

- **Malformations** that occur as a baby develops in its mother's womb. For example, a narrowing may occur that prevents normal outflow of urine and causes urine to flow back into to the kidney. This causes infections and may damage the kidneys.
- **Lupus** and other diseases that affect the body's immune system.
- Obstructions caused by problems such as kidney stones, tumors or an enlarged prostate gland in men.
- Repeated urinary infections.

What are the symptoms of CKD?

Most people may not have any severe symptoms until their kidney disease is advanced. However, you may notice that you:

- feel more tired and have less energy
- have trouble concentrating
- have a poor appetite
- have trouble sleeping
- have muscle cramping at night
- have swollen feet and ankles
- have puffiness around your eyes, especially in the morning
- have dry, itchy skin
- need to urinate more often, especially at night.

Anyone can get chronic kidney disease at any age. However, some people are more likely than others to develop kidney disease. You may have an increased risk for kidney disease if you:

- have diabetes
- have high blood pressure
- have a family history of kidney failure
- are older
- belong to a population group that has a high rate of diabetes or high blood pressure, such as African Americans, Hispanic Americans, Asian, Pacific Islanders, and American Indians.

SOURCE: National Kidney Foundation, Inc.



About the Northeast Kidney Foundation

The Northeast Kidney Foundation is a voluntary health organization dedicated to preventing kidney disease and enhancing the lives of all those affected. Formed in 1972 as a philanthropic gift of Edwin and Rhoda Sperber, the Foundation provides services to patients, family members, the general public and clinical and academic professionals throughout the Northeast.

The mission of the Northeast Kidney Foundation is to improve the quality of life of those affected by kidney disease and related conditions; to increase organ donation; and to empower those we serve to be effective voices for better healthcare at the local, state and federal levels.

Your support of the Northeast Kidney Foundation provides vital funding for patient and family services; patient, public and clinical education; local research programs; and healthcare advocacy.

Some of our programs and services include:

- Patient, public, and professional education
- Grants to assist patients with medical, nutrition, and housing needs
- Transportation subsidies to assist patients that are new to dialysis during their transitional period
- Nutrition supplements to help those patients suffering from malnutrition
- Free medical identification jewelry
- Kidney Club support groups around the region that's open to patients, caregivers, family members, and friends
- Scholarships to assist young adults affected by kidney disease in their pursuit of higher education
- Free community screening programs that can help identify those in early stages of kidney disease
- A school based program titled "Kidneys in the Classroom," designed to teach kids about lifelong kidney health
- Workplace wellness programs
- Patient outings that bring patients together in a warm and supportive environment
- A professional speakers bureau that can address any number of audiences on issues related to chronic kidney disease and organ donation
- So much more!

As a locally based organization, you can be confident that the funds raised stay in the local community, putting your dollars to work right where you want to make an impact.



About the Walk/Run for Kidneys

The Walk/Run for Kidneys is our largest community awareness and fundraising event. Historically, our walk and run events have raised more than \$500,000 to support the Foundation's initiatives. It is an event that brings together dialysis patients, organ transplant recipients, donor families, living donors, medical professionals, business and community leaders, and the general public to celebrate life and support the Foundation's mission.

The Walk/Run for Kidneys is a non-competitive, fundraising walk and 5K/10K run focusing on education and prevention of kidney and urinary tract diseases and awareness of the need for organ donation. It presents an opportunity for family, friends and colleagues to participate in an inspiring, community-based event which calls attention to the need for early detection of kidney disease while supporting the Foundation's community and patient services, public and professional initiatives and local kidney research.

Dates for the 2017 events are as follows:

Albany Walk/5K/10K for Kidneys – Sunday June 11, 2017
SUNY Albany

Glens Falls Walk/5K for Kidneys – Sunday, April 30, 2017
SUNY Adirondack

Ithaca Walk/5K/10K for Kidneys – Sunday, May 7, 2017
Cass Park

Little Falls Walk/10K for Kidneys – Saturday, October 28, 2017
YMCA/Western Park

Why the Walk/Run is Important

Chronic kidney disease is a major health problem. One out of every nine Americans currently have chronic kidney disease and most are unaware. In addition, one out of every three is at risk. High blood pressure and diabetes are the two leading causes. In addition, of the 122,000+ people on the national transplant waiting list, more than 102,000 are in need of a kidney transplant. The walk/run presents a unique opportunity to educate the public, bring awareness and raise funds for much needed programs.



Your role as a Team Captain

Team Captains serve as the cheerleaders of their team, motivating your team and encouraging your team members to maximize their fundraising success. Funds raised at the walk/run for kidneys support locally based patient and community program. As the leader of your team, it is important that you:

- Set a personal and team fundraising goal
- Encourage all of your team members to register, create a fundraising page and start their fundraising
- Mentor them along the way!
- Monitor your team's progress and follow up with your team mates!

Remember, you are a critical part of the walk/run's success! We are here to help you every step of the way. Never hesitate to let us know when you need help!

Here are a few steps to follow to help you with your fundraising success!

- Register your team at www.healthykidneys.donordrive.com
- Set your personal and your team fundraising goal
- Create your personal fundraising page
- Create a list of potential team members. Consider your family, friends, neighbors, and coworkers!
- Reach out to this list and ask people to join your team, register online and set up their own fundraising page
- Share your page via social media and email to all your contacts
- Share your team goal with your team members and give updates on progress
- Encourage each team member to reach out to their own circle of family, friends, neighbors and co-workers to join your team or support their efforts through donations. There is no limit to the number of people that can be on your team!
- Remember anyone can participate, even if they can't be present on event day. They can always become a "virtual" walker!
- Designate a time and place to meet the day of the event
- Thank everyone on your team for their participation and support!



Fundraising is easy!

FUNdraising is simple and fun! Included here are many resources to help you reach your goals. Here are a few steps you can follow to ensure your fundraising success:

- Once you register, create your personal fundraising page and be sure to customize it! Share your story and let people know why you are participating. Post a photo. Let your potential donors know why supporting the Northeast Kidney Foundation is important to you!
- Make your own personal donation. This shows good leadership and sets an example for your team mates.
- Send emails asking for support. Consider everyone, near and far. Once your family, friends, colleagues and neighbors know why supporting this event is so important to you, they will want to help!
- Share your page on your social media pages and encourage your friends and followers to support you! You can also post updates and share progress!
- Remember to thank your donors for their support!
- Getting close to your goal? Try increasing it slightly. This will encourage people to continue supporting you!



Join the Club!

Want to be part of the Legacy Club? You can if you personally raise \$1000 or more! Anyone can be part of this club, whether they are participating as an individual or as part of a team. Benefits of being in this club include:

- Official Legacy Club T-Shirt (this is in addition to the official event shirt!)
- Acknowledgment the day of the walk and in post walk communications
- Framed Certificate of Achievement
- Two complimentary tickets to your choice of Catwalk for Kidneys or Chili Challenge



HOW TO RAISE \$500 IN 7 DAYS

Day 1: Make a personal donation of \$25 on your personal fundraising page

Day 2: Ask three family members to sponsor you for \$25 each

Day 3: Ask five friends to sponsor you for \$15 each

Day 4: Ask five coworkers to sponsor you for \$15 each

Day 5: Ask five neighbors to sponsor you for \$15 each

Day 6: Ask your boss for a company contribution of \$50

Day 7: Ask five business or service providers that you frequent for a contribution of \$25

You have just reached your goal! Now increase it a little bit and use the same formula again for anyone that did not respond the first time around! Remember, you are giving everyone a wonderful opportunity to support a cause that is important to you, and those close to you will want to be a part of it! By offering this opportunity, you are giving them an opportunity to make a difference!

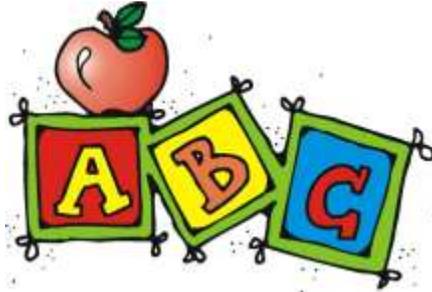
We did it!!

Fundraising has its rewards!

Our Walk/Run Teams are a competitive bunch! And, the NeKF would like to reward you for helping to support those with kidney disease. Online contests are run throughout the fundraising period leading up to each walk. These are fun weekly or monthly contests that could have you winning gas cards, ice cream cones, dinner or movies, etc.! The NeKF also wants to share YOUR secrets to fundraising, so we may be contacting you to highlight your efforts in a motivational email. We also offer event prizes as follows:

Donation Level	Money Raised	Prize
1	Unlimited	A variety of prizes will be up for grabs during the fundraising contest period, prior to each walk. Register online to join the fun! www.healthykidneys.org
2	\$100	Walk/Run for Kidneys Official Event T-Shirt
3	\$101-\$500	Long Sleeve T

4	\$501-\$750	NeKF Hoodie or Fleece (your choice!)
5	\$751 - \$1000	Fleece Blanket
6	\$1001 - \$1500	NeKF Duffel Bag
7	\$1500+	NeKF Jacket



A to Z Fundraising Ideas

Try some of these suggestions to help you raise funds!
Have a creative idea? Share it with us!

A

Ask: The easiest way to raise money is to ask your friends, neighbors, relatives and anyone you know to make a donation to the Northeast Kidney Foundation's Walk/Run for Kidneys, which you are taking part in. Explain your commitment and why you are involved.

Art Sales: Have preschool and elementary students produce great art and have a show. Parents and friends buy back their budding artists' masterpieces.

Auctions: Many teams are putting together silent auctions. Maybe have a silent auction during a family reunion or picnic of some kind. Some teams are putting together sports auctions, which are very popular. Collectibles are hot! Or, auction off the boss- have the boss or department head as your assistant for the day at work.

B

Baby Sit: Do extra baby-sitting and give your pay (or at least part of it) to your team's effort. Or baby-sit as a team during a community event.

Bake Sales: Hold a bake sale at work or at a busy place- a bank branch held a bake sale once a week for several months. Or have a No-Bake sale where co-workers pay so they don't have to bake goodies.

Balloon Day: This is good for students. Sell a balloon with a message attached for \$2 each. The students take orders in advance and then deliver the balloon messages at a later date.

Bank For a Year: Get everyone on your team to put in \$2 each week beginning the week after this year's WALK. In 50 weeks each team member will have \$100. Or try this – 50 cents every day, in 50 weeks you will have collected, from yourself, \$175 – add just two more friends giving

you 50 cents each per day and you will now have a total of \$525 in 50 weeks. See how easy it is!

Bingo: Hold a bingo night at a local club, church hall or at your place of business.

Birthday Party with a Purpose: Individuals have had birthday parties and on the invitation they state in lieu of gifts, please bring a check made out to the Northeast Kidney Foundation.

Block Party: Put together an old-fashioned block party in a parking lot, or close off a neighborhood street (with permission). Have a band donate a few hours, have a BBQ, do face painting, offer hay rides etc. Have fun and raise money for your team.

Book Sales: Do it in conjunction with a publishing house that will donate books or have everyone on your team bring in good condition used paperbacks or hard cover books. Set up a table to sell your books. Get permission to have your table set up in a local mall or plaza, or if you work for a large employer, set it up in the break or lunch room.

Boss for the Day: Allow people to bid on being boss for the day-high bid wins.

Bounce-a-thon: Elementary students take a collection envelope home to collect pledges for bouncing a basketball for half an hour. Each class in the school takes turns gathering in the school's front hall throughout the day to bounce their basketballs.

Bowl-a-thon: Some student teams have been holding bowl-a-thons, where they get pledges per pin they knock down.

Bowling Chance: \$1 gives you the chance to throw 2 balls (toy bowling set). If you strike your name is entered into a drawing 2 times. If you throw a spare with your second ball your name is entered into the drawing once. Your team is to solicit a nice prize for the drawing.

This could be held on site.

Breakfast With: Put together a breakfast with Santa or the Easter bunny. Work with a local restaurant or your team can do it themselves at a hall or club. Have someone in costume and sell tickets, also have pictures taken. Could also use this as breakfast with the mayor or other high profile person.

Brown Bag Lunch Day: Everyone brings in their own lunch and donates the money they would have spent on lunch that day.

C

Can and Bottle Drive: Set up at a central location and collect cans and bottles from passersby's. Return for deposit to nearest redemption center. You will need pick-up trucks to carry the cans or ask a local redemption center or local store if you can set up in their parking lot so you don't have to carry the cans to be redeemed.

