2022
Team Captain Guide

“To me, NEDA Walks are an opportunity to celebrate not just recovery, but the strength and vulnerability of our community.”

– Kyle Davis

National Walk Sponsor

National Eating Disorders Association
3308 Preston Road, Suite 350-111
Plano, TX 75093
The National Eating Disorders Association (NEDA) is thrilled to welcome you and your teammates to our 2022 nationwide NEDA Walk family! This year, the NEDA Walk will be in person for the first time in two years. This will be beneficial for everyone affected by eating disorders and for those looking to learn more about NEDA. We hope the 2022 NEDA Walk brings your family, friends, and loved ones together to unite in purpose and to take action to make a difference in the lives of individuals and families.

As a NEDA Walk Team Captain, you have the graciously taken the challenge to stand with us and to be a leader in the fight against eating disorders. Every collective action we take helps to build a brighter future, of hope, strength, and recovery.

The NEDA Walk Team Captain Guide contains everything you need to know to be successful in your teammate recruitment and fundraising. Coaching your team plays a crucial role in providing individuals in need of resources, information, and treatment options.

You’re not in this alone - NEDA is here to support you through your fundraising journey. If you have any questions, just ask! We can’t wait to see you and your team at the NEDA Walk as we support and honor the lives affected by eating disorders.

With so much gratitude,

Yasemin and Margo
National Walks Team
1. **Start friend-raising right away!**
   Invite family, friends, classmates, and co-workers to join you – in-person or virtually (your team can have members from all over the country)! Whether you have five teammates or fifty, 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.

2. **Personalize your team’s fundraising page with a photo and story**
   Your fundraising page is your team’s chance to shine! Use that 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.

3. **Set a fundraising goal with your team of at least $1,000**
   Fundraising is a vital part of your NEDA Walk! The funds you raise fuel NEDA’s programs and resources – like our Helpline, Online Screening Tool, research grants, advocacy efforts, and more. That is just one way that YOU make a difference.

4. **Kick-start your team fundraising by making a self-donation**
   “The most powerful leadership tool you have is your own personal story.” Whether you can contribute $5 or $500, lead your team by making a donation on your personal fundraising page. Your friends and family will happily follow suit with a donation when they see your personal commitment toward your fundraising goal.

5. **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 and offer a little extra support to those teammates who haven’t had a chance to start raising funds. Check out the next page for more fundraising tips.
Fundraising 101

Every dollar you raise has a real impact. You have the power to change the future of eating disorders by following these fundraising tips!

BRING IN 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!

ASK FACE-TO-FACE
The most effective way to rally support is to make donation requests in person! Not only is it more personal, but it’s harder to say “no” to someone in person. Remember, until it’s a “no” it’s a yes!

SHARE ON SOCIAL MEDIA
Post your fundraising page link on Facebook, Instagram, Twitter, etc. No matter what platform, social media is an effective way to tell people what you’re doing and how they can support you. Share your fundraising link and progress often –you never know who might click and give!

EMAIL OR TEXT
Are you unable to meet all of your potential donors face-to-face? No problem! You can use email and text 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. Include a hyperlink to your personal fundraising page so people can easily click to donate!

GET CREATIVE
Organize a “dine & donate” or “shop for a cause” event with a local business. Ask your workplace about matching gifts. Host bake sale or yoga class, sell bracelets, or get creative with your own idea – the possibilities are endless!

Raise money, get cool prizes!

Fundraising has its perks!

You can now earn cool, exclusive NEDA gear by raising funds for NEDA Walks.

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. The funds I raise will support individuals and families affected by eating disorders which is an illness that affects millions of people. Will you support me in the fight against eating disorders?

By supporting me, not only are you contributing to providing resources, such as the National Eating Disorders Helpline, but you are also supporting evidence-based prevention programs and research grants for innovative treatments. There are 30 million individuals in the US who will struggle with an eating disorder at some point in their lifetime. By donating to NEDA, you are reaching those in need with prevention programming, education and support resources.

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  
Attn: NEDA Walks  
3308 Preston Road, Suite 350-111  
Plano, TX 75093

*Include my name in a note to ensure the donation goes to my fundraising

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 form to submit all donations collected offline. Please complete all requested information to ensure the donation is allocated to the correct NEDA Walk participant’s fundraising goal and to receive the appropriate donor acknowledgment for your contribution. Forms and donations can be mailed to the NEDA office, submitted at your NEDA walk or find your walker online by clicking here.

