2012 Kidney Walk Schedule

Sunday, May 6 - Grand Rapids Kidney Walk
Fifth Third Ball Park, Grand Rapids

Sunday, May 6 - Southwest Michigan Kidney Walk
The Celery Flats, Portage

Saturday, May 19 - Lakeshore Kidney Walk
Pere Marquette Beach Pavilion, Muskegon

Sunday, May 20 - Kidney Walk at the Detroit Zoo
Royal Oak

Saturday, June 9 - Greater Lansing Kidney Walk
Cooley Law School Stadium, Lansing

September - Ann Arbor/Brighton Kidney Walk
Concordia University, Ann Arbor

Sunday, September 23 - Tri-County Kidney Walk
Dow Gardens, Midland

October - Genesee County Kidney Walk
Crossroads Village, Flint
Thank you for registering for the 2012 Kidney Walk!

On behalf of the National Kidney Foundation of Michigan and the millions of Americans with chronic kidney disease, we welcome you to the 2012 Kidney Walk. By participating in this event as a Team Captain, you will support the more than 900,000 individuals and their families residing in Michigan whom face the challenges of this disease.

Your participation in this walk is so important to us! It helps us communicate our mission of preventing kidney disease and improving the quality of life for those living with it.

You have invited your friends, family, co-workers, and others to join you and form a team. Where do you go from here?

This Team Captain Handbook was developed to provide you with helpful tools and tips. It includes everything you need to know about being a Team Captain and/or Kidney Walker. We've included fundraising tools and tips, inspiration, and much more. Read on to find answers to your questions and ideas to build a successful walk team.

Once again, thank you for your support. We look forward to seeing you at the Kidney Walk! Please contact us at (734) 222-9800, (800) 482-1455, or at nkfm.org for additional materials and fundraising support.

On behalf of those we serve… thank you!
**NKFM At A Glance**

More than 900,000 adults in Michigan have chronic kidney disease. Most don’t know it.

Since 1955, the National Kidney Foundation of Michigan (NKFM) has led the fight against diabetes, high blood pressure and chronic kidney disease. We have enhanced the lives of thousands of Michigan residents through our patient services, research, and education programs. Our efforts have also changed legislation, ensured quality care for patients, and advanced medical knowledge. The NKFM helps more people in the prevention and treatment of kidney and urinary tract diseases than any other voluntary agency.

This past year, NKFM personally reached over 120,000 individuals through its programs and services.

For more information, please visit – nkfm.org.

**Why Your Support Is Important**

- Diabetes and high blood pressure are the two leading causes of chronic kidney disease.

- One in three children born in 2000 in the U. S. will develop diabetes.

- 45% of the dialysis population is African American.

- As incidence of obesity in children rises, so does the rate of type 2 diabetes, which is the leading cause of kidney failure.

- Kidney disease is a major health problem in the United States and around the world. Nearly 78,000 Americans are on the waiting list for a lifesaving kidney transplant and 355,000 rely on a dialysis machine to keep them alive. Recent studies indicate that the disease is on the rise and as many as 26 million Americans currently have chronic kidney disease. Because symptoms may not appear until the kidneys are actually failing, millions of people with kidney damage remain unaware and are not taking steps to protect the health of their kidneys.
The Reasons To Walk

$100
will pay for an emergency request for a needy kidney patient. Requests include food, mediation, utilities, etc.

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$300
will cover the cost of diagnostic testing for an uninsured person with chronic kidney disease

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$500
will send one child to Kids Camp for one week

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$750
will educate 5 school age children about the benefits of healthy nutrition and lifestyles with the goal of preventing or delaying kidney failure

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$1,000
will provide education scholarships for two individuals with kidney disease

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$1,500
will offer five individuals with kidney disease the opportunity to connect one on one with a Peer Mentor, a kidney transplant recipient, or someone on dialysis
Team Up

Teams are made up of four or more. Corporate Teams are comprised of co-workers, vendors, and other company employees. Family and Friends Teams can include family, friends, and neighbors. Dialysis teams include patients and their families as well as unit staff.

How To Form A Team

Recruit, Recruit, Recruit

- Make a list of possible team members: family, friends, co-workers, classmates, members of your golf or bowling league, etc.
- Determine a team name. You may want to wait until you have your team assembled to name it.
- Set a fundraising goal.
- Register your team on kidneywalk.org

Corporate Teams – Recruitment Tips

- When recruiting co-workers, first obtain permission. Invite your supervisor or manager and other department managers to participate.
- Speak at a company or employee team meeting.
- Ask your supervisor or manager to send an email on your behalf. Include a picture and how they can sign up.
- Post information in your workspace and public places (i.e. employee bulletin board in the break room). Place a sign-up sheet that is easily accessible for those who want to join the team.
- Place an article in the company newsletter.
- Ask if you can include an information piece in employee paychecks.
- Offer incentives for signing up. Set a deadline. The names of those signing up by the deadline will be entered into a drawing.
- Set a table at lunch. If your company has a cafeteria or a common eating area, set up a table with signs inviting individuals to learn more about your team. Offering a small treat to hand out could be a great way to get their
attention.
• Combine the Walk with company fitness efforts/programs. Invite co-workers to join your team and walk or “train” during breaks or lunch.
• Double your money. Ask your company if they will match what each employee raises up to a certain level. Or ask them to sponsor your team. List the company on your team T-shirts as your sponsor. Name the team after the company.