Candle Sales: Sell scented votive candles to fellow employees and friends.

Candy Bar Sales: Sell candy bars at work, or have someone at a business let you set up a little display box (beauty shops, store check-out counters, etc.). You can purchase box kits from wholesale warehouses such as Sam's or ask a candy store to donate them.

Car Donation: Have an old car just sitting around? Donate it to the kidney wheels program and the proceeds will go toward your team! www.kidneywheels.org

Car Washes: This is another good idea for students as well as adults. Especially in the spring when everyone wants the mud off of their cars. Try saying “donations accepted” instead of charging a set price.

Challenges: Challenge another team to raise more money than you. Some radio stations may gladly put your challenge on the radio.

Change Makes a lot of Cents: Bank and credit union teams post this message at the teller line – Donate the cents from your deposit to the (name of bank) Walk/Run for Kidneys team and help us raise money for kidney disease. If your check total is for \$187.67 your donation is just 67 cents. All proceeds will benefit the National Kidney Foundation.

Chili Cook Off: have a Hot-Hot-Hot chili cook off.

Christmas Party: Play carols, serve cookies, decorate a tree, have pictures with Santa and ask for donations.

Christmas Tree/Wreaths: Ask a local retailer to donate \$1 for every tree and wreath sold to support your team. Or make your own wreaths as a team- use princess pine you find in the woods.

Coin Drive: This is especially good for students to do at schools- have everyone give them their change in the lunchroom. Set up a coin jar at the beginning of the school year and see how it grows.

A college put a twist on the coin drive, which would also work at companies with different departments or at a bank with the different tellers etc. They sent out a flyer explaining: JOIN THE PENNY WARS- drop off your change in the jars at the front of your residence hall. The residence hall with the most points wins a pizza party for its residents.

Coin Toss: Get permission from the local mall to collect all the coins tossed into the fountain for a designated time period. Be sure to have signs state that the coins will be donated to the Walk/Run for Kidneys.

Comedy Club: Ask a local comedy club to host an evening in support of the Walk/Run for Kidneys and invite all teams to sell tickets. The teams would get the credit for the tickets they sell.

Concession Stands: Set up a concession stand or booth at a community event during the year.

Cookbooks: Collect recipes from employees and have them published and sell them. Can be produced for approximately \$2 each and sold for \$7-\$8. *Recommended that all recipes are healthy and follow nutritional guidelines.

Craft Fairs: Have your team set up a craft table or raffle at a craft fair or festival.

Crafts: In a holiday mood? Craft tree ornaments, stockings or decoration and sell them.

Cut-a-thon: Have a beauty salon or vocational school hold a cut-a-thon for you.

D

Dances for a Cure: Students can hold a school dance. Adults can put together a dance at a local club or hall. Get a band or DJ to donate their services.

Dog Walkers: Have your team walk the neighborhood dogs for a donation. Many pet owners would appreciate the opportunity to let someone take their dog for a long walk.

Dog Sit: While the owners are on vacation, save them from sending Fido to the kennel.

Donut Days: Students have done this, where they get donuts donated from a bakery every Friday, and sell them at school.

Dress Down Days: Many businesses have been doing this, where their employees can dress down for a day if they make a certain donation. This is also happening at parochial schools or other schools that require uniforms. For a specified donation, the student doesn't have to wear a uniform to school that day.

Dunking Booth: Set up a dunking booth at a local event festival, fair, picnic etc. and recruit local celebrities to sit for you.

E

Email: Email your friends and associates for donations.

Envelope at Restaurant table: Restaurant teams generate donations by placing a Walk/Run for Kidneys envelope at every table during a designated time period, stating "Please support our Walk/Run for Kidneys team and the Northeast Kidney Foundation" Waitresses check envelopes after each seating and find surprising results.

Errand Service: Never have time.... Run an errand service!

Event parking spaces: Sell parking spaces for community events near your home.

F

Face Painting: set up a booth at a local event, fair, or festival. Kids love it! Charge .50 and up.

