

Virtual WALK 2018

BUILDING FRIENDS FOR A CURE



Welcome to the Virtual Walk!

Thank you for choosing to join the Alpha-1 Foundation (A1F) Virtual Walk. Inside this guide you'll find helpful hints, ideas and tips to get your virtual walk rolling and help support the fight to find a cure for Alpha-1.

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Virtual WALK



Registering is simple!

Start by visiting the Virtual Walk page:
<http://alpha1.convio.net/virtualwalk2018>

If you are interested in **organizing a walk in your state**, contact Angela McBride at amcbride@alpha1.org or (877) 228-7321 Ext. 233.

- 1. Sign Up:** Click on the Register button above to register online. You can Start a Team or Join a Team in your area. There is a \$25 registration fee that includes the Virtual Walk t-shirt.
- 2. Create Your Online Fundraising Page:** You will automatically get a fully customizable, personal fundraising page where you can collect donations. You can link this page to your social media pages to make collecting donations easier than ever.
- 3. Spread the Word:** Then you can send emails to your friends and family through your Participant Center. The emails will provide a direct link to your personal fundraising page where your friends and family can make a donation on your behalf. We've even written some sample emails to help get you started!

Don't forget to take plenty of photos and post them to your Facebook page! Use the hashtag #A1VW18

There are many ways to participate in the Virtual Walk on our home page, see below :

- 1) To join an existing team under an event in **your state**, click "Join a Team." A drop-down to select your state will appear. You can also search by typing in the team name. Once you find the team you are looking to join, the ability to "Join Team" will appear on the right hand side. After clicking "Join Team," you will be asked to create a login (be sure to write this down). Once your login has been created, you will be asked for payment information for the \$25 registration fee. After the transaction has processed, you will be directed to your headquarters, where we encourage you to personalize your webpage with photos and text!
- 2) If you'd like to **join as an individual**, click the "Join as an Individual." We encourage you to start your own team under your state even if you are just a team of 1. This will help us keep track of state participation. Then, you will create a login (be sure to write this down). Once your login has been created, you will be asked for payment information for your \$25 registration fee. After the transaction has processed, you will be directed to your headquarters, where we encourage you to personalize your webpage with photos and text!
- 3) You may also **start your own team**, by clicking the "Start my own Team"

Virtual WALK



A1F Virtual Walk: An Overview

The Alpha-1 Foundation's Virtual Walk is an excellent way to join us in the fight to find a cure for Alpha-1. A virtual walk allows you to schedule the walk at a time and place that works best for you. Whether you walk around your neighborhood, the local park or even on a treadmill, your participation means we're that much closer to finding a cure.

Supporters of the Alpha-1 Foundation are from all over the country and all walks of life. We all have one unifying goal: to help those that have Alpha-1 and to find a cure!

All you have to do is:

1. Set a location, date and time for your walk
2. Register & create your personal fundraising page at <http://alpha1.convio.net/virtualwalk2018>
3. Ask friends and family for their support!

Fun Facts About Walking

Studies show that brisk walking helps to reduce body fat and lower blood pressure.

Walking an extra 20 minutes each day will burn 7 pounds of body fat in a year.

According to the American Association of Orthopedic Surgeons walking helps reduce stress and stiffness.

A study showed that people over the age of 60 showed a significant increase in their thinking skills when walking at least 45 minutes at a 16-minute mile pace a day, meaning that walking increases blood flow to the brain.



Virtual WALK



Fun Ideas for Your Virtual Walk

The Alpha-1 Foundation Virtual Walk is your chance to get creative! Whether you walk alone or partner with friends and family, there are plenty of ways to help increase awareness of Alpha-1 and raise funds for a cure.

Stuck on where to start? We're here to help! First, chart your course and let us know when you'll be walking. Be sure to put on your favorite Alpha-1 gear or Virtual Walk t-shirt to show your support and raise awareness. Most importantly, virtual means you can team up with anyone, anywhere and make a difference.

Don't forget to take pictures and share them on social media using the hashtags: #A1VW18

Take a Walk in the Park. Your local park could be just the place to get going! Invite your friends, family and

Grocery Games. Shop for your weekly groceries and raise awareness at the same time. Make

neighbors to join you for a walk on the trails. Don't forget to set a goal: time, distance or number of steps. (It takes about 2,000 steps to walk a mile.)

it a point to walk through each and every aisle. Be sure to wear your Alpha-1 gear and try to tell at least five people about the condition and getting tested.



Remember to check with your physician before beginning any new exercise.

City Sites. Think about the most recognizable landmarks in your community and chart a course that takes you to one or more. Take a picture of yourself in front of each one and share it with your friends on social media. Remember to tell everyone why you walked and how they can support the cause by joining our Virtual Walk.

Don't Skip the Gym. Already have a daily exercise routine? Make your Virtual Walk a work-out! Warm-up with a mile on the treadmill or the elliptical. Then, continue your training on machines or in an exercise class. Don't forget to drink water.

Campus Circuit. Big or small, your school's campus could be the perfect place to hold your Virtual Walk. Try and recruit other students and classmates to join you. Once you have a team, set a date. Wear Alpha-1 gear or purple to draw attention and get people to ask about the cause.

Hit a Home Run. Joining the Virtual Walk can be as simple as staying home! Walk a few laps around the house or a yard. If you live in an apartment complex, consider walking the perimeter. Set your own pace and goals and once you've reached them, tell us about it!

Virtual WALK



Get a Virtual Walk T-Shirt!

With your \$25 registration fee, we'll send you a Virtual Walk t-shirt. Wear your shirt proudly to let everyone know you are walking for a cure for Alpha-1!

Walking with a team? Raise at least \$25 per walker and we'll send a Virtual Walk t-shirt for everyone. Just make sure everyone registers online at <http://alpha1.convio.net/virtualwalk2018> Contact iguerrero@alpha1.org for help.

Fundraising Tips

Reaching your fundraising goal can be as easy as a telephone call or an email. The key is to never be afraid to ask! Start by reaching out to your close friends and family. Next, consider asking your coworkers, your boss, and even local businesses that you go to often. Remind them that any and every donation counts.

Here are a few more fundraising tips to help you reach your goal.

Participate in an email campaign. Along with family, friends and coworkers, ask local schools and businesses to help you raise money via email. Be sure to include basic info on Alpha-1, the details of the Virtual Walk and how their donations will go towards Alpha-1 research and related programs.

Follow up. Send follow-up emails or make phone calls to those who promised to make a contribution or those who haven't responded. A gentle reminder might be just what they need to make a donation. Never feel like a nuisance; remember, this is for a good cause!

Update & share your personal page. Updating your personal fundraising page periodically and sharing it on social media is pivotal. Statistics show that seeing your progress encourages people to donate.

Say "Thank You." Always remember to thank every person who supports you. Send a thank you note; make a phone call or email. Let them know how they helped you reach your goal.



Pair up... With Friends and Family!

How can you make your Virtual Walk even more powerful and more fun? Pair up! Encourage your friends and family to sign up for the Virtual Walk. Set a date, time and place, and walk together to fight Alpha-1.

Because this is a Virtual Walk, your team members can be anywhere in the country, or anywhere in the world.

Together, you can make a real difference for people with Alpha-1.

Virtual WALK



5 Ways to Make Fundraising Fun!

1. **Set up your fundraising webpage.** Creating your personal fundraising page is the easiest and fastest way to receive contributions. Tell your Alpha-1 story to help show others why they should donate. To get started, visit <http://alpha1.convio.net/virtualwalk2018>
2. **Tap into your social networks.** If you're on Facebook or Twitter, let your friends and followers know you've joined the Virtual Walk and ask them to support you with a donation. Post periodic updates on your fundraising success to motivate them to get involved.
3. **Walk in someone's honor.** Know an Alpha? Ask for donations to honor a friend or family member who has been diagnosed or affected by Alpha-1.
4. **Celebrate.** If a birthday, anniversary or holiday is coming up, ask family and friends to make a donation to support your participation in the Walk instead of a gift.
5. **Conduct an in-person donation campaign.** The best way to secure a donation in support of your Walk is to go out of your way to meet with and talk to your closest friends and family. Explain why you're walking, what it means to you, and how much their donation will help.

How to raise \$250 in 5 days!

It's not as hard as you might think:

Monday	Sponsor yourself	\$30
Tuesday	Ask three relatives for \$20	\$60
Wednesday	Ask six friends for \$10	\$60
Thursday	Ask five co-workers for \$10	\$50
Friday	Ask ten neighbors for \$5	\$50
	Grand Total	\$250

Virtual WALK



**Thank you for
joining the Alpha-1
Foundation
And helping us find a Cure!**

For registration, fundraising or general Virtual Walk inquiries please contact:
Angela McBride, Director of Corporate Relations & Community Engagement
amcbride@alpha1.org | 888-825-7421 ext. 233

Alpha-1 Antitrypsin Deficiency (Alpha-1) is a genetic (inherited) condition – it is passed from parents to their children through their genes. Alpha-1 may result in serious lung disease in adults and/or liver disease at any age.

The Alpha-1 Foundation is committed to finding a cure for Alpha-1 Antitrypsin Deficiency and to improving the lives of people affected by Alpha-1 worldwide.

At the Alpha-1 Foundation, Community Engagement means involving our community in all activities--from identifying relevant issues affecting our community and advocating for change, to getting involved in the support network, to raising funds to support our mission, to participating in research studies. It is critical that our community knows we need their help and what ways that they can get involved and stay involved.

The Foundation has invested nearly \$71 million to support Alpha-1 Antitrypsin Deficiency research and programs at 112 institutions in North America, Europe, the Middle East, and Australia.

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 **ALPHA-1**
FOUNDATION
www.alpha1.org