



## HOST YOUR OWN FUNDRAISER

- Register
- Download the **FREEDOM WALKS** tool kit
- Build your team
- Pick a date
- Set a fundraising dollar goal
- Choose a route
- Share your walk
- Walk!

No registration fee. Participants that raise the minimum \$50 amount will receive a commemorative NEOPAT FREEDOM WALKS T-shirt.



**2021 NEOPAT  
FREEDOM  
WALKS**



**Walk Tool Kit**  
Your guide for success!

# FREEDOM WALKS

## TEAM CAPTAIN TIPS

Congratulations on helping NEOPAT to **Keep the Promise!** NEOPAT is dedicated to promoting patriotic acts that will deepen the sense of patriotism locally and to keeping the promise to honor and remember those that have gone before us. Every dollar raised serves and supports the needs of local military and their families and our mission to **Keep the Promise**. We are excited to have your support and we hope this guide will help your efforts in hosting a successful walk.

As a team captain, you are an ambassador for NEOPAT and serve as an extension in helping us to promote patriotism and remember those that have lost fighting for our freedoms. You will be motivating your friends and family to get involved and join your team so we can continue to **Keep the Promise** and assure we never forget their sacrifice.

## BUILD YOUR TEAM

- Start with your personal network - talk with your friends, family, co-workers and neighbors. Ask each walker to invite someone new to join the NEOPAT Walks team. This will increase your team size, raise additional dollars and expand awareness for NEOPAT. Everyone knows a veteran or knows of a veteran's story. Pitch your fundraiser and sign them up!
- Name your team! Give your team some personality and branding by giving yourselves a team name. This name can be used when sharing the walk on social media and on your dedicated NEOPAT Walks Page.
- Have your team share a photo, or a personal story on social media on why they are walking. These stories are moving and engage additional support.

## PICK A DATE

Give your team enough time to plan and raise dollars needed for your walk. You want to allow time to share stories and the purpose for the walk. Weekends, warm weather and holidays are important to include in planning.

[NEOPAT.ORG/FREEDOMWALKS](https://NEOPAT.ORG/FREEDOMWALKS)

## SET A FUNDRAISING GOAL

Think big! Don't limit the team to raising the minimum \$50 per walker. Share your story through social media. It's a great cause! Your supporters will make donations because they believe in you and it gives them an opportunity to support NEOPAT. We will be recognizing top fundraising teams with incentives that are sure to keep everyone motivated!

Once each team member has raised the minimum \$50 per walker, contact us at [NEOPAT@info.org](mailto:NEOPAT@info.org) with the amount and sizes of the T-shirts needed. These will be mailed to the team captains.

### TIPS FOR SECURING DONATIONS

- The way you ask for financial support is crucial. Be genuine and direct when speaking with people to support your walk. Be clear on why you are hosting a walk and how their support can help your success and in the end help NEOPAT **Keep the Promise**.
- Communicate your walk in many ways. Mail or email a letter sharing your walk and the meaning behind your motivation. Post on social media platforms and include the link to your dedicated Walks Page for supporters to make donations.
- Many businesses will offer corporate matching programs that their employees will make to nonprofit organizations. Be sure and ask your employer if they have a program and share the possibility with your team of walkers.
- All donations should go through your Walks Page. You are able to track and share your progress toward your goal.
- Thank your donors! Be sure to share your gratitude and recognition of their support.

## CHOOSE A ROUTE

Choosing a route can be very important to the success of the walk. You want to be sure the location is central to the team. Some questions to keep in mind as you look into the logistics of your walk:

1. Think about city streets, a nature trail, or track. Parks, zoos, and urban communities all have natural routes for walking.
2. Be sure to contact officials with the location for permission or to apply for a permit.
3. Some locations will require insurance.
4. Is the location large enough for the team size?
5. Do you want a straight or circular route? Flat or more challenging with hills?
6. Do you need a finish line?
7. Is there ample parking?
8. Do you need to mark your route with signage?
9. Are you required to have security or emergency personnel on site?

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## SHARE THE WALK

- Each team receives a dedicated Walks Page. You will be able to share a custom url that directs all supporters in your network and others to make a donation to your cause. All dollars go through the Walks Page and are tracked.
- Social media shares will be created for your team to share that they are walking. These will be customized for your team so sharing is personal and easy. Get creative, have a car wash to raise awareness, create walk flyers and distribute at work or in your neighborhood. All materials and signage should include your Walks Page url for supporters to donate and the hashtag **#NEOPATFREEDOMWALKS**.
- Post photos and videos of your walk. People that have supported you will want to share in your success. Excitement is contagious and next year your team may grow!

## WALK!

The day is here, it's walk day! Be sure to keep the following tips in mind as you lead your team to a successful and healthy walk day.

1. Before the day of the walk, send an email to your team with friendly reminders on wearing their NEOPAT T-shirt, sunscreen, where to park, where to meet or register. Ask each team member to bring healthy snacks for after the walk.
2. Arrive early for set up. Do you need to have coolers in place? A registration table?
3. Do you need to set up signage?
4. Be sure to include water for all walkers.
5. Do you need to touch base with city, park or other officials you have been working with?
6. Take a moment to thank the team members for their support and the dedication to the team. Maybe a team cheer to begin the walk!
7. Ask a separate volunteer, not walking with the team, to take photos and videos of the team as they are walking. This volunteer would be responsible for uploading images to social media and tagging NEOPAT throughout the walk. Don't forget to remind your team members to also take photos and videos and post, share and tag.
8. Have fun! You have worked hard to build a strong team, share your story and execute the logistics. Now you can enjoy the walk knowing that you are helping NEOPAT to **Keep the Promise** to military members and their families.
9. Host a post walk thank you celebration!

## WHERE YOUR DONATIONS GO

NEOPAT has been able to **Keep the Promise** to support and serve military families in our 20-county service area in their times of need with a focus on these four areas:



THANK YOU FOR HELPING US TO **KEEP THE PROMISE!**

[NEOPAT.ORG/FREEDOMWALKS](https://neopat.org/freedomwalks)