Fast Food Restaurants: Ask your local restaurants if they will have KIDNEY day. Either a percentage of the day's take or from a certain item on the menu will go towards your team. Your team should be on hand to ask for donations from the patrons as well as be able to talk about the event. For example - Fry Day Friday- on a Friday prior to the walk, a dime from every order of fries sold goes to your team total.

Fifty/Fifty Drawing: Everyone loves the chance to win cash. Hold 50/50's at your place of work, weekly or monthly. An individual did this at his annual birthday party and raised a lot of money for his team.

Flamingo Alert: Place pink flamingos in someone's yard. It will fly away once a donation is made to Walk/Run for Kidneys. Some people have expanded this idea and for a set amount you can designate the next person it should go to, as well as you can purchase flamingo repellent, so it will not land on your yard. Other lawn ornaments could be used.

Flower sales: Work with a local florist or wholesaler and sell bouquets, potted flowers or individual stems (carnations or roses) at your place of work or school.

Flower bouquet Raffle: Ask a local florist to donate one bouquet of flowers, one for each month for a three-month period (or go to 3 different florists and get one per shop). This is a good

fundraiser for corporate teams with a large staff, especially during the winter months, to take a chance to win some “springtime” for their desk.

G

Game Night: Have a game night- much like a party with a purpose. Everyone comes to your house to play board games, charades etc. Charge an “entry” fee.

Garage Sales: Work individually or as a team to set up garage sales- clean out your attic and raise money for the Northeast Kidney Foundation at the same time!

Go Door to Door: Go door to door and ask for donations. Canvas your neighborhood, work as a team and canvas the town.

Golf Tournament: Have your team put together a golf tournament with the proceeds benefiting your walk team goal.

H

Hat (or Cap Day): This is good for schools. For a specified amount, the students can wear a baseball cap to school for the day.

Haunted House: For Halloween, organize a haunted house and charge admission. Or as a team, organize a haunted forest. You can also sell refreshments such as donut holes and hot chocolate.

Hot Dog for Your Kidney's: Principal at an elementary school agreed that if ALL the teachers would raise \$100 each he would dress up like a hot dog and let the students squirt ketchup, mustard, and relish on him.

I

Ice Cream Socials: Plan one at your place of work or for friends, asking for a donation to attend. Sell ice cream for dessert at your place of work.

J

Jail & Bail: For a donation employees can be arrested. For an additional donation they can post their own bail, or employees have a bounty placed on their head, are arrested and are not set free until the entire bounty is raised (\$100 or more per inmate)

K

Kiss a Pooch Contest: Recruit a local celebrity to kiss a pooch if they do not meet a goal established by you and the celebrity. Also has been done as a contest. Put the face of all the teachers or employees on each jar, and who ever raised the least amount of money must kiss the pooch (could also be a team mascot, goat mule, dog etc.)

L

Lawn Service: While you are mowing your lawn, mow someone else's for a donation.

Letter Writing: A great way to ask for donations without asking in person. Send letters out to your friends and family explaining what you're doing and why, and asking for a specific amount (more than you want) seems to work best or leave it up to them. Write them your personal goal and ask for their help. Some people are writing letters on behalf of their pets or babies adding a little humor.

Line Dancing: Work with a local club or facility to offer a night of line dancing. Get a DJ to volunteer his/her time to play music and get someone to teach a couple dances. It's a fun way to spend a night while raising money.

Lunch with the CEO: Auction off lunch or maybe a round of golf with the CEO or president of your company.

M

Matching Gifts: Ask your company to match what you raise. Some companies have a matching gift policy, check to see if yours does. If they don't, ask them anyway.

Money Jars: Set up money jars or coin boxes at your place of work. This is good for banks, diners/restaurants, hairdressers, and stores. Check back to empty jars frequently.

Movie night: Invite your friends over for a night at the movies. You provide the popcorn and soda and charge admission. Or have a movie week during lunch hour at work. Charge admission and invite employees to eat their lunch while they watch.

N

Nonalcoholic cocktail party: Have a nonalcoholic cocktail party and ask for donations. Or have a traveling one, where the team moves from house to house on different weekend nights. Each house has different appetizers and drinks available. Be sure to have your donation cans next to the refreshments.

O

Odd jobs: Call on your neighbors and ask to do some odd jobs, such as fixing a rain gutter, shoveling their driveway, paint a fence, or rake their leaves.

