Team Captain Toolkit

How to fundraise and friend-raise your way to Top Team status

NATIONAL EATING DISORDERS ASSOCIATION
NEDAWALK
1500 Broadway, Suite 1101
New York, NY 10036
nedawalk.org
Dear Team Captain,

The health and safety of our community remain paramount at NEDA, which is why we will be hosting a totally online Spring NEDA Walk season. And although we can’t physically be together right now, we can still be there for each other! We need community now more than ever - and I want to thank you for being a part of ours.

We are committed to bringing you the same inspiring and unifying NEDA Walk experience. We will be hosting three regional NEDA Walks where you can expect empowering speakers, activism, entertainment, fundraising rewards, and more!

As a NEDA Walk Team Captain, you have the special opportunity to raise awareness and vital funds that will make a difference in the millions of lives affected by eating disorders. The funds you raise will support NEDA’s life-saving programs, resources, advocacy efforts, and research initiatives.

The following Team Captain Toolkit contains everything you need to know about participating in the Virtual NEDA Walk, like how to become a top team and what to expect on event day.

Thank you again for being a fearless a leader in our community. We can’t wait to unite at the NEDA Walk! Together we will support, celebrate, and honor the lives affected by eating disorders.

With gratitude,
Joan DeFilippo
Director of Fundraising and Community Engagement, NEDA
Getting Started

I registered for the Virtual NEDA Walk...what's next?

Start friend-raising right away!
Invite family, friends, classmates, and co-workers to walk with you! Whether you have five teammates or 25*, you can make a difference in the fight against eating disorders. Make sure to provide your team page registration link so your loved ones can easily sign up.

Personal your team page with a photo and story
Your fundraising page is your team’s chance to shine! Use this space to share your story, why this walk is so important to you and your team, and how reaching your fundraising goal will help the millions of individuals and families affected by eating disorders. To edit your team page, log in to your participant center by visiting nedawalk.org, selecting your walk region, and clicking the orange “Participant Center” button.

Set a fundraising goal with your team of at least $1,000
Fundraising is a vital part of NEDA Walks! The funds you raise fuel NEDA’s life-saving programs and resources – like our helpline, online screening tool, research grants, advocacy efforts, and more. Did you know that when your team raises $1,000, we can operate the NEDA Helpline for 10 hours? That means a lot to those calling in for support.

Kick-start your team fundraising by making a selfdonation
“The most powerful leadership tool you have is your own personal example.” Whether you can contribute $5 or $500, show yourself (and your team) some love by making a donation your personal fundraising page. Your friends and family will excitedly follow suit with a donation when they see your personal investment toward your fundraising goal.

Connect your NEDA Walk Fundraiser to Facebook
Log into your participant center and click “Connect to Facebook.” You can also share your fundraising page link on Facebook, Twitter, Instagram, and any of your other social networks! Social media is an easy way to share your participation and ask your friends and followers to donate.

Coach your team toward your fundraising goal!
Send out frequent encouragements and reminders to your teammates about the walk and your fundraising status. Share fundraising tips, encourage members to launch their own Facebook fundraisers, and offer a little extra support to those teammates who haven’t had a chance to start raising funds. Check out the next page of this packet for more virtual fundraising tips!

*Please follow CDC guidelines and recommendations from local health officials when deciding to walk with team members outside of your household.
You have the power to save lives.

START WITH YOUR INNER CIRCLE
The best people to ask to support your fundraising efforts are those closest to you! Start by asking for donations from family, friends, coworkers, classmates, neighbors, etc. Your network will love to support a cause they know is so important to you. Plus, all gifts are tax-deductible!

SHARE ON SOCIAL MEDIA
Connect your NEDA Walk fundraising page to Facebook by logging into your participant center and clicking "Connect to Facebook." Social media is the easiest way to jump-start your fundraising journey. Share your fundraising link on your social media often - you never know who might click and give!

FACE TIME
Asking face-to-face is the most effective way to rally support, and you can still do that - just virtually! Use FaceTime or any video conferencing platform to check in with your loved ones and let them know why you are fundraising for the NEDA Walk!

EMAIL BLAST
Asking potential donors in-person is challenging right now, but you can always use email to contact family, friends, and larger groups. Make your donation requests personal by sharing why you are passionate about the cause. Include a hyperlink to your personal fundraising page so people can easily click to donate!

GET CREATIVE
Organize a virtual game or movie night and invite your friends to participate with a small donation. Teach an online class for a fee. The possibilities are endless! For more creative fundraising ideas, download our virtual fundraising guide at nedawalk.org/walker-tools

PRO TIP:
You can now share your Facebook Fundraiser to Instagram! Check out our full social media fundraising guide at nedawalk.org/walker-tools

Raise money, get recognized!

By raising money for the NEDA Walk, you will be funding prevention and support programs, advocacy efforts, and research initiatives - you will be saving lives. Plus, you can earn exclusive NEDA gear (like a hoodie or backpack). We know you fundraise because you believe in our mission, and this is just our way of saying thank you!

Learn more: nedawalk.org/walker-tools
Dear Family and Friends,

I am walking and fundraising to support the National Eating Disorders Association (NEDA). The funds I raise will support those affected by eating disorders. Eating disorders are life-threatening illnesses that affect millions of individuals and families every day. Despite their prevalence and high mortality rate, eating disorders are still widely misunderstood and underfunded mental illnesses. Will you help me make a difference in the fight against eating disorders?

By supporting me with a donation, you will also be supporting life-saving resources (like NEDA's screening tool and free helpline), advocacy efforts, and research initiatives.

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 and clicking “Donate Now” or, if you would prefer, you can send your contribution to the address listed below. Just remember to include my full name on the check memo!

National Eating Disorders Association
Attn: NEDA Walks
1500 Broadway, Suite 1101
New York, NY 10036

Thank you for your support,
[Your Name Here]

P.S. For information about the NEDA Walk and other NEDA programs, you can visit www.nationaleatingdisorders.org
Facebook Fundraising

Fundraising has never been easier now that you can link your personal NEDA Walk page to a Facebook fundraiser! You’ll become a top fundraiser in no time.

Step 1: Log into your Participant Center on the NEDA Walk website.
Step 2: Click "Connect to Facebook"
Step 3: You will receive a pop-up asking to continue to Facebook. Click "Continue as [your name]"
Step 4: You will then be asked to give NEDA permission to manage your fundraiser. Select "OK," and you will be redirected to your new Facebook Fundraiser!
Virtual Walk Day!

Opening ceremony, fundraising awards, & activism

Guest speakers, entertainment, live Q&A, & more

Continue celebrating hope, strength, & recovery at home!

Log on 5-10 minutes before showtime!
Frequently Asked Questions

Registration

How do I register for a Virtual NEDA Walk?
To register for a NEDA Walk, please visit our website and select an event. Next, click "register."

Is there a registration fee for participating in a Virtual NEDA Walk?
There is no fee to participate. A self-donation is encouraged in order to jump-start your personal fundraising efforts. All participants are encouraged to fundraise for the event.

Do I need to register before the event?
Yes. In order to participate in the Virtual NEDA Walk and access the live event, you must register for the event before the deadline listed on the event website.

Do all participants receive a NEDA Walk t-shirt?
We are excited to be able to offer t-shirts to virtual walkers who raise $50 or more. With $50, we are able to provide life-saving support to 38 people in need. Qualifying participants will receive their t-shirt by mail.

Fundraising

Why is fundraising so important?
Your fundraising efforts enable NEDA to grow and provide our programs like our Helpline, Online Screening Tool, regional NEDA Conferences, legislative advocacy efforts, research grants, and more. The funds you raise bring us closer to our goal of making eating disorders services available to people of all genders, ages, races, ethnicities, and backgrounds in every zip code in the U.S.

Is there a minimum fundraising requirement to participate?
Our suggested minimum amount is $150. You can set your own fundraising goal, too! Fundraising is optional but strongly encouraged.

I heard that I can earn cool NEDA gear by fundraising, how does that work?
Yes, when you personally fundraise $150 or more for the Virtual NEDA Walk you become eligible to receive one of our exclusive NEDA recognition items. We have different rewards to match different fundraising milestones. You will receive instructions on how to select your item and have it shipped directly to you approximately 1 month after the event date. To learn how to earn a NEDA hoodie or other special gear, visit nedawalk.org/walker-tools or email walks@nationaleatingdisorders.org.

How can donations be made?
Donations can be made online with a credit card, or by mailing a check. All checks should be made payable to NEDA. If you are mailing a check please include our Offline Donation Form and mail to the below address:

NEDA
Attn: NEDA Walks
1500 Broadway Suite 1101
New York, NY 10036
Virtual NEDA Walks

What is a Virtual NEDA Walk?
A Virtual NEDA Walk is a lot like a traditional NEDA Walk. We will feature inspiring guest speakers, uplifting entertainment, unifying activities, and more. The event will support, celebrate, and honor the lives affected by eating disorders.

How can I find a Virtual NEDA Walk to join?
Check out our NEDA Walks Calendar to see a full list of upcoming events.

How long is the average Virtual NEDA Walk?
Most Virtual NEDA Walk programs are 1.5 hours long.

How do I access to the live event?
A few days before the Virtual NEDA Walk, you will receive an email with a confirmation link. Click this link and follow the prompts to confirm your attendance. You will then receive your live event login link. Please do not share the link as it is unique to your participation.

What online platform is used for the Virtual NEDA Walk?
NEDA is currently using GoToWebinar to host all virtual events. You can download GoToWebinar for free on your computer or mobile device. You will receive additional instructions closer to the event.

Can I participate in the Virtual NEDA Walk from my cell phone?
Yes! You can download the GoToWebinar app in the app store. For optimal sound quality we recommend using headphones.

What if I can’t attend the live virtual event?
A recording of the NEDA Walk will be sent out via email after to view.

Can other people at the event see or hear me?
No. For privacy and safety precautions, only guest speakers and entertainers will have camera and microphone access.

How can I actively participate in the Virtual NEDA Walk?
Throughout the event you will have opportunities to participate in polls, ask questions to our guest speakers during our live Q&A, take legislative action to fight eating disorders, participate in group activities, and more! You can also share your NEDA Walk photos on social media with #NEDAWalk.

Do I have to physically walk?
Nope, there is no walking or physical distance requirement. Our event is centered around our virtual program of speakers, entertainment, and activism. If you would like to walk and can safely do so, you are welcome to enjoy a short walk in your hometown in honor of the NEDA Walk.