



Virtual Walker Guide

Welcome!

Whether you are virtually walking for your health or for a loved one, we applaud you for taking the first step by registering for Virtual Liver Life Walk. The virtual walk is an eight-week virtual experience including guided mindfulness exercises, family friendly wellness activities and inspiring video messaging, culminating on May 30 to bring together the ALF community in a safe and healthy environment. Your participation will bring awareness to liver disease and provide financial support for our educational programs and patient services offered to millions of Americans battling one of the 100 known liver diseases.

Together, we will end liver disease and build a healthier America!

Why We Walk— The Cause

Liver disease directly touches the lives of millions of Americans. Nearly 100 liver diseases affect men, women and children of every age and ethnicity and every social and economic background.

The mission of the American Liver Foundation (ALF) is to promote education, advocacy, support services and research for the prevention, treatment and cure of liver disease.



Founded in 1976, the ALF is the nation's largest patient advocacy organization for people living with liver disease. The ALF reaches nearly three million people each year through advocacy, education, support services and research via its national office, 17 U.S. divisions and an active online presence. Recognized as a trusted voice for those battling liver disease, ALF also operates a national toll-free helpline, educates patients, policymakers and the public, and provides grants to early-career investigators to find cures for liver disease. To date, ALF has provided nearly \$27 million in support to more than 870 researchers.



WALK TO END LIVER DISEASE

Steps to Success

1. Set a goal:

- Enlist the help of the American Liver Foundation staff, who can meet virtually using Zoom or by phone, to assist you in setting a realistic and achievable recruitment and fundraising goal for yourself. The average Liver Life Walk participant raises \$100.

2. Login to Liver Life Walk Experience:

- From the Liver Life Walk Experience Center you can customize your personal web pages, send emails and share on social media. These tools will help you keep you organize and track progress toward your goal. (See page 3 for more details)

3. Raise funds:

- **Ask, Ask, Ask:** Don't be intimidated to ask for donations. While there may be individuals who cannot give right now, there are many that are eager and willing to support organizations like the American Liver Foundation. Most people say they didn't give, because they were never asked. Login to the Liver Life Walk Experience Center to access pre-written donation request email templates
- **Share your story:** Donors are more likely to give to someone who is enthusiastic about the cause they are raising funds for. Tell them why you participate. Whether it is for yourself, a family member or a friend share how their donation would help.
- **Fundraising is rewarding!** Flip to page 7 to check out the prizes you can earn through specific actions and fundraising efforts! Prizes include the official Virtual Liver Life Walk t-shirt, American Liver Foundation branded apparel, electronics such as Amazon and Apple products and household appliances.



4. Celebrate:

- Take a photo on May 30th and share it with donors and supporters showcasing how you are virtually walking.
- Stand out by creating a walk t-shirt to wear event day. Share the picture on social media page and use the hashtag #VIRTUALLIVERWALK.
- Most importantly, don't forget to thank your donors for supporting you!

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Liver Life Walk Experience Tools

The Liver Life Walk Experience is an online resource all walkers get access to after registering for Virtual Liver Life Walk. We have outlined below the tools that can be found in the portal. Walkers who use these tools typically raise significantly more than those who do not. If you need assistance navigating the portal we are happy to help!

Log In

When you visit the walk website you can log in the Liver Life Walk Experience portal by clicking the “Login” link in the top right corner of the page. The portal allows you to send emails, create a custom URL, update your personal fundraising page, track your fundraising progress and access to division weekly updates!

Share on Social Media

Within your Liver Life Walk Experience portal, on the Communications tab you can share directly to your Facebook page. Just click on the Facebook icon, write your message and click post. It’s that easy!

Customize Your Page

Update your page with a message, story, photo or logo. You can even personalize the URL to more easily direct people to your personal fundraising page.

Earn Badges & Points!

Badges show your potential donors how hard you're working, and let your competition know how fabulously you're fundraising. Get started and earn one of these badges today!

Make a Personal Gift

Kick-start your fundraising with a personal donation. When supporters see that you contributed, they will be more inclined to give.

Specific actions taken will earn you points that can be redeemed for an incentive prize once you reach 2,500. Freebie: Sending an email will earn you 10 points per email. For a complete list of what is being offered this year, go to page 7.

Add Contacts

You can add a single contact, upload a list (CSV file) or import contacts from your email system. Be assured, the American Liver Foundation does not have access to personal contacts, unless they provide their information by joining your team or making a donation.



- Shared via Facebook — 300 Points
- Sent Email — 10 Points Per Email
- Customized Page — 100 Points
- Received Donation — 10 Points Per Dollar Raised

Send Emails

Use a template, or write your own message to approach your contacts to donate to your efforts. When you send an email through the system, you can use the Virtual Liver Life Walk stationery and track those who support you each year.

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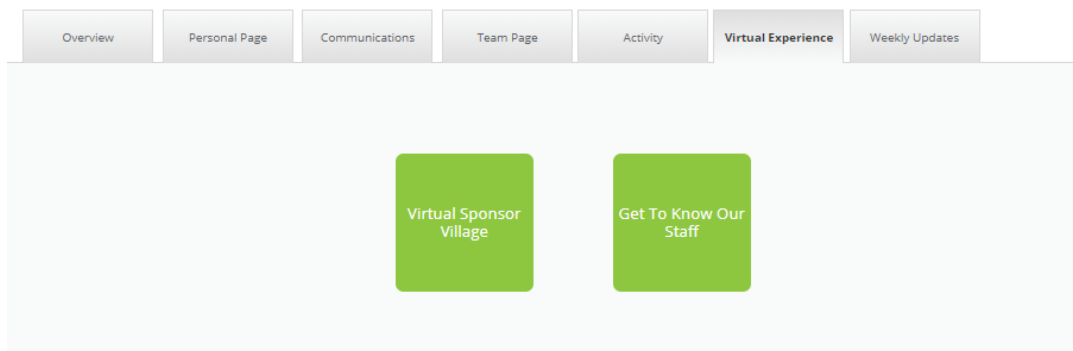


VIRTUAL LIVER LIFE WALK

Liver Life Walk Experience Center

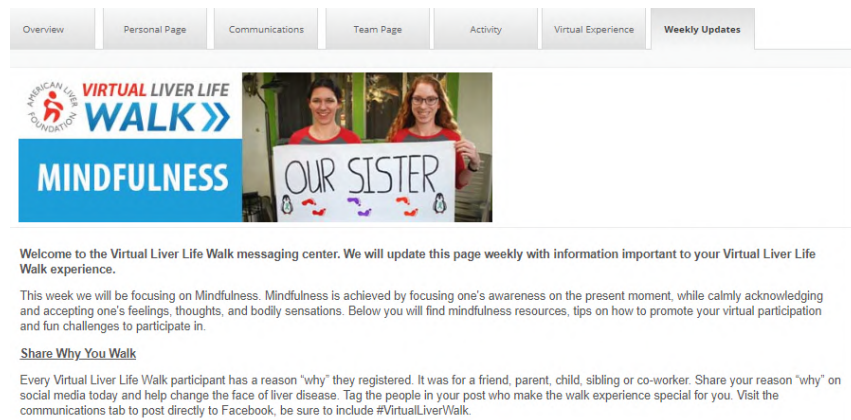
VIRTUAL EXPERIENCE

Virtual Experience tab allows you to engage with the walk community in a unique setting. By completing experiences like the “Virtual Sponsor Village” and “Get to Know Our Staff”, you will earn badges and points that can be used towards incentive points. Liver Life Walk incentives can be found on the “Activity” tab.



WEEKLY UPDATES

The Weekly Updates tab provides updates important to the eight-week Virtual Liver Life Walk experience. Each week will focus on one of four areas: Mindfulness, Movement & Exercise, Cooking & Crafts and Liver Education.



Note: Walkers must be logged into the Liver Life Walk Experience center to access the full virtual walk benefits.

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Know Your Networks (Think Outside the Box)

Personal & Professional

(Write down your ideas of who to contact and how (reach out by phone, email, social media and letter-writing))

<ul style="list-style-type: none"> Go beyond your immediate family <i>Who did you see at the last holiday party or reunion?</i> 	
<ul style="list-style-type: none"> Include friends from other periods of your life <i>Grade school, high school, college, graduate programs</i> Informal groups or clubs <i>Book clubs, poker night, Connections Groups,</i> 	
<ul style="list-style-type: none"> Review wedding or shower guest lists Your holiday card list Sorority/fraternity sisters/brothers Ask your ALF event coordinator for past campaigns, donor lists, or team rosters 	
<ul style="list-style-type: none"> How are you involved in your community? <i>Volunteer activities/organizations</i> <i>Your children's activities</i> <i>Civic or religious organizations</i> <i>Connections on social media</i> 	
<ul style="list-style-type: none"> Ask outside your department or direct contacts <i>Outlook contacts, office directory</i> Former co-workers from previous jobs or positions 	
<ul style="list-style-type: none"> Who do you regularly interact with? <i>Clients, partners, vendors</i> 	

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**VIRTUAL LIVER LIFE
WALK**

Virtual Liver Life Walk Fundraising Ideas

Asking is the key way to be a successful fundraiser! Whether you send emails through your Liver Life Walk Experience portal, handwritten letters, share on social media, the only way to become a fundraising SUPER-STAR is to ask, ask, ask. Here are some ideas to help you get started.

