

Do It Yourself (DIY) Walk Toolkit

DIY Walk – Ways to Participate

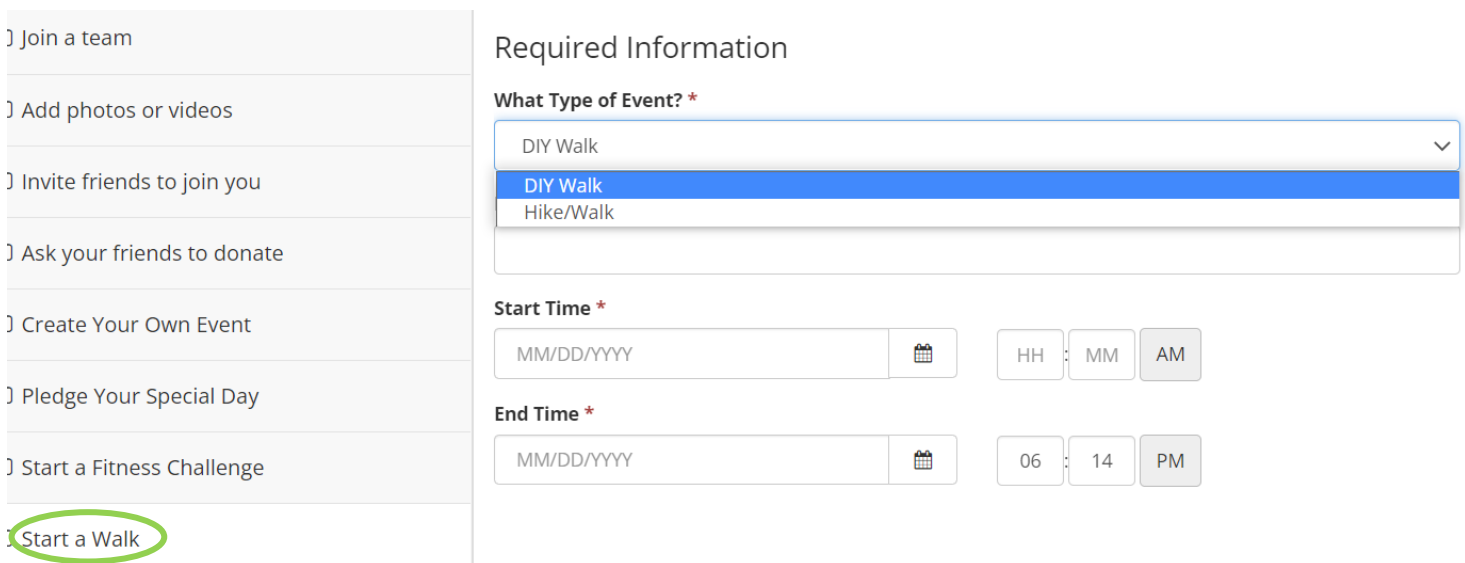
Choose Your Own Experience: Pledge, Hike, Host a Community Walk and Make a Difference

You create the challenge, timeline, and fundraising goals. Pledge to walk a certain number of miles in a month and ask your network to donate. Host your own walk by inviting your friends, family, co-workers, and local community to join you on a specific day and time!

The first step is to create your personal fundraising page on the Foundation's OneCause DIY website [HERE](#).

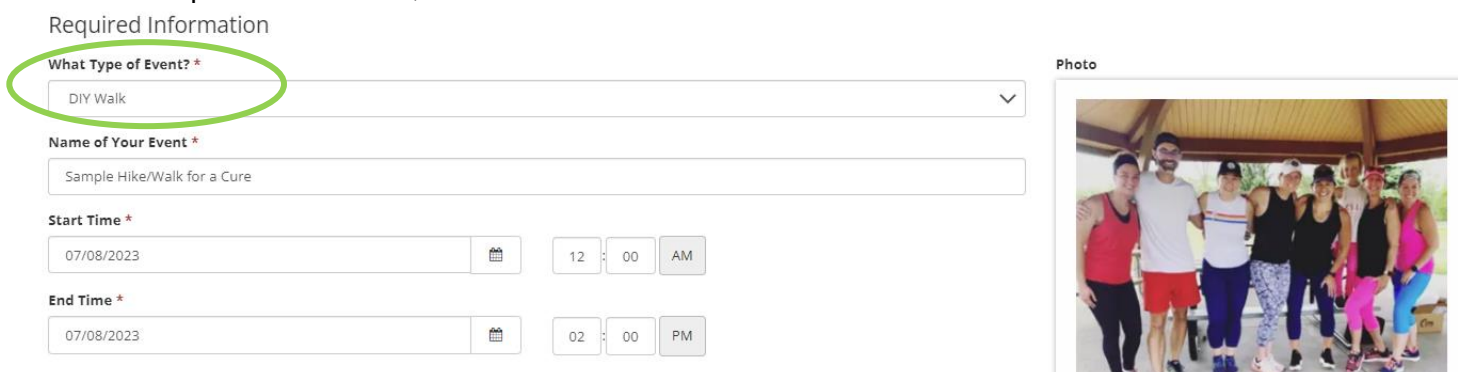
Creating Your Walk Fundraising Page

Once you're happy with your homepage, select **"Start a Walk"** from the menu on the left.