Family and Friends Teams – Recruitment Tips
• Make it a family reunion. Host a barbeque or spaghetti dinner the night before or right after the Walk for your family members.
• Recruit young people to walk. They can count their efforts towards their community service hours.
• Do you have family or friends that don’t live close and can’t make the Walk? They can still join your team and walk with you virtually. Ask them to collect donations from their friends and neighbors. Even if they can’t walk that day, they can still be member of your team and those raising $100 or more are eligible for great prizes.

Team Registration

It’s important that each team member register individually.

Participation Expectation
Each team member over the age of 2 is expected to raise at least $10.00 in order to participate. This will be applied to the walker’s pledge total. The exceptions are the Grand Rapids, Lakeshore, and Kidney Walk at the Detroit Zoo. Please visit the landing page of the Kidney Walk you are participating in for additional details.

While we strive to get a majority of the materials donated, each walker’s support will help defray costs associated with the Walk but most importantly, it will support our mission.

Register a Team
All you need to register is four or more and a team name. The team captain
must register first to establish the team and then team members may join. Register today!

- Go to kidneywalk.org
- Select Michigan from the drop-down menu
- Find the Walk you wish to participate in
- Click on the red button - Form a Team
- Follow the instructions

**Team Member Registration**
- Go to kidneywalk.org
- Select Michigan from the drop-down menu
- Find the Walk you wish to participate in
- Click on the red button - Join a Team located at the top of the page
- Click on the Team Name
- Follow the instructions

**Registered Walkers Who Want to Join a Team**
Please contact Barb Currier by email - bcurrier@nkfm.org or phone (734) 222-9800 ext. 212. The walker’s account will be updated and they will receive a confirmation of the change by email.

**Team Registration Deadline**
Online registration closes at 5:00 pm on the Wednesday prior to the Walk. Miss the deadline? Register at the Walk site the day of the Walk.

**Team Progress**
Log in to the site using your Username and Password. Go to your Participant Center and click the “Team Progress” tab. This will allow you to view your roster and the totals raised by your team members.

**Team Members Prize Eligibility**
Each team member who individually raises $100 or more will be eligible for prizes and a Kidney Walk T-shirt.

**Team Pledge Collection**
It's recommended that you collect all the money raised by your team members and
turn it in prior to the Walk. This can be turned in at one of the Kidney Walk Bank Days (usually held two weeks prior to the Walk) or send them in by mail (please ensure these donations are accompanied by the Walker Donation form). This will eliminate the need for you and your team members to stand in line at check in.

If you are doing a team fundraiser and wish each team member to receive credit for a portion of the donations, please indicate that on the Walker Donation Form (found on the left side of the Walk's welcome page).

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**Fundraise Online Today!**

As the Team Captain, you can create a team personal page. Team members can also individually fundraise by creating their own personal page as well. Customize your page with a personal message, photos, or video and send out via email. This is a great way to offer donors the immediate opportunity to support your efforts by making a credit card donation online. **On average, walkers who ask for donations by email raise eight times more funds than walkers who don't use email.**

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**How To Set Up Personal & Team Pages**

1. Once you are registered, go to kidneywalk.org
2. Log in with your user name and password and you will be taken to your Walk Center
3. In your Walk Center you will find the following options:
   **Main Walk Center Page** - Each time you log in, you will see a message stating what you should do next. Use this tool to help you follow the steps to fundraising until the day of the event. The Main Walk Center Page will give you a countdown to the Walk and track your fundraising progress!
   **Work with Personal Page** - On your personal page, your friends and family can read about why you are walking. Customize it, edit the text, upload a picture, or add a link to a YouTube video. From your page you can create your own URL (http://donate.kidney.org/goto/suesmth) so people can find you easily. Near the top of your your Personal Page, click URL. People who visit your page can click on “Make a Gift.” Their credit card donations
made in support of your efforts will be recorded on the page and in the thermometer.

**Address Book** - This is a great tool for sending your fundraising and recruiting emails. You can either upload your contacts or add individual contacts. Your Walk Center has a built-in email system that makes it easy to add, import, edit, and delete email addresses. There is an option to create different groups, such as “Coworkers” and “Family”.