Open House: A fitness center held an open house with a variety of toning and aerobic classes offered throughout the day. They also included a silent auction and babysitting. Ask for donations.

P

Pancake Breakfasts: Host a pancake breakfast at a hall, church, or at work on specific days.

Parking Space Auction: College students can auction off the presidents parking spot or company employees can auction off a prime spot.

Payroll Deduction: Employees can make their own contribution by having it deducted directly from their paycheck. A little each week, can grow into a large amount by WALK time.

Percentage of Sales: Designate a percentage of one day's sales or proceeds and let the public know so they will buy more.

Photos: Have your photo taken with a local celebrity for a specified donation. Or use one of those realistic cardboard stand-in's. Do this at work or in conjunction with a local fair or festival.

Pie Sales: Much like bake sales, these are also popular. Especially around the holidays- take orders or set up a table at a busy grocery store or shopping center.

Pin Ups: The kidney pin ups can be sold at businesses, companies, or anywhere people frequent. Some teams have used them at holiday time to place a memorial or honor tree. Ice cream cones with the logo on it at local ice cream shops, paper bowling pins line the walls of a bowling alley.

Pizza Sales: Work with a pizzeria to give you a percentage of the pizzas you sell. Take orders and deliver them. OR put pizza kits together yourself. Also, your team can work with a wholesaler to get pizzas at a reduced price. Donated is even better.

Place a "Plea" in your employee bulletin or newsletter: Place a plea in your employee newsletter letting them know that you are contributing dollars and time into the Walk/Run for Kidneys. Place a picture of the person your team is walking for in a highly visible place to remind team members of the importance of their participation.

Plant Sales: Like the flower sales, work with local florists or wholesaler and sell potted plants. A nursing home team did this and painted the flowerpots, repotted the plants and added a bow with a card. They sold a number to friends, staff and family members of the patients.

Pot Luck Lunches: Designate every Wednesday as Walk/Run for Kidneys Pot Luck Day, where team members take turns making chili, salads, desserts, etc. and offer to employees at a set price or donation.

Q

Questions for a Buck: One team raised money by having their boss, who was constantly being asked questions by everyone to start charging a buck for each question. Word spread throughout the company what he was doing, and everyone started asking questions and paying up.

Quilt Raffle: Have your team make a quilt to be raffled off. Or if you have that creative seamstress on your team, have her hold a quilting class or just a quilting night. Quilters like to sew in groups, make a night out of it and ask for donations, or they can make the quilt for your raffle.

R

Raffles: There are so many different types of raffles you could have. Make up theme baskets where everyone on the team brings one item to go in the basket- Summer fun basket could include sun screen, paperback books, sunglasses, bottled water, magazines etc. Easter basket could be made up of candy, chocolate bunnies, stuffed animal etc. Night out packages could include gift certificates to the movies, tickets to a play, concert or sports event. Be Creative.

Roll those pennies: Roll those pennies sitting in a jar on your dresser. While you're at it, roll the rest of your coins you have been collecting.

S

Sell Employee Services: i.e. get the best gourmet chef on your team to agree to go to someone's home and prepare a meal (for a fee of course). Get your VP to commit to wash an employee's car, or several, if willing. Have the company photographer take a family photo for a certain amount etc. Could also hold a raffle for these services.

Shave your head: Have someone agree to have their hair shaved once a certain amount of money has been raised.

Shoe Shines: Shine shoes for donation- enlisted men would love it.

Shutter bug mania: Into photography? Take candid shots around the community, schools, etc. to sell to the subject. OR, take photos of a friend's wedding, anniversary party, or birthday and ask for a team donation.

Skunk Them: As a hospital group did, put a stuffed skunk on a coworker's desk. They need to pay a donation to your team to have him go away or they need to pay to be de-skunked.

See Flamingo Alert for other ideas.

Spaghetti Dinner: Have your team put together a spaghetti dinner at a local hall or club. School teams have also done this with the help of their parents. The students take the tickets wait and clear tables.

Sports Tournaments: Teams organize bowling, hockey, basketball, soccer, and other sports tournaments.

Story Time Reading: Have an organized story time reading. Hold it at your place of work where employees can bring their children, work with your local library to have a special time. Also a good idea for on-site fundraising.