How to Raise \$100

- Make a \$25 donation to your fundraising page = \$25
- Ask 3 friends to make \$25 donation to your fundraising page = \$75

Congratulations! You have earned a 2020 Liver Life Walk T-shirt



How to Raise \$250

- Make a \$25 donation to your fundraising page = \$25
- Ask 3 friends to make \$25 donation to your fundraising page = \$75
- Ask 5 Co-workers for \$10 each = \$50
- Secure \$25 from 4 businesses you frequent = \$100

How to Raise \$300

- Make a \$25 donation to your fundraising page = \$25
- Ask five family members for \$25 each = \$125
- Ask four friends to make \$15 donation to your fundraising page = \$60
- Ask four co-workers for \$10 each = \$40
- Ask three neighbors for \$10 each = \$30
- Secure \$20 from a local businesses you frequent = \$20

Don't forget to thank your donors! Saying thank you is the most important thing you can do. In the Liver Life Walk Experience center, you can access a pre-written thank you message. Also, be sure to give your donors a shout out on social media.

Want to raise more? Ask your Human Resources department if your job has a matching funds program. Some companies will match some or all of your fundraising efforts.

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LIVER LIFE WALK

NEW IN 2020 all Liver Life Walk participants will earn points for taking specific actions within the MY HQ and for dollars raised.



REGISTER
for Liver Life Walk



CUSTOMIZE
your Personal
Fundraising Page



DONATE
to yourself



SHARE
your Personal page
on Facebook



EMAIL
through the MY HQ*

EVERY \$1 RAISED = 10 POINTS

2020 FUNDRAISING INCENTIVE SNEAK PEAK

2,500 POINTS	Lunch Totebag	Selfie-Stick	Lighthouse Sling Backpack	RuMe® Packable Totebag	Unisex Fashion Shirt
5,000 POINTS	Sports Duffel Bag	16oz Copper Stainless Leak-Proof Tumbler	Stadium Blanket	6ft Charging Cable Kit	Ladies or Mens Fashion Pullover
10,000 POINTS	High Sierra® Backpack	Wireless Charging Station/Clock	Classic® Unisex Hoodie	Jensen® Bluetooth Speaker	All-Sports® 24-can Cooler
25,000 POINTS	Google® Chromecast Ultra	Under Armour® His or Hers Warmup Jacket	Amazon® Alexa Echo Dot	NutriBullet® System	Amazon Fire®
50,000 POINTS	Amazon Alexa® Echo Smart Speaker	FitBit® Charge 3	Marmot® Ladies or Mens All Weather Jacket	Roku® Ultra Streaming TV	Apple® AirPods
100,000 POINTS	Bose® QC35 II Headphones	iPad® Mini 5	Apple® Watch 5	NorthFace® Weatherproof His or Hers Jacket	Google® NEST Mesh Home WiFi
150,000 POINTS	SAMSUNG 50" 4K UHD TV®	iPad® Air	Vitamix® Pro	Nintendo® Switch	Follow-me Camera Drone

*Points are rewarded for each email sent. Points rewarded for actions such as customizing your page, self donation and sharing on Facebook are rewarded once.

Turning In Funds

When you use online tools, contributions are immediately directed to the American Liver Foundation and go right to work to fulfill our mission. We also encourage you to collect funds offline — cash, checks, fundraising event proceeds, matching gifts, etc. Here are simple instructions for turning in offline funds.

1. Make checks payable to the American Liver Foundation.
2. Convert cash to a money order or cashier's check.
3. Use a walker collection envelope (available from your local office). List your name, the team name (if applicable), your contact information, and sign the waiver. If donations are turned in without a walker collection envelope, be sure to note your name, the team name and the Virtual Liver Life Walk event.
4. Send funds to your local office. Shortly after, they will appear in your total on your personal fundraising page. We accept Liver Life Walk funds at any time, before or after the walk, or throughout the year.



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