**Follow-Up** - As part of the address book, the follow-up tool will track who donated to you, who you emailed for donations, etc. This will provide you with a record for next year. The personal contacts you upload will not be accessed by Convio or the NKFM.

**Send Email** - To maximize your fundraising and recruiting efforts, we have created email message templates for you to send to your friends and family. You can edit these messages as you wish.

**My Progress** - “My Progress” shows your fundraising achievements. It tracks how many gifts you have received, how much you have raised, and records your gift history including who donated and when.

**Team Page** - As a Team Captain you will have access to the Team Page. It allows you to edit your Team Page, which can be updated with team news, new members, etc. You can track your entire team’s efforts and have access to the team roster, number of gifts, and amounts raised by individual teammates. You can also change the URL to your Team Page (http://donate.kidney.org/goto/kidneyteam).

**Personal Page Frequently Asked Questions** - On the left-hand side of the page there are some great links to help you with the management of your personal page.

**Help Setting Up or Managing the Page**

1. Click on the Frequently Asked Questions - On the left-hand side of the page there are some great links to help you.
2. Contact Barb Currier by email - bcurrier@nkfm.org or by phone - (734) 222-9800 ext 212.
3. Once you create your personal page, email a link to all your friends asking them to donate.
4. Donors can also search for your name or team from the Main Event Center page by clicking on Donate to a Walker.
**NKFM on Facebook**
Add the Kidney Walk application to your Facebook profile. Simply click on the “fundraise with Facebook” icon located on your Participant Center page. You will be directed to www.facebook.com and asked to log in to your Facebook account. Click ‘Add badge to profile’ and then click ‘Add’. Now your friends can donate by clicking on your badge!
Become a fan of our Facebook page! Go to facebook.com/KidneyMI.

**NKFM on Twitter**
Follow the NKFM on Twitter by clicking on the icon located at the bottom of your Kidney Walk page. You can also go to twitter.com/KidneyMI.

**NKFM on YouTube**
Visit the NKFM on YouTube. You can view videos on some of our programs as well as a video about the Kidney Walks! Please visit youtube.com/KidneyMI.

**QR Code for KidneyWalk.org**
Use your smartphone to scan QR Codes on any of the Walk materials to visit kidneywalk.org.

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**You Have Your Team! The Next Step...**

Ensure all team members have registered on your team.

- Provide each team member with a Kidney Walk brochure and envelope. To ensure your team receives proper credit, please put the team name on the envelope (team information portion) before you distribute them to your team members (address labels with captain name and team name/dialysis unit work great).
- Personalize the cause. If your team is participating in honor or memory of someone who has or had chronic kidney disease, inform donors.
- Set a team fundraising goal together – one that translates into individual team member goals. For example, a team of six may set a goal of $600 - each team member’s goal is $100.
- Encourage team members to collect donations from those wishing to support their efforts at the time they ask.
- Organize team fundraisers such as bake sales, potluck luncheons, etc. to help the team reach its goal.
• Set a deadline for each team member to collect their donations and turn them in to you. It's recommended that Team Captains turn in the money for the entire team prior to the Walk at a Bank Day.

**Make it Fun**

• Update your team page frequently. Share new ideas and tips as well as updates on the team's progress, especially if individual team members reach their goals.
• Develop incentives. Set up a team challenge – the one who raises the most money will receive a special prize or those whom accomplish their goal receive a special prize.
• Select team colors and organize a team T-shirt design contest. This is an opportunity for your company or a local business to underwrite the cost of the shirts. Put their name on the back. Ask the vendor who provides your company with promotional materials to donate or give you a discounted price. (Sorry, costs associated with team T-shirts must be covered by the team.)
• Have all your team members include a message on their email signature stating that they are participating in the Walk.

**Fundraising Tips**

Here are some proven methods to increase your fundraising efforts:

• Ask – it's the number one reason why people give.
• Set a goal and develop a plan. Think big and ask everyone.
• Make a list of potential sponsors - family, friends, co-workers, members of your bowling or golf league, fellow church members, businesses you frequent (hair dresser, dentist) etc.
• Use the pledge sheet to keep track of your pledges and donations.
• Ask friends and family to help you reach your goal. Do they own a store or restaurant? Ask them to sell Kidney Flower pin-ups or hold another in-house fundraiser.

**Letter Writing Campaign:**

Send a letter to your friends, family, neighbors, co-workers, etc.
• Tell them about the Kidney Walk, why you are walking, and what their
support means. Use the information provided in this booklet or go to nkfm.org for additional information.
- Include a donation deadline as a gentle reminder.
- Point your donors to your personal fundraising page.
- Include a self-addressed stamped envelope so it’s easy for them to send a check.
- After the event, send a thank you letter. Include event details, photos, and the total you raised.