Student/Faculty Basketball Game: Set up a benefit basketball game between students and faculty, Or put together and alumni game. Challenge a local radio or television employee team.

Super bowl party: Have a super bowl party and ask everyone for donations when they get there. It is certainly worth it after all the trouble you go to organize the party and provide the refreshments. The same can be done for the NCAA Championship basketball game, Indy 500, Masters final round etc. Great idea for the team member with a big screen TV!

T

Tupperware party: Have the profits from a Tupperware party benefit your team.

Turkey Raffle: Great way to raise money during the holidays! Get a grocery store to donate a turkey for you to raffle off. You could also do the same with a ham at Easter time or a BBQ package for Memorial Day. Food is always a good item to chance off.

U

Ugly Bartender Contest: Get all the bartenders in town to agree to be in your “Ugly Bartender Contest” At \$1 per vote, a lot of money can be raised for your team with the winner getting some sort of reward and being asked to become an honorary team member.

V

Vacation Day Drawing: Have a drawing for an extra vacation day or day off with pay. Get your company to agree to let you raffle off with the money raised from the chances to go to your team.

Vending machines: Coordinate with your vendor to add .05 cents to the cost of a snack or soda prior to the walk, with the extra nickel going to your team total.

Vendors: Solicit your vendors for cash donations or goods you can raffle or auction off.

Video Sale: Hold a video sale at work and have each team member bring in videos they don't watch anymore. Especially kid videos their children have outgrown. Other employees with younger children would appreciate this.

W

Wait Tables: Work with a restaurant that will let you designate a specific night to benefit your team for the Walk/Run for Kidneys. Pizza huts have been known to do this as well as others. Your team would be the waiters for the evening and would collect all the tips as well as possibly a percentage of that evening's receipts. Make sure all your friends and family eat at that restaurant during the Walk/Run for Kidneys benefit.

Wear Company Logos: Tell companies that you will walk around wearing their hat or t-shirt for a designated time for a \$25 dollar donation.

Wrap Presents: During holiday time (Christmas or Mother's Day) set up a booth at a local mall, plaza or busy department store. Have your team members donate the paper and tape and raise money while helping out the holiday shoppers.

X

X-Box tournament- Have a night where you charge people to come and play your favorite video games like Guitar Hero or Rock Band!

Y

Yard Sales: Just like the garage sales, work together as a team, or host one individually.

Z

Zany Dress Day: Similar to dress down day, but pay a donation to come to work dressed as zany as possible – as celebrities, as animals, etc.

Zodiac Evening: Invite a guest astrologer and have a zodiac party, where everyone pays a fee to get their horoscopes read!

TEAM CAPTAIN CHECKLIST

REGISTER

- Choose a team name
- Set your team fundraising goal
- Set your personal fundraising goal
- Make a donation to jumpstart your fundraising



RECRUIT

- Customize your team website
- Send emails out through the walk registration site
- Set team incentives or internal competition to get your team members energized
- Schedule a team kickoff and be sure to include NeKF staff. Invite current and prospective team mates! Make it fun!

FUNDRAISE

- Customize your personal page and encourage your team members to do the same.
- Share your fundraising page via your social media and through email and encourage everyone to support you. Ask your team members to do the same.
- Thank those who support you and send reminders to those that haven't had a chance yet.
- Post updates so everyone can see your progress!
- Keep in touch with your team members and encourage them along the way.
- Visit businesses in your community to see if they will support you. Not sure who to approach? Think of your own service providers: hair salons, barber shops, auto repair shops, your dentist, your dry cleaner, etc.
- If you are nearing your goal, consider increasing it a little bit!

ON WALK DAY

- Arrange a place to meet your team and check in at registration to turn additional funds that may have been raised
- Bring noise makers, bubbles, etc., with you to have some fun while walking
- Pick up walk t-shirts for anyone who raised over \$100
- Take a team photo
- Enjoy all the on-site activities
- Celebrate!

POST-EVENT

- Send thank you notes to all donors and team members

- Send follow up emails to anyone that has not yet had a chance to donate. (You have 30 days following the date of the walk to raise additional funds that can count toward your incentive prizes).
- Share your experience with your family, friends, neighbors and co-workers and encourage them to join you next year!



