponsors on the back of the T- shirt, yes, there is a 72-piece minimum. If you are leaving the back of the t-shirts blank, there is no minimum.

#### WHAT IS THE PRINTING TIMELINE?

If you are printing local sponsors on the back, the 5-week timeline still applies. If you are leaving the back of the T-shirts blank, approximately 3-weeks should be enough time. Please note, our vendor, T-Formation, will be halting printing through April 30<sup>th</sup>. Please continue to submit your T-shirt orders ASAP, so they are added to the production queue when printing resumes on May 1<sup>st</sup>.

#### WHO CAN GET A FREE T-SHIRT?

Shirts are being sent to those that fundraised \$100 or more for the walk.

#### HOW DO WE GET THE SHIRTS TO OUR WALKERS?

You pick the fundraising deadline. When you get to that date work with your HDSA Staff member to pull the list from Donorview. Then send the excel file to T-formation for shipping, your excel file should contain Name, Address, T-shirt size. Please note that only 1 t-shirt fits per envelope so if you have multiple participants in the same household and they each raised \$100 or more each participant will get their own t-shirt in a separate envelope. Shipping and handling per package is \$6 for each one.

#### HOW DO I OBTAIN ADDITIONAL SHIRTS FOR MY SPONSORS?

When you place your order make sure you include your shirt total. You can have left over shirts from your order shipped directly to you via standard UPS Shipping.

### It's Team Week!

### Have Fun Encouraging your Virtual THW Teams

#### You've heard of Shark Week so now let's celebrate Team Week! What is Team Week?

- Team Week is a week you choose (we recommend the week of April 20<sup>th</sup>) as a focused activity to get your teams engaged, recruit participants and *FUN* draise
- Build enthusiasm with local prizes

### Each day during Team Week, develop an exciting team challenge where team members can earn prizes and recognition. Here are a few ideas!

- Monday Announce that the team who <u>fundraises the most</u> by Friday, April 24<sup>th</sup>, will win a prize of your choice. This should be a big prize, local areas should be able to get tickets to a local event, electronic device, tv or something donated from a local vendor or business.
- **Tuesday** The team who <u>registers the most walkers</u> by Friday April 24<sup>th</sup>, wins a breakfast/lunch team breakfast for their whole team! This can be done as a thank you for the team later in the year. Local restaurants like Panera/bagel store/pizza place or any other local restaurant would be more than happy to support this. You can add the local business logo to your local THW site as a thank you recognition.
- Wednesday <u>Promote shirts!</u> Remember every team member that raises \$100 gets a free Team Hope Walk T-shirt!
- Thursday <u>Focus on outreach!</u> Offer the opportunity to win a chance to win a chase/visa gift card for sending 20 emails from your Team Hope Walk participant center. Suggest that for every 20 emails you send between 12:01am April 23<sup>rd</sup>- 11:59pm April 24<sup>th</sup> you get one chance.
- Friday <u>It's time to get social!</u> Win a chance to receive one of (5) \$5 or \$10 (whatever you can get donated) Dunkin Donuts/Starbucks or other local donated vendor gift cards by logging in to your participant center and personalizing your Team Hope Walk page with a photo and/or story of why you walk. Post a comment and/or photo on our FB page with your favorite walk memory or what you are looking forward to this year at walk.

Consider other creative ideas during social distancing like a "drive by parade" where your Team Hope Committee decorates their cars and drives by the homes of lead fundraisers and team builders honking your car horn. Or perhaps use sidewalk chalk or homemade signs to show gratitude in someone's driveway or front lawn. The sky is the limit! Huntington's Disease
Society of America

# VIRTUAL WALK

### **HAVE QUESTIONS?**

### **SEND US AN EMAIL**

**TEAMHOPE@HDSA.ORG** 

We're here to help!