**Kidney Flower Pin-Ups**
This is a fast, easy, and very visible fundraising tool, which is especially effective when sold in high traffic locations. Ask the businesses you patronize to help your fundraising efforts by selling Kidney Flower pin-ups at their establishment. Kidney Flower pin-ups are two-color, 6.5-by-6.5 inch, flower-shaped pin-ups. Sell them for $1.00 during a designated period of time. The purchaser can write their name or message on it. Display them on the wall, windows, or collect them in a basket if they can’t be displayed. They are available at no cost to you and can be obtained by calling the NKFM.

**Workplace Giving**
Be sure to get approval from your employer before fundraising at the office.
- Send an email to your colleagues explaining what you are doing and the importance of their support.
- Casual Day or Dress Down Day. If your employer offers these ask if the proceeds from one of the days can be donated to NKFM.
- Sell Kidney Flowers Pin-Ups.
- Host an office potluck or barbeque luncheon – charge $5. Hold a bagel sale, etc. Enlist your colleagues’ help.
- Coin jars. Place a jar on your desk, break room, or lunch room.
- Place an article in your company newsletter.

**Matching Gifts**
Many companies match employees’ charitable donations through a Matching Gifts Program. That means your gift and that of your donors could be doubled! Check with your employer to see if your company has this program. Be sure to ask your donors if their company has a matching gifts program.
Please visit your Walk welcome page and click on Matching Gifts for more information.

**Other Creative Fundraisers:**
To obtain a list of easily implemented and successful fundraising ideas, please visit the home page of the Walk you are participating in, find the section titled NKFM Helpful Materials and click on Fundraising Ideas.

**Frequently Asked Questions**

Information about Registration for Teams and Individual Walkers, Fundraising Online, Pledge Collection, Day of the Walk, and Event Details can be found by visiting the landing page for the Walk that you and your team are participating in. Pledge forms and other forms can be found there as well.

**Pledge Collection**

It’s recommended you collect your team members’ donations of cash and checks and turn them in prior to the Walk.

This can be accomplished by:

- Mailing donations to NKFM. Please include the Walker Donation Form with the donations to ensure your team and team members receive proper credit. You can mail them in as you receive them. It’s not necessary to send them altogether.
- Turning in donations at one of the Bank Days held prior to the Walk. Bank Days are usually held about two weeks prior to the Walk. This eliminates the need to check in the day of the Walk.

**Walk day has arrived. Where do I go?**

**Pre-Registration**

Those who registered on-line prior to the Walk should check in at the Pre-Registration table.

**Check-In Exception.** Members of a team whose Team Captain attended a Bank Day do not need to check-in prior to the Walk as they have already received their vouchers and admission tickets. Upon arrival, please proceed to
the start of the Walk to enjoy the festivities.

If the Team Captain didn’t attend the Bank Day and wishes to check-in the entire team please look for the sign Team Check-In.

**If team members prefer to check-in individually** -
- Walkers who pre-registered online check-in at the Pre-Registered Check-In. At that time walkers will receive admission ticket, if applicable, and prize voucher (for those raising $100 or more).
- Donations of checks and cash, should be turned in using the Walk Collection envelope. The NKFM will have a list of each walker's online donations, which be confirmed at the time of check-in.
- If walkers did all of their fundraising online, they will be confirmed at the time of check-in.
- Once checked in – proceed to the start, enjoy the pre-Walk festivities, and get ready to walk.

**Day – Of Registration** -
Those who did not register online or missed the registration deadline, need to visit the Day Of Registration table.
- Please present a completed Walk collection envelope. If you don’t have one, they will be available that day.
- Present donations.
- At that time, walkers will receive admission tickets, if applicable, and prize vouchers (for those raising $100 or more).
- Once checked in – proceed to the start, enjoy the pre-Walk festivities, and get ready to walk.

**Team Photo**
Choose a place and time where all your team members can meet you to take a team photo and walk together. Team photos will be taken before the Walk begins so plan ahead. Look for the Team Photo sign located at the start of the Walk. Photos will be available to download online after the walk.

*Thank you for leading your team’s efforts. If you need additional information or ideas please contact us.*
www.nkfm.org

State Office
1169 Oak Valley Drive
Ann Arbor, MI 48108
(734) 222-9800 • fax (734) 222-9801
Toll Free 1-800-482-1455

Flint Branch Office
411 E. Third St., Suite 2
Flint, MI 48503
(810) 232-0522 • fax (810) 232-0533

Grand Rapids Branch Office
260 Leonard NW, Suite 2
Grand Rapids, MI 49504
(616) 458-9520 • fax (616) 458-9532

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