



LIVER LIFE

WALK >>

COAST2COAST

June 5, 2021

1 WALK >> 50 STATES >> 45 MILLION STEPS

WELCOME, TEAM CAPTAIN!

THANK YOU for joining the 2021 Liver Life Walk!

The Liver Life Walk Coast to Coast is a multi-week at-home experience that includes family-friendly weekly activities with the focus on movement and exercise, engaging fundraising challenges, and inspiring video messaging and will culminate on **Saturday, June 5** to virtually bring together the American Liver Foundation community, in a safe and healthy online environment.

Now that you're registered,

HERE ARE YOUR NEXT STEPS:

1. SET A GOAL

Connect with the American Liver Foundation staff via Zoom, phone, email or text 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 THE LIVER LIFE WALK EXPERIENCE CENTER

From the Liver Life Walk Experience Center you can customize your team and personal web pages, send emails, and share your fundraising page directly to social media. These tools will help you keep your team organized and track progress toward your goals. **You'll earn points for each action you take in the Liver Life Walk Experience Center, which can be redeemed for incentive prizes.**

3. BUILD YOUR TEAM

Invite everyone you know to join your team and come together virtually on June 5. **Share why you're walking and ask others to join your virtual team** by posting on social media and sending emails and texts to family, friends, neighbors, colleagues, and others.

OUR GOAL:

2,000 Walkers.

50 States.

45 Million Steps.

\$510,000 Raised.



4. RAISE FUNDS

Ask, Ask, Ask! Don't be intimidated to ask for donations. **While there may be individuals who are unable give right now, there are many that are eager and willing to support organizations like the American Liver Foundation.** Motivate your team members to fundraise! Set a fundraising goal of \$100 per teammate – that will get them a Liver Life Walk T-Shirt!



5. CONNECT TO FITBIT & GET STEPPING!

Help us reach our 45 Million Step goal by syncing the FitBit app to your Liver Life Walk Experience Center. Don't have a FitBit? No worries! You can still create & link an account with Mobile Track. Here's How:

Step 1: Go to the app store on your mobile device and download the Fitbit App.

Step 2: Open the Fitbit App and create an account.

Step 3: Once your account is created and you are logged in to the app select "My Account"

Step 4: From the My Account page, select "Set Up a Device"

Step 5: Select your FitBit of choice, or if you don't have a FitBit select "MobileTrack"

Step 6: Login to the Liver Life Walk Experience Center through liverlifewalk.org/coast2coast and select "Link to your Fitbit Account".

Step 7: Enter your Fitbit username and password and agree to allow Adcieo access to all the app data.

Step 8: GET STEPPING!



7. CELEBRATE!

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 them on social media and use the hashtag **#LIVERLIFEWALK**



Most importantly, don't forget to thank your donors & team members for supporting you!

Fundraising checks can be mailed to:

American Liver Foundation - c/o Liver Life Walk
P.O. Box 299
West Orange, NJ 07052

***Be sure to include your name & team name in the memo**

liverlifewalk.org/coast2coast

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