



Walker Guide

Welcome!

Whether you are walking for your health or for a loved one, we applaud you for taking the first step by registering for Liver Life Walk. More than a walk, the Liver Life Walk unites communities in the fight against liver disease and the campaign for all Americans to have a healthy liver.

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.



ONE STEP. ONE WALK. ONE FUTURE.

Steps to Success

1. Set a goal:

- Enlist the help of the American Liver Foundation staff, who can meet in-person 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 MY HQ:

- From the MY HQ 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. Most people say they didn't give, because they were never asked. Login to MY HQ 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 walk. Whether it is for yourself, a family member or a friend share how their donation would help.
- **Fundraising is rewarding!** Flip to page 4 to check out the prizes you can earn through your fundraising efforts starting at the \$100 level! Prizes include the official Liver Life Walk t-shirt, American Liver Foundation branded apparel, electronics such as Bose and Apple products and household appliances.

4. Celebrate:

- Take a photo at the walk and share it with donors and supporters showcasing the big day.
- Stand out from the crowd by creating a walk sign for yourself to hold on the walk trail.
- Most importantly, don't forget to thank your donors for supporting you!



ONE STEP. ONE WALK. ONE FUTURE.

MY HQ Tools

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

Log In

When you visit the walk website you can log in to MY HQ by clicking the “Login” link in the top right corner of the page. MY HQ allows you to send emails, create a custom URL, update your personal and team fundraising pages and track your fundraising progress!

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.

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.

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.

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 Liver Life Walk stationery and track those who support you each year.

Share on Social Media

Within your MY HQ 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!

Earn Badges

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!



- Shared via Facebook
- Sent Email
- Customized Page
- Received Donation

Say Thank you!

Saying thank you is the most important thing you can do. In MY HQ you can access a pre-written thank you message. Also, be sure to give your donors a shout out on social media.

ONE STEP. ONE WALK. ONE FUTURE.

\$100



Liver Life Walk Collectable T-shirt (distributed at each event)

2019 Fundraising Incentives



LIVER LIFE WALK

Fundraise and earn a great reward. Let us motivate you! Walkers who raise \$100 or more can select one prize at the level raised or less.

\$250



Sling Backpack



Unisex Fashion Shirt



Ladies Racerback Tee



Lunch Totebag



Wireless Earbuds

\$500



Sports Duffle Bag



Multi-port USB Charger



Copper Stainless Waterbottle



PA Her or His 1/4 Zip Performance



Jensen Bluetooth Speaker

\$1,000



High Sierra Backpack



Jensen Bluetooth Speaker



Unisex Full-Zip Hoodie



Igloo 14-can Cooler



Packable Puffy His or Hers Vest

\$2,500



Amazon Alexa Echo Dot



His or Hers Softshell Warmup Jacket



OGIO Duffle Bag



NutriBullet System



Kindle Fire



Bose SL Micro Bluetooth Speaker

\$5,000



Amazon Alexa Plus Bluetooth Speaker



FitBit Charge 3



Marmot Ladies or Mens All Weather Jacket



Apple 4K TV



Ring WiFi Doorbell



Mini HD Drone Follow-me | Live HD Camera | GPS Return

\$10,000



Bose QC35 Headphones



iPad Mini 4



Apple Watch 4



Kitchen Aid Pro Standmixer



Google Home Max



GoPro Hero 7

\$15,000



40" 4K HDTV



iPad Pro 10.5



Vitamix Pro



Nikon DSLR Camera



Xbox One X



Trek Bike Custom Fitted



Liver Life Walk Fundraising Ideas

Asking is the key way to be a successful fundraiser! Whether you send emails through your HQ, handwrite letters, share on social media, the only way to become a fundraising SUPERSTAR 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 2019 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
Congratulations! You have earned a 2019 Liver Life Walk T-Shirt and qualified for the first level of prizes.

How to Raise \$500

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
Host a "Jeans Day" at work and have your co-workers pay \$10 in exchange for dressing down.
15 coworkers= \$150
Ask 5 people from your place of worship to contribute \$20 = \$100
You are a fundraising SUPERSTAR!

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.

ONE STEP. ONE WALK. ONE FUTURE.

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 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.
5. Or, bring your walker collection envelope to the Liver Life Walk and turn in the funds at registration.



ONE STEP. ONE WALK. ONE FUTURE.