



How to Host a Virtual Walk

Virtual Walks are an excellent opportunity to connect with friends and family while fundraising and creating awareness for the PF community. Follow the steps below and click on the links in **green** to get started hosting your very own Virtual Walk!

1

Create your Walk

You have the opportunity to plan a walk that is unique to you! While designing your Walk Day, you can determine the timeline, activities you will include, and other ways to make the day special and meaningful. Start by choosing a date, time, and name for your event.

2

Register and reach out to us

To register for your event online, complete **this form**. This will give us more information about what you're planning and help us provide you with the tools and resources you need to succeed! We look forward to working together. Contact Alyssa at 312.224.8112 or aathens@pulmonaryfibrosis.org to get started!

3

Develop an engagement plan

How should your participants connect with you leading up to and on the Virtual Walk Day? Get creative and think outside the box for fun things your network could do. Some ideas include:

- Ask participants to **create their own walk team**. Note: It's been shown that when others join your event and create a team, the teams outperform fundraisers, leading to more money being raised compared to standalone individual fundraising. We highly recommend creating a team!
- Ask participants to **create videos** of them walking and sharing why they walk.
- Have them **send photos** of their completed walk or alternative activity.
- **Use a fitness tracker** such as an Apple Watch, Fitbit, Strava, or another app to record your walk or challenge your friends and family to complete different movement activities such as running, dancing, biking, etc.
- Invite your network to complete a **virtual workout class** together on the day of your Walk. Take a picture or video of your class to motivate others to join you.
- Bring everyone together using **Facebook Live, YouTube Live, or a Zoom meeting** on Walk Day.

4

Invite your friends and family

Start promoting your Walk through social media, emails, texts, calls, or even mail invitations! Remember to tell people about the different ways you want them to interact with you.

We are in it together and fundraising together to help achieve the goal of a world without pulmonary fibrosis.

Thank you for leading the way!