NEDA Walker’s name you are supporting: ____________________________

Walk City and State: ____________________________

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E-MAIL ADDRESS (please write legibly)

**Donation Amount:**

$__________

**PAYMENT TYPE:**

- [ ] Check # _________
- [ ] Cash
- [ ] Credit Card/Square Reader (Last 4 digits of card) _________

**Credit Card (IF SQUARE READER IS UNAVAILABLE)**

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Authorized Signature:

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**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
3308 Preston Road, Suite 350-111
Plano, TX 75093
Show your team spirit!

We love you and your creativity! Get your team excited by creating custom shirts, hats, bracelets, or your favorite accessory! You can color-coordinate, sport your company logo if you are a company team, or design fun and inspirational signs to show your team spirit.

Share your pictures using #NEDAWalk!
Frequently Asked Questions

Fundraising FAQs

Why is fundraising so important?
Your fundraising efforts enable NEDA to grow and provide 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 socioeconomic backgrounds in every zip code in the U.S.

Is there a minimum amount I must fundraise in order to walk?
Our suggested minimum amount for teams is $1,000. You can set your own fundraising goal, too! Fundraising is optional but strongly encouraged. When you raise a minimum of $25, you earn this great NEDA T-shirt.

I heard that I could earn cool NEDA gear by fundraising, how does that work?
Yes, when you personally fundraise $150 or more for your local NEDA Walk you become eligible to receive one of our exclusive NEDA recognition items. This does not include combined team fundraising. 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 after the walk event date. To learn how to earn a NEDA item, visit nedawalk.org/walker-tools or email walks@nationaleatingdisorders.org.

Registration FAQs

Is there a registration fee for participating in a NEDA Walk?
No, most NEDA Walks do not have registration fees. A self-donation is encouraged in order to jump-start your personal fundraising efforts. NEDA Walks that take place at zoos or similar venues may have a registration fee in order to cover zoo entry. A separate personal donation to NEDA is also encouraged and greatly appreciated!

Can I register multiple people?
Yes, you are able to register others, but all individuals will need to be registered with their own unique email addresses in order to personally agree to our participant waiver as well as to receive their fundraising recognition gift. Children under 5 do not need to register.

When I try to register someone else, an error notice appears and states that I have already registered. What’s going on?
In the top right corner of the walk webpage, does it say your username and then “log out?” Once you click to log out, you are able to register the next person with their own username.
**Frequently Asked Questions**

**Donation FAQs**

**Can I donate money to a specific person or team?**
Yes! We 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.

**I received cash/check donations from family and friends. How do I send these donations to NEDA?**
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 in at the walk during check-in. Please remember to send in one offline donation form per donor whose donation you send in. Providing a form for each donor allows NEDA to credit your fundraising goal and to personally thank your generous donors!

**My credit card isn’t going through – can you help?**
Please double check your card information and your billing address. If you need further assistance, call the National Walks Associate at 212-575-6200 and we can help to identify the issue. Please note we cannot process donations from outside of the U.S.

**Event FAQs**

**Can I volunteer at the walk?**
Contact your local walk coordinator to inquire about volunteer opportunities. The walk coordinator’s email address is posted on your local NEDA Walk’s website.

**When do I get my t-shirt/Does everyone get a t-shirt?**
T-shirts will be available for pickup at the walk once you check-in or register. Anyone who fundraises a minimum of $25 will receive a T-shirt. However, T-shirts are offered on a first-come, first-serve basis for all who individually raised $25 or more. We cannot guarantee T-shirt size availability as T-shirts are ordered three weeks before the event day. Fundraise early to ensure you get your T-shirt!

**How long is the actual walk and do I have to walk?**
NEDA Walks are non-competitive walks that are 1-2 miles in length, depending on the city and venue. Please contact your local walk coordinator to find out the distance of the event. The walking portion is totally optional, and we encourage you to participate in a capacity that best meets your personal needs.

For answers to more FAQs, please visit [https://nedawalk.org/faq](https://nedawalk.org/faq)