

FUNDRAISING & TRAINING PLAN



HELPFUL TIPS IN THE 9 WEEK COUNTDOWN TO KIDNEY MARCH 2016



100  **KM**
SEPT 9-11, 2016 • K-COUNTRY TO CALGARY  **KidneyMarch**



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WELCOME HEROS

You've made a commitment to raise funds and train for Kidney March and to do the MOST you can do! Thank you for taking on this challenge. This is not just a walk, it's a movement. You're part of it. Stand proud!

Kidney March is an event you will remember for the rest of your life. We hope your fundraising and preparation activities will be memorable too. Here is a plan you can follow to complete your fundraising and training goals in just 9 weeks.

FUNDRAISING - A FEW THINGS TO NOTE:

- Each participant agrees to raise a minimum of \$2,200 to participate. You're not alone in this - your Kidney March Team is here to support you.
- We suggest you set a goal to have your donations in before the Kidney March start date. If you do not have your donations in by mid-August, you may have a longer process to go through on registration day, Day Zero.
- The best, most proven way to raise funds is to ask. The more people you ask, the more you'll raise. It's as simple as that.

TRAINING - A FEW THINGS TO NOTE:

- Kidney March is 100 kilometres in length, and you'll be walking about 33 kilometres each day.
- **Most of us walk at an average pace of 5.3 kilometres per hour.** At that pace, with breaks and lunch factored in, you'll be on the road for about eight hours a day.
- With that in mind, your training goal should be to complete a 25-30 kilometre walk two days in a row by the end of summer.
- We recommend you take at least three training walks per week, beginning with shorter distances and working your way up to 30 kilometres.
- THIS ISN'T A COMPETITION – the goal is to do the most you can do and still have a wonderful time. Walking is only part of the experience! If needed, sweep vehicles are available at Kidney March to take you to the next pit stop.
- Be sure to get yourself at least one pair of properly fitted walking or running shoes (ask an expert) and some good socks designed to wick moisture away from your feet. Consider getting a second pair of shoes and several more pairs of socks to take with you on Kidney March.
- **If you're like most people, the hardest thing about training will be to start. Once you start, it will be difficult to stop!**
- You can train on your own, with a friend, your team, and/or with other Marchers on any of the Kidney March training walks (see attached calendar for upcoming training walks).
- Training walks on real terrain are critical to good training. Save treadmills for times when there is REALLY bad weather, or safety is a concern.

YOUR FUNDRAISING PLAN - 9 WEEK COUNTDOWN

WEEK 1

PREPARE
FOR
ACTION!

1. Set-up your online fundraising page (www.kidneymarch.ca). Be sure to include:

- Why you are walking.
 - Who or what has inspired you to commit to Kidney March.
 - How much money you hope to raise.
 - How participating in Kidney March will change your life.
 - Let people know their donation is important.
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WEEK 2

PLAN IT
OUT!

1. Plan it out!

- Make a list of people you want to speak to about donations. This could include your friends, co-workers, and family members.
 - Estimate how much each person may be able to donate.
 - Choose 3-5 people who are could make a large donation.
 - Decide on a specific amount to ask each of your potential top donors. A large donation is considered \$200-\$1,000+.
 - Organize the rest of your potential donors into groups: the people who are likely to donate \$50-\$200, and those likely to donate \$30-\$50.
 - Be sure to include your employer on your list. Many corporations will even 'match' the amount of money you raise on your own!
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WEEK 3

HIT THE
GROUND
RUNNING!

1. Ask for your biggest donations first.

- Call each potential top donor and arrange to take him or her to lunch in the next week or two.

2. Prepare for your face-to-face fundraising appeals.

- Think about what you will tell each of your potential top donors about:
 - Why you are participating in Kidney March.
 - How much money you plan to raise.
 - How you are preparing for the event.
- Think about how you will ask for the amount you've decided on.
- Practice with someone who can give you an honest opinion and helpful suggestions. Rehearsing helps build your confidence too!

3. Talk to each of your potential top donors over the next few weeks.

- Tell the person about Kidney March.
- Ask the person for the donation amount you decided upon. Be confident when you do this!
- Now it's up to the person you are lunching with to think about what you've said.
- Ask if she or he has any questions.
- You may want to tell the person that financial gifts can be split over several payments. Say thank you and remind your donor about the difference his/her donation makes.

4. Prepare a thank you card for each of your donors.

- Prepare a handwritten and personalized note for each donor. Let them know how special they are and how much their gift matters.
 - Mail (snail mail) or personally drop off each of your cards.
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WEEK 4

GET READY
TO PARTY!

Plan a home fundraiser.

