NEDA WALK PARTICIPANT PACKET

Hope starts here.
Dear Friend,

The National Eating Disorders Association (NEDA) is thrilled to welcome you to our nationwide NEDA Walk family!

NEDA Walks are inspirational, community-building events that create a safe, inclusive environment for everyone affected by eating disorders and for those looking learn more about NEDA. We hope this NEDA Walk brings your family, friends and loved ones together to show that we can make all the difference in the fight against eating disorders.

As a NEDA Walker, you have the special opportunity to not only raise awareness, but to also raise vital funds that will make a difference in the lives of the millions affected by eating disorders. The funds you raise will support NEDA’s lifesaving programs, resources and support networks.

The following NEDA Walk Participant Packet contains everything you need to know about registering for a NEDA Walk, how to become a top fundraiser, and what to expect on the big day!

Don’t forget – NEDA is here to support you through your fundraising journey. If you have any questions, do not hesitate to contact us. We can’t wait to see you at your local NEDA Walk as we as we support and honor the lives affected by eating disorders.

With gratitude,

Jessica Hickman
National Walks Manager
Fact Sheet
Registration & Participation

REGISTRATION

**ADULTS**
$25

**STUDENTS**
$15

**CHILDREN**
(5-12 years old*)
$10

**PETS**
(if allowed)
$5

*Children under five years old do not need to register

PARTICIPATION

- **REGISTER**
as an individual and begin fundraising
with a starting goal of $250

- **JOIN A TEAM**
and fundraise with a starting goal of
$1,000

- **FORM A TEAM**
To become a team captain
& set your team goal!

- **GIVE**
and make a difference...
every $10 counts!
How do I register?
To register for a NEDA Walk, go to www.NEDAWALKS.org. Select the city you would like to walk in, and then click the Registration tab. Once under the Registration tab you will have the options to register as an individual, create a new team, or register as a member of a pre-existing team.

How do I register my child/how do I register multiple people?
Our website requires that each person registering for a NEDA Walk must have an e-mail address. Unfortunately, we are not able to register multiple people at once. Make sure to log out each time you register before attempting to register someone else afterwards. If your child is under the age of 13, you may create an e-mail address for them to use when you register your child. NEDA complies with the Children’s Online Privacy Protection Act (COPPA) and does not knowingly collect personal information from anyone under the age of 13.

I am unable to register someone/a group of people because an error notice says that I have already registered. What’s going on?
In the top right corner of the walk page, does it say your username and then “Logout”? Likely, the issue is that as you are still logged into the system and it is unable to process new registrations. Once you click “Logout” you should be able to register the next person. If you have a large group of people you would like to register, it may be easier to register everyone in person on the day of the walk. Make sure to have everyone donate online and raise the suggested minimum of $50.

I want to be a volunteer for a walk. Do I have to pay a registration fee?
If you are interested in volunteering or to find out what other positions are available, contact the walk coordinator (their email address is listed on the walk website) and let them know you are ready to volunteer. The more the merrier! We encourage all volunteers to register and fundraise. If you would like to volunteer, make sure to choose Volunteer when you register online.

The walk website says online registration is closed. What can I do?
Never fear! Anyone who is interested in joining their local NEDA Walk may register during Check-In on the day of the walk. All NEDA Walks close on the Friday before the walk date at 3PM ET. Although registration is closed, you may still donate.

I registered for a walk last year. Do I need to register again this year?
Yes. Participants must register each year either online or at the walk. If you are registering with the same e-mail address, you should be able to log into your NEDA account using the same information as last year to complete the new registration form for your upcoming NEDA Walk.
Does paying the registration fee count as a donation?
No. NEDA Walks are fundraising events that directly support nationwide programs and services, while raising a much-needed awareness in your local community. Because this is a fundraiser, we strongly suggest that you continue your fundraising efforts after paying the registration fee, which helps cover t-shirt and venue costs for the event.

I donated money but I wanted to register for a walk using that amount of money. What can I do?
Please call the National Walks Associate at 212-575-6200 or email walks@myneda.org and we can assist you.

Can I donate money to a specific person or team?
Yes! We always encourage our participants to let all of their family and friends support them or their team for the NEDA Walk. After clicking on the Donate tab, choose “Make a gift in support of a specific walker or team!” You will then choose either search for a participant or team to specifically donate to. If the participant is part of a team, the donation will be added to the team total as well as the participant.

Is there a minimum amount I must fundraise for the Walk?
Our suggested minimum amount is $100. You can set your own fundraising goal, too! Fundraising is optional, but strongly encouraged.

What is a matching gift?
Most companies have a matching gift program for their employees. When you, as an employee, make a donation to a walk or walker, your donation can be matched by your company up to 100%! After making your donation, inquire within your company about what matching gift paperwork needs to be filled out. For more information, please visit: https://www.nationaleatingdisorders.org/matching-gifts

Do you only accept monetary donations?
NEDA accepts cash, credit card and check donations and we also accept in-kind donations from companies such as gift cards and products to hand out as prizes to our participants. If you are a local business owner and would like to contribute to the walk with an in-kind donation, please email National Walk Manager at jhickman@myneda.org.

