



9th Annual Walk

Online Personal Page and Fundraising Guide



Sunday, May 20, 2018
Pier 84, NYC

Welcome and thank you for joining us in the Hope & Heroes Walk!

Did you know that online fundraising is now the most effective way for individuals to raise money? Whether you are new to using social media and email to raise funds or if you're a pro, this guide will show how easy it is to secure the vital dollars needed to fight pediatric cancer by using the **Online Participant Center** and creating your own **Personal Page**.

Why should you create a Personal Page?

- Accept donations directly.
- Share your story as well as pictures, blogs and videos.
- Send emails asking family, friends and colleagues for their support.
- Monitor your fundraising progress.

Interactive instructions on how to use the site are included every step of the way, but we have created this simple guide to “walk” you through the process. Getting started is as simple as 1-2-3!

- Step 1: Register
- Step 2: Personalize
- Step 3: Start Fundraising

Don't hesitate to contact us at info@hopeandheroeswalk.org or 1-855-HNH-WALK for additional help!

Step 1: Register (If you are a returning walker or team captain, skip to Step 2)

Visit www.hopeandheroeswalk.org and choose from one of the following options:

Individual Participation

Select this option if you would like to participate without a team. If you can't be at the event but want to participate, you can sign up as a Virtual Walker.

- Click the “Register as Individual” option at HopeandHeroesWalk.org.
- Register as a walker or youth walker and set a fundraising goal.
- Provide some basic information about you.
- Create a user name and a password that you will use to login into your Online Participant Center.
- Approve the waiver and complete your registration.
- Register any additional family members, if applicable.

Start a Team

If you know of other people who will join you in fundraising, you can choose to register together by starting a team and becoming a Team Captain.

- Click on the “Start a Team Option” at HopeandHeroesWalk.org.
- Provide the Team name and other basic information.
- Follow the process above for Individual Participant.
- Add other team members.

Join a Team

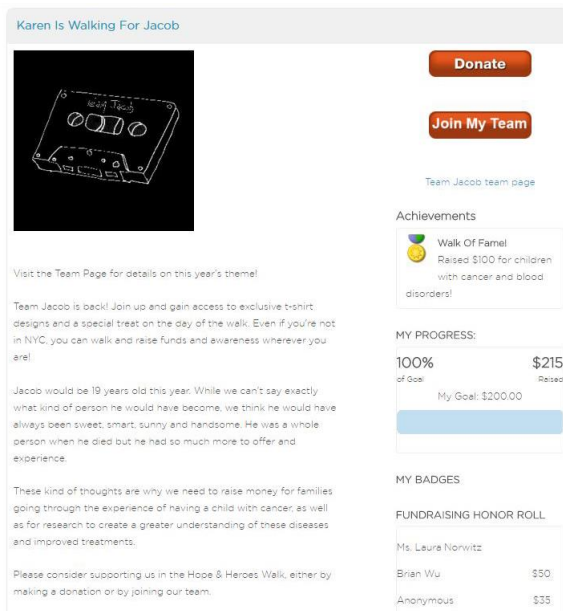
Know someone who has already started a Team? Click on this option to join their team.

- Click on “Join a Team” option at HopeandHeroesWalk.org.
- Provide the Team name or do a search for the team.
- Click on Join and follow the process above for Individual Participant.

Step 2: Personalize and Track Your Information

Once you have completed registration, you will be taken to your **Participant Center**. Here, you can create your own **Personal Page**. This is where friends, family and colleagues will go to join your team and/or make donations.

Your story is one of the best fundraising tools available. Take the time to customize design your **Personal Page** by adding photos, videos and writing competing content that lets everyone know why you walk with Hope & Heroes! Below are a few examples from fellow walkers.



Karen Is Walking For Jacob

[Donate](#)

[Join My Team](#)

Team Jacob team page

Achievements

Walk Of Fame
Raised \$100 for children with cancer and blood disorders!

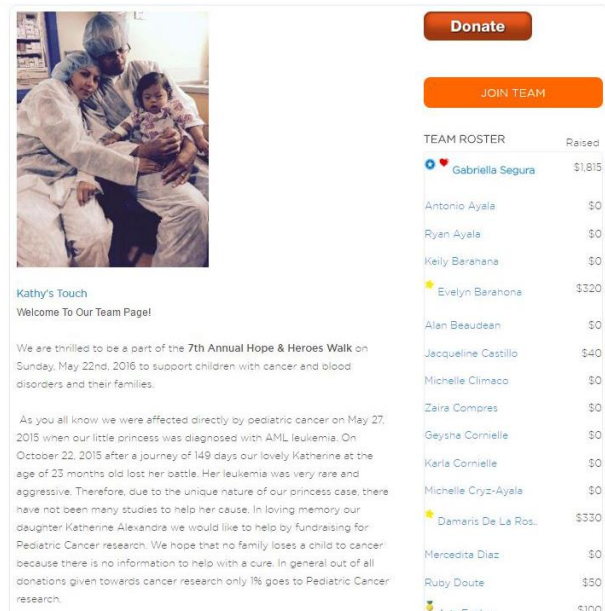
MY PROGRESS:

100% of Goal **\$215** Raised
My Goal: \$200.00

MY BADGES

FUNDRAISING HONOR ROLL

Ms. Laura Norwitz	
Brian Wu	\$50
Anonymous	\$35



[Donate](#)

[JOIN TEAM](#)

TEAM ROSTER

	Raised
Gabriella Segura	\$1815
Antonio Ayala	\$0
Ryan Ayala	\$0
Kelly Barahana	\$0
Evelyn Barahona	\$320
Alan Beudean	\$0
Jacqueline Castillo	\$40
Michelle Climaco	\$0
Zaira Compres	\$0
Geysna Cornielle	\$0
Karla Cornielle	\$0
Michelle Cruz-Ayala	\$0
Damaris De La Ros.	\$330
Mercedita Diaz	\$0
Ruby Doute	\$50
Aida Evelyn	\$100

Kathy's Touch
Welcome To Our Team Page!

We are thrilled to be a part of the **7th Annual Hope & Heroes Walk** on Sunday, May 22nd, 2016 to support children with cancer and blood disorders and their families.

As you all know, we were affected directly by pediatric cancer on May 27, 2015 when our little princess was diagnosed with AML leukemia. On October 22, 2015 after a journey of 149 days our lovely Katherine at the age of 23 months old lost her battle. Her leukemia was very rare and aggressive. Therefore, due to the unique nature of our princess case, there have not been many studies to help her cause. In loving memory our daughter Katherine, Alexandre we would like to help by fundraising for Pediatric Cancer research. We hope that no family loses a child to cancer because there is no information to help with a cure. In general out of all donations given towards cancer research only 1% goes to Pediatric Cancer research.

Other features and options in the Participant Center include:

- **Email and Address Book** – Send messages to recruit team members, solicit gifts and generate thank you notes. Create and send your own personalized messages.
- **My Progress** – Get a detailed accounting of your fundraising efforts and/or see how your team is doing.
- **Team Progress** – Track your team's progress and customize with team photos and a team message (done by Team Captains only).

Step 3: Start Fundraising

Once you have finished setting up your Personal Fundraising Page, you're ready to start fundraising. It's time to reach out to your network, share the passion you have for this cause and let them know why their donation can and will make a difference!

Share & Ask

Make sure that everyone knows about the Hope & Heroes Walk by sharing the link to your personal or team page via email, social media and on printed materials. Always include a call for donations and invite people to join your team. If you don't make the ask, they won't know what action(s) you are hoping they will take.

- *Tip: Segment – If there are groups in your network that have different connections to the cause, consider emailing these groups separately. This will allow you to personalize the information you send to them.*

Follow Up

A general rule of fundraising is it can take 2-3 asks before someone makes a donation. Considering the stream of information we receive daily, that's no surprise! If someone has told you they plan to join or give but they have not (after a week), don't be afraid to follow up with them personally.

- *Tip: Make a calendar – Look at how many weeks you have until the event date to help plan and space out your emails (send out at least one email the week of the Walk). Set reminders to help you recall when to send emails or social media posts.*

Thank!

The most important thing for donors is to get thanked. Personalizing it lets them know their efforts are important and recognized. You can do this through an email, card, text, social media shout out or a combination!

- *Tip: Make it Public – Thank you messages that are given publicly also act as a reminder and encouragement for those who have not donated or joined.*

ADDITIONAL INFORMATION

Remember, you are not in this alone. The Hope & Heroes Walk Team is with you every step of the way. If you need help with anything – from personalizing your page to getting your fundraiser off the ground, let us know.

Our Walk Team also has a variety of items that can assist you with your overall goals. For example, we can send you general Walk flyers as well as flyers that are personalized to include your personal or team page link. Speaking of links, we can also provide you with a shortened or personalized link that you can use for easier sharing in emails or in your social media posts.

Other tools that may be helpful include:

- [Memory Jogger](#) – Check this list to help remember all of the networks, individuals and groups you can reach out to and ask for their support.
- [Fundraising Ideas](#) – Check out our list of big, medium and small fundraiser ideas that can be done at schools, in offices, on your block, amongst friends and online.
- [Social Media Tips](#) – This one-pager will give you some tips, tricks and post ideas for your outreach on Facebook, Instagram and Twitter.

You can find these resources and answers to most general questions about the Walk on our website at www.hopeandheroeswalk.org.

For additional information and assistance, contact us at 855-HNH-WALK (855-464-9255) or info@hopeandheroeswalk.org.

We wish you luck and thank you for your participating in the
Hope & Heroes Walk!