Step 1: Register Your Virtual Walk at www.fopwalk.org

Make sure you list the location/address as Virtual and make note of it in the comments section. Once your event is live, participants can register for your event and receive a personal walker page to track their fundraising progress.

Step 2: Recruit Walk Team Leaders.

Send an email to all past walk participants. Include all event details so that they can Save the Date even if they don't sign up to be a walk team leader. Make calls. Have Board members make calls. The more personal the invitation, the better.

Step 3: Publicize.

When: 6 to 8 weeks prior to the Virtual Walk. For Saturday, Sept. 24, 2022 Walk date, you should start publicizing in early- to mid-August.

How:

- Ask your parish to post the Walk on their website, Facebook page, parish bulletins, etc.
- List event on your Conference/Council Facebook page, and boost your posts about it, or even run a Facebook ad (see "Facebook for Vinnies").
- Ask your Walk Leadership Team post flyers for the event in public places — every time you go out of the house, put a flyer up at that location (grocery stores, auto dealerships, auto repair shops, library, etc.).
- Ask your Walk Leadership Team to post on their social media pages.
- Promote the event at your local school, after talking to their principal/leadership.
- Invite everyone you know to participate and ask them to bring five other walkers.

Step 4: Encourage Walkers Leading up to the Event.

When: 4 weeks before, and through Walk day

How: Send weekly updates and then twice a week as the date approaches. Access email addresses on the FOP® Walk website, by logging in with your access code. Suggestions of things to insert in these emails:

- "Pro Walk Tip" for emails:
    1. Don't forget to stretch before walking!
    2. Hold your camera high when taking selfies to get the best photo.

- Include a "Fundraising Tip" for each email. For example:
  1. Encourage walkers to ask five coworkers to support them at $20 each, so they can reach their first $100 raised.
  2. List their walker page on Facebook, explaining why it's important to them, asking for donations.
  3. Remind walkers to donate to themselves first (to set an example), then encourage those around them to also donate to their walker page.
- Include a story of a person or family that your SVdP has personally helped, and make it impactful. You will need their permission if you use their picture and/or actual name.
- Other ideas of things to include in emails leading up to the event might be…
  1. Financial goal (aim to beat last year's number!)
  2. A countdown (number of days left) to the event date
  3. Promising to do something different/random if they meet a certain fundraising goal (kiss a pig, shave your head, walk backwards at the event, etc.), and you will share it with the walkers in a video you will send out by email.
- Ask your walkers to take a selfie on the day of the event on their treadmill, walking in the neighborhood, at the local park, etc., and post it on their personal Facebook page. Have them tag your Conference/Council's Facebook page, and have them link their walker donation page to the post.

Step 5: Update, Thank, and Celebrate!

When: Throughout the Walk Day and in the days immediately following.

How: Don't forget to follow-up with your walkers right after the event.

- Send a follow-up email to all walk participants, volunteers, and sponsors with a summary of how many people participated and the total funds raised. Acknowledge sponsors, and most importantly — tell everyone THANK YOU!
- End with a reminder that the website is still open, for anyone receiving last-minute donations.
- Post your success on your website and social media pages.

Templates From National Council
- Sample "Save the Date" email for all past and prospective participants
- Sample schedule/timeline and advice for posting on social media
- Sample email draft(s) to send to your walkers