The screenshot shows a sidebar menu on the left with the following options: Join a team, Add photos or videos, Invite friends to join you, Ask your friends to donate, Create Your Own Event, Pledge Your Special Day, Start a Fitness Challenge, and **Start a Walk** (circled in green). To the right, the 'Required Information' section is visible, featuring a dropdown menu for 'What Type of Event?' with options 'DIY Walk', 'DIY Walk', and 'Hike/Walk'. Below this are fields for 'Start Time' and 'End Time', each with a date picker and time selection (HH:MM AM/PM).

In the drop-down menu, select **"Hike/Walk"** or **"DIY Walk."**



This detailed view shows the 'Required Information' section. The 'What Type of Event?' dropdown menu is circled in green and shows 'DIY Walk' selected. Below it, the 'Name of Your Event' field contains 'Sample Hike/Walk for a Cure'. The 'Start Time' is set to 07/08/2023 at 12:00 AM, and the 'End Time' is set to 07/08/2023 at 02:00 PM. To the right, a 'Photo' section displays a group of people standing together outdoors.

Enter your walk details, include the goal, **and personalize the description.**

Describe Your Event *

B I C

Add your personal details here...

Over the next 5 months I will be hiking 2,650 miles for the Crohn's & Colitis Foundation! Please consider a donation today.

1 cent a mile = \$26.50

2 cents per mile = \$53

\$1 day = \$150

*Use the tools at the top to bold your text or hyperlink to sponsors pages!

*Fundraisers who personalize their page raise **4X more** than those who do not!*

Check out the additional personalizing inspirations below:

- “We’re walking 5 miles in honor of Jonathan who has battled Crohn’s disease for 5 years!”
- “We’re walking for Dad! Join us and help end IBD!”

Complete the rest of the walk details, click save, and you’re ready to start fundraising!

NOTE: If you are asking people to join you on your walk/hike, **check** “Allow people to register for this event online.” and select your suggested or required donation amount. If you are not charging people to attend, select “Don’t ask for a donation.”

Do you want to allow online registration? ▲

Allow people to register for this event online (Optional)

Ask for a donation to register? (Optional)

Donation Suggested ▼

Suggested Donation Amount (minimum \$5) (Optional)

\$

Suggested donation is per person (Optional)

Walk Guide & Checklist

Utilize this guide and checklist for support if you plan to host a walk at a specific site in the community and are inviting others to join you on a specific day and time.

Logistics

- Pick a Location
 - Explore locations without site fees, opportunities to get space donated, or negotiate a reduced rate.
 - Does this location offer a weather contingency option?
- Determine a date and time
 - We recommend planning a minimum of 6 months in advance.
 - Try picking a date that would work for you annually to help attendees mark their calendar year after year.
- Permits (usually for larger events involving the public) and insurance
 - Visit your local municipality building to determine timelines and who you should be working with. Consider what city, park, or street permits you may need.
 - If insurance is required, organizers must purchase an insurance policy at their sole expense, or use donations made directly to the third-party event. To purchase one-day insurance, we suggest K&K Insurance, www.kandkinsurance.com (800-637-4757), or a similar insurance company.

Set a Goal & Prepare a Budget

- How many teams or individual walkers do you anticipate?
 - Will you require a registration fee or have a suggested donation?
- Determine possible expenses and estimate costs.
- Consider reaching out to businesses for in-support or a corporate donation.
 - To ensure your corporate donations are applied to your fundraiser gifts can be made online directly through your event page or via check utilizing our [Corporate Donation form](#).
 - Ask for in-kind donations to offset expenses and/or add to your event experience?
 - For example, food, beverage, sound system, T-shirts, decorations, etc.

Registration & Fundraising

- If you are not requiring a registration fee consider how else you will encourage donations.

Committee & Volunteers

- Recruit your crew to help you organize, plan, and execute your walk.
- Delegate tasks and check in regularly to monitor the group's progress.

Promotion

- How will people find out about your walk?
 - Make a list of your network and potential supports
 - Email, call, text and share your event on social media. Access our [social media toolkit here](#).
 - Create a flyer utilizing our customizable templates, [Green](#) or [White](#) versions, to help promote your walk.
- Canva.com is another great resource for creating promotional materials.
- Refer to the [“Crohn’s & Colitis Foundation Brand Guidelines”](#) when creating promotional materials.

Day of the Walk

- Schedule a day of run-through, meet with your volunteers, and ensure everyone knows their roles and responsibilities.
- Create a checklist of the day’s schedule, including a list of contact information of vendors and volunteers, etc.
- Have fun and greet attendees to communicate the walk’s schedule.

Post Event

- Be sure to thank attendees, volunteers, and supporters through an email or personal note.
- Ensure any donations made via cash or check are attributed to your walk by mailing them to the Foundation along with our [Offline Donation Form](#).

Congratulations on a successful walk!

For additional support reach out to Melissa Scott at mscott@crohnscolitisfoundation.org