I received cash/checks from family and friends who wanted to support me for the walk. How do I send the donations to NEDA?  Do you only accept monetary donations?
Donations not made online using a credit card are called ‘Offline Donations,’ which include cash and checks that you collect. For all offline donations, please mail the donation in with a completed offline donation form (click here to download) OR bring it with you to hand to the walk coordinator at your NEDA Walk during registration or check-in. Please remember to send in an offline donation form for EACH donor whose donation you send in. So if you send in five donations all at once, make sure there are five total offline donation forms (one for each donation). Providing a form for each donor allows NEDA to personally thank them as well!
Why should I form or join a team?
Teams are a great way to participate in a NEDA Walk! It’s much more fun to participate and fundraise for a walk with your family, friends and colleagues! You can even make it into a friendly competition to see who can fundraise the most money! It’s also a great inclusive way to introduce those in your life to NEDA who may not otherwise be familiar with the cause.

Who can join my team?
Anyone who is interested in joining your team is welcome to! There is no limit on the number of teammates you can have and there is no limit to how much you can fundraise. If you would like to make your team private and only have specific people join, you may create a password for the team in which only those who know the password can join. For more information on this, check out the Team Captain Toolkit for directions.

I signed up as an individual but now I want to join a team. How do I join a team?
If you registered as an individual, but actually want to create a team or join a pre-existing team, please email walks@myneda.org and the National Walks Associate will adjust your registration to add you to a team or make you a team captain of a new team.

Can we make our own team t-shirts?
Of course! Although everyone who registers will receive an official NEDA Walk t-shirt, we encourage teams to get creative and make their own t-shirts if they wish to do so. Other ideas to show your team spirit include decorating headbands and canvas sneakers!
WHY FUNDRAISING MATTERS
The funds you raise enable NEDA to grow and provide our life-saving programs and services like the Helpline, Online Screening Tool, various peer-to-peer support networks, our advocacy program, research grants, and more. **You are helping NEDA further our mission of supporting the millions of lives affected by eating disorders.** Participating and fundraising for a NEDA Walk is also a great way to show your passion for fighting eating disorders and helping your community. When talking to someone about a donation, make sure to tell them why you care about this cause. Your passion and drive can inspire others to contribute and get involved!

BRING IN YOUR INNER CIRCLE
Who can you ask to support your fundraising efforts? Start by asking your friends, significant other, parents, siblings, neighbors, aunts, uncles, cousins, coworkers, family doctor/dentist, clubs you belong to, etc. Your network will love to support a cause they know is so important to you. Plus, all gifts are tax-deductible!

ASK FACE-TO-FACE
The most effective way to gain support is make donation requests in person! Your chances for success are greatly enhanced by making a request face-to-face. It’s a bit harder to say “no” to someone in person, plus it makes your request more personal!

EMAIL BLAST
Are you unable to meet all of your potential donors face-to-face? No problem! You can use email (or a written letter) to contact out-of-town family and friends, businesses, and larger groups! Make your donation requests personal by sharing why you are passionate about the cause and excited to participate in the NEDA Walk. Don’t forget to include a hyperlink to your personal fundraising page so people can easily click to donate! P.S. Direct everyone you communicate with through email to support you by including your fundraising page hyperlink in your email signature.

BIRTHDAY PLEDGE
Do you have an upcoming birthday? Ask for donations to support you at the NEDA Walk instead of a gift!
MATCHING-GIFT PROGRAM
Ask your Human Resources department if your company has a matching gifts program. You can easily double any amount you’ve raised with no added effort! Be sure to ask your teammates to do the same. And remember, this is something your donors can inquire about with their employers as well! Please visit https://www.nationaleatingdisorders.org/matching-gifts for more information.

SHARE ON SOCIAL MEDIA
Social media is a great way to communicate your NEDA Walk participation and fundraising progress! Post a link to your personal fundraising page and ask your social media network to help you reach your fundraising goal. You can use our social media toolkit (www.nedawalk.org/social-media-toolkit) to find shareable graphics with statistics and donation impact statements to educate your network about eating disorders and how they can make a difference. If someone “likes” or re-tweets your post but didn’t contribute to the walk, personally send a private message asking them if they would like to help out or get involved!

IT’S OKAY TO HEAR “NO”
You or some of your teammates may be hesitant to ask for donations in fear of rejection. Remind yourselves that it’s okay to hear a few declines. Maybe the first four people who declined to give you $20 results in the fifth person offering to make a $100 donation! And remember, any donation, big or small, makes an impact! Make sure to make it as easy as possible by giving them a link to your team website or handing them an Offline Donation form to fill out and send to NEDA.