Additional tools to help you!

Below are some additional resources that can assist you in your role as a team captain. Don't hesitate to contact us at 518-533-7880 or by email at info@healthykidneys.org if we can provide additional information or assistance.

1. NeKF staff: We are here to support you in your role as a team captain and want to help you with your fundraising! We will make personal outreach to you to help you set a goal and provide suggestions on how you can reach your goal. Remember we can always attend any event that your team hosts and can also provide you with materials that you may need.
2. Our website www.healthykidneys.org and our walk website www.healthykidneys.donordrive.com have a lot of information on kidney disease, the work of the Foundation and how your participation helps us to succeed. You can also send customized emails through your walk center and utilize tools to post your page on social media.
3. Walk materials: We have posters, postcards, event pin-ups, brochures and a promotional video that you can use! Some of these items will be sent to you as you register. You can obtain additional materials by contacting the NeKF staff!
4. Letter writing campaign: If you would like to send letters, we can provide you with samples that can assist you!
5. Matching gifts: Matching gifts can double your impact! Many businesses will match gifts made by employees, employees' spouses and even retirees! Make sure you ask any business that donates if they have a matching gift program, and encourage your team members to do the same.
6. Social media: Remember to utilize your social media pages as a way to solicit contributions and team members, keep your friends informed of your progress and to thank your donors!



FREQUENTLY ASKED QUESTIONS

How are funds raised through a walk team?

All walkers/runners, whether participating as an individual or as part of a team, are encouraged to raise funds through pledged based fundraising. This means that they ask their friends, neighbors, coworkers and family members to support them by making a donation on their behalf. We encourage online fundraising, as this is an easier and more effective way to raise funds. However, a pledge sheet is included in this packet should your team members need a written sheet. As a team captain, you will set both a personal and team fundraising goals.

How are donations collected from my teammates?

Everyone has the ability to create a personal fundraising page. This is done as soon as anyone registers through the registration system. This is the easiest way to raise funds as those near and far can support your efforts! It also eliminates having to turn in funds on the day of the walk! It also eliminates follow up with donors in order to collect their pledges. However, participants can still collect cash and checks and turn them in on walk day. For anyone turning in funds the day of the walk, we ask that they clearly indicate what team they are collecting for.

Can I submit donations after the event?

Yes! You have 30 days following the date of the walk to turn in donations and have them count toward your incentive prizes. Your personal fundraising pages will also stay open for 90 days following the event so be sure and reach out after the event to those that may not have had a chance to support you!

What happens if it rains?

The Walk/5K for Kidneys is a rain-or-shine event. Tents will be onsite, if needed.

Where do Walkers and Runners meet the morning of the Event?

Signage will be posted around the event location, and NeKF staff will be contacting all participants prior to the actual event, so any questions can be answered.

How long is the Walk/Run Route?

The Walk route is one to three miles long. It is a marked, non-competitive route with fun activities throughout. The running route is either a 5K or 10K route and will be clearly marked.

Is there a minimum donation due?

No. However, we do ask every participant to make an effort to raise money and make a donation. We suggest a minimum goal of \$200.

How many people do you need to form a team?

Teams can be two Walkers or as large as 100+ Walkers. There is no limit to the number of people you can have.

What kind of teams can there be?

A team can be any group that wants to come together in support of kidney and transplant patients. It can be a corporation, family, neighborhood, church, school, civic organization, etc. Regardless of the group representing the team, we encourage each team member to reach out to their entire network of contacts, including family, friends, neighbors, and colleagues.

Does a corporate team require a contribution from the company?

No, but many companies will choose to make a donation or may choose to match their employees' contributions.

How do funds raised at the Walk/5K for Kidneys benefit the Foundation?

More than 80 cents of each dollar raised benefits the Foundation's patient services and programs. Learn more at www.healthykidneys.org

Are my donations tax deductible?

Yes. Upon receipt of an online donation, a donor receives a confirmation email to serve as a tax receipt. Offline donors will receive a written acknowledgment of their contribution, as long as a name and address of the donor is provided.

What if I've asked someone to join my team and they can't be there the day of the walk – can they still raise funds?

Yes – they can become a virtual walker and raise money online.