- Plan a fun-filled afternoon or evening for the people on your 'middle-tier' list – barbeque, entertainment by a talented friend, the possibilities are endless!
 - Choose a date for your home fundraiser. Give people enough notice. Weekends are often best.
 - Create a meaningful invitation.
 - Personally invite (telephone or snail mail are often best, no group emails here) your selected guests to the event.
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WEEK 5

PUT ON
YOUR
DANCING
SHOES!

1. Host your home fundraiser.

- About half-way through your event, gather everyone together and tell your story - just like you did with the people you took to lunch. If you wait until the end, you will miss people who leave early.
- Tell people about the wonderful gifts you've already received.
- Ask people to give the most they can, but be sure to suggest an amount (about \$50-\$100).
- Make sure you have lots of donation forms on hand. You may also want to set up a computer with your website open so people can donate online.
- Express your heartfelt thanks to each person as he or she leaves your home.

2. Thank all the donors from your home fundraiser. Make follow-up calls to say thanks again.

WEEK 6

KEEP IT
PERSONAL!

1. Create a personal letter.

- Prepare personalized letters for people who live elsewhere.
- Directly ask if they can donate a specific amount to help you reach your fundraising goal.
- Include the website address so they can get a better feel for what Kidney March is all about, as well as directions to your online personal fundraising page.
- Include a donation form with each letter.

2. Refresh your lists.

- Write down the names of all the people you forgot and add new people you've met for large and mid-sized gifts.
 - Consider what level of financial gift each person might be able to make then plan how you will make your appeals.
 - Start taking them to lunch or for coffee. Make lots of telephone calls and write letters.
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WEEK 7

RELEASE
YOUR
INNER
GEEK!

FINALLY, use the internet.

- Prepare a meaningful email to solicit everyone else on your list.
 - Send out emails to all the people you listed as prospects for smaller gifts.
 - Include a link to your personal fundraising page.
 - Ask people to give the most they can give.
 - Use your social media accounts: post, post and repost the link to your personal fundraising page.
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WEEK 8

TAKE TIME
TO
REFLECT!

1. Evaluate your progress.

- Ask yourself what's been most successful in attracting donations.
- Consider what isn't working and scrap it for something you know is more likely to work well.
- How can you improve your fundraising methods?
- How much have you raised and how much do you still need to raise? Hopefully, you are at least $\frac{3}{4}$ of the way towards your goal. Consider adding additional people to your list and think about the best way to approach them. Remember personalized appeals are always more powerful! Ask family and friends to reach out to their networks.
- If you are almost at your goal or have surpassed it, consider changing your goal to a higher amount to keep you and others motivated.

2. Bask in your success.

- Give yourself a pat on the back for all that you have accomplished.
 - You're almost there! Rev yourself up to cross your fundraising finish line.
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WEEK 9

TURN-UP
YOUR
GAME!

Go over old ground. Contact the people you haven't heard from and ask them again for a donation.

- How about a garage sale? A bake sale? A bottle drive?
 - Sell at a public venue – consider a pub night with a silent auction! Ask for much more than the 'face value' of the item. Remind people it's a fundraiser! You can sell raffle tickets. Before you do please contact 1.866.9KMARCH for more information.
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YOUR TRAINING PLAN - 9 WEEK COUNTDOWN

Week	Walk 1	Walk 2	Walk 3	Walk 4
1	3 km	5 km	5 km	10 km
2	4 km	6 km	6 km	10 km
3	7 km	45 Minute Aerobic	7 km	10 km
4	9 km	10 km	45 Minute Aerobic	13 km
5	9 km	12 km	14 km	15 km
6	15 km	45 Minute Aerobic	20 km	20 km
7	45 Minute Aerobic	10 km	25 km	25 km
8	10 km	30 Minute Aerobic	15 km	10 km
9	5 km	5 km	30 Minute Easy	Kidney March!!

**** Most of us walk at an average pace of 5.3 kilometres per hour****

SCHEDULED TRAINING WALKS

Date	Organizer	Location	Start Time	Distance
July 17, 2016	Carol	Edworthy Park – Angel's Cafe	9:00 am	10 and 15 km
July 24, 2016	Laura	Glenmore Reservoir – meet at Starbucks	9:00 am	10 and 15 km
August 7, 2016	Brynn	Edworthy Park – Angel's Cafe	9:00 am	15km
August 20, 2016	Carol	Edworthy Park – Angel's Cafe	9:00 am	20 km
August 21, 2016	Laura	Glenmore Reservoir – meet at Starbucks	9:00 am	20 km
August 27, 2016	Laura	Glenmore Reservoir – meet at Starbucks	9:00 am	25 km
August 28, 2016	Brynn	Edworthy Park – Angel's Cafe	9:00 am	25 km

STRETCHING IS ESSENTIAL

Stretching is essential to enjoying Kidney March, and it also happens to be essential for overall health. