



# **VIRTUAL LIVER LIFE** **WALK** >>

## Virtual Team Captain Guide

### ***Welcome!***

We can't thank you enough for being a Virtual Liver Life Walk Team Captain! 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.

## Why We Walk

**The mission of the American Liver Foundation 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. For more information visit [LiverFoundation.org](http://LiverFoundation.org).



# **WALK TO END LIVER DISEASE**



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## 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 your team. **The average Liver Life Walk team has 10 team members and raises \$1,000.**

### 2. Login to Liver Life Walk Experience:

- From the Liver Life Walk Experience portal you can customize your team and personal web pages, send emails and share on social media. These tools will help you keep your team organized and track progress toward your team goal.

### 3. Build your team:

- **Friends & Family Teams:** Invite everyone you know to join your team and come together virtually on May 30. Share on social media and/or send emails to family, friends, neighbors, business associates and others asking them to join your virtual team.
- **Corporate Teams:** Recruit co-captains from different departments or floors to help you spread the word and recruit walkers. Secure support from company leadership to endorse your company's participation. Consider hosting an online lunch and learn for employees to learn more and sign up.
- **Spread the Word:** Use our customizable team posters, online marketing tools and other promotional materials to get the word out. Contact us today to learn about all the resources we have to offer.

### 4. 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 to access pre-written donation request email templates.
- **Be a Motivator:** Keep your team members motivated and inspire them to fundraise. See page 8 for team fundraising ideas.

### 4. Celebrate:

- Take your team to the next level, create and wear team shirts event day as a way to show team unity. You may not be able to walk together, but matching attire showcases that no matter where you are, you are still a team!
- Take pictures and ask your team to do the same. Share the picture on social media page and use the hashtag #VIRTUALLIVERWALK.
- Most importantly, don't forget to thank your donors and team members 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!

## 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 or to thank those that have already supported. 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 Liver Life Walk Experience, 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 & 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!

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.



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

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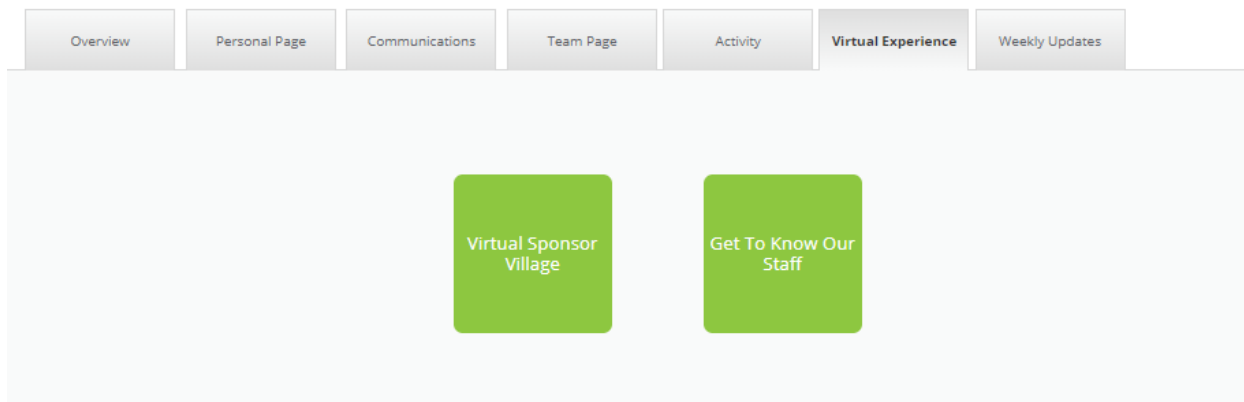


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## Liver Life Walk Experience Center

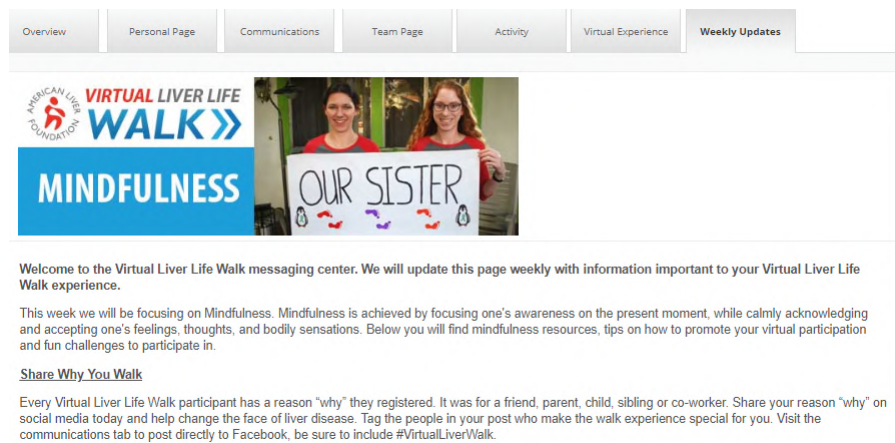
### VIRTUAL EXPERIENCE

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

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## 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

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



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## Virtual Team Fundraising Ideas

Almost anything you enjoy doing can be creatively transformed into a way to raise funds for your Virtual Liver Life Walk team. For corporate teams and groups, these activities can boost morale and unite team members toward a common goal. Consider these ideas, or come up with your own, to put the “fun” in your Virtual Liver Life Walk team **FUNdraising!**

- Plan a Netflix Party virtual fundraiser. Ask everyone who joins your party to donate \$10 to your walk team.
- Make your own Liver Life Walk Team T-shirt that you can sell. Put the proceeds towards your Liver Life Walk goal!
- Host a virtual Bingo game night using Zoom. Charge attendees \$20 per person. Winner receives half the pot, or can donate 100% back to your fundraising efforts.
- Ask your yoga, pilates or dance instructor to teach a class on a live streaming platform (Facebook, YouTube, etc.) designed specifically to raise money for ALF and your Liver Life Walk team. Charge \$20 per person for this special class. Have everyone sign-in with name and email, and the instructor gets to keep the contact list.
- Host a virtual Paint and Sip Night with your local art studio on Instagram Live. Ask attendees to donate \$10-\$20 to your fundraising efforts.
- For your birthday or transplant anniversary ask your friends to keep the cards and gifts, and instead donate to your Liver Life Walk team page.
- Host a virtual “premier” party for your favorite show! Here are a few popular shows: Westworld; Queen of the South; The Good Place; The Mandalorian; The Marvelous Mrs. Maisel; Real Housewives of Beverly Hills.
- Offer to walk “In Honor” of someone. Create your own Honor Role list that you can pin to your shirt and wear on May 30. Suggest a donation range. On May 30 have someone take a photograph that you can circulate to your donors.
- Host an online class –Ask someone (a pro!) to host an evening where attendees learn a new skill like knitting, make-up, cooking or mocktail mixology. Ask attendees to donate \$10-\$20 to your fundraising efforts.
- Clear Your Clutter! Spring clean your house and sell items that are no longer wanted online (Facebook, craigslist, etc.).

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# 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, 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 Virtual Liver Life Walk funds at any time, before or after the walk, or throughout the year.



**ONE STEP. ONE WALK. ONE FUTURE.**