SHARE YOUR SUCCESS
We all love success stories! Whenever you hit a fundraising milestone, share it! Share your success with your walk team, family, friends, and your social media network! Be proud of your awesome fundraising efforts because we certainly are. Celebrate your success and keep reaching higher! You might even inspire someone else to participate in the NEDA Walk or contribute to the cause.

RAISE MONEY, GET COOL PRIZES!
Fundraising has its perks! You can now earn cool, exclusive NEDA gear (like a NEDA hoodie) just by raising funds for NEDA Walks. This is just our way of saying thank you! Visit nedawalk.org/walker-tools to learn more.
Take the first step toward Top Fundraiser status! Use the message below to ask for support from your family and friends, and always follow up to be sure they received your request. This is an easy way to gather support and become a Top Fundraiser!

Dear Family and Friends,

I am walking and fundraising to support the National Eating Disorders Association. The funds I raise will support individuals and families affected by eating disorders – life-threatening illnesses that affect millions of people. Will you support me in the fight against eating disorders?

By supporting me, not only are you contributing to lifesaving resources, such as the National Eating Disorders Helpline, but you are also helping to fund evidence-based prevention programs and research grants for innovative treatments.

As you may already know, I’m walking [write personal reason for walking here]. Please consider donating to support me today. You can make your tax-deductible donation online using this link to my personal page [log in to your Participant Center to find the link to your personal page] and clicking “Donate Now” or, if you would prefer, you can send your contribution to the address listed below.

National Eating Disorders Association
200 West 41st Street, Suite 1203
New York, NY 10036

Everybody knows somebody who’s been affected by an eating disorder, but because of NEDA, there is hope for prevention, cures and improved access to quality care. Every dollar makes a difference in the fight against eating disorders!

Sincerely,

[Your Name Here]

P.S. For information about the NEDA Walk and other NEDA programs, you can visit: www.nationaleatingdisorders.org
Please use this NEDA Walk donation form for all offline contributions. Please fill out all requested information to ensure accurate appropriation of the donation to the correct local walk and walk participant, as well as accurate acknowledgement.

Walker’s name you are contributing to: __________________________________________

Walk Location (City&State): ____________________________________________________

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E-MAIL ADDRESS (please write legibly)

**Donation Amount:**

$_________

**PAYMENT TYPE:**

☐ Check #___________

☐ Cash

☐ Credit Card:

Credit Card Holder Name: __________________________________________

Credit Card Number: __________________________________________

EXP Date: ________  Billing Zip code: ________

Signature: __________________________________________

THANK YOU FOR YOUR CONTRIBUTION!

Please make checks payable to “NEDA” or “National Eating Disorders Association”.

Submit this form and your donation at the registration table on the day of your local NEDA Walk or mail this form and your donation to:

National Eating Disorders Association
200 West 41st Street, Suite 1203
New York, NY 10036
Since 2009, NEDA Walks have raised over $6.7 million to support NEDA’s lifesaving programs and services that advocate for and provide support to the millions of individuals and families affected by eating disorders. NEDA Walks are currently held in over 70 locations across the country. In 2016, nearly 20,000 walkers nationwide came out to support the fight against eating disorders! The continued growth and success of the NEDA Walks program is a testament to the amazing volunteers, supporters, NEDA staff, and NEDA Network members who work so hard in the fight against eating disorders.

The express purpose of NEDA Walks is to support the mission of NEDA through fundraising and to raise awareness of the dangers surrounding eating disorders and the need for early intervention and treatment. In order to provide more structure and organization to the NEDA Walks program, all walks are overseen by the National Walks Manager, have the same general appearance and branding, and are conducted in the same standardized way to focus on and fundraising and community-building.

WHAT HAPPENS TO THE MONEY?

Seventy-eight cents of every dollar donated to NEDA is spent towards addressing the challenges of eating disorders. NEDA relies on your support to educate communities about the need for local programs and treatment services and on a larger scale, fund national research projects to identify the cause and treatment of eating disorders. We are thankful to our walkers, their supporters and their friends, our sponsors and the general public who help to create a world where eating disorders are history.

2016 ANNUAL REPORT

*PROGRAM SERVICES INCLUDES: National Helpline; Parent, Family & Friends Network; NEDA Navigators; Loss Support Network; NEDAwareness Week; NEDA Conference; Media Watchdogs; Solutions Through Advocacy & Reform (STAR); NEDA Network; Body Project; Proud2Bme; NEDA Website; and educational parts of NEDA Walks.
The Big Day
What to Expect on the Day of the Walk

CHECK-IN/REGISTER Table
- Registering at the walk? Fill out the Participant Registration Form & hand it back to a Walk Volunteer
- Registered online? Go to the Check-in table, give your name and pick up your NEDA Walk t-shirt

CLOSING CEREMONY
- Turn in any donations you have received for the walk & fill out the Offline Donation Form

OPENING CEREMONY
- Most walks will have various activities to participate in like:
  - Guest Speakers
  - T-shirt/Poster Decoration Awards
  - Entertainment

The Walk
- The walk itself will be a very relaxed experience. Most NEDA Walk routes are one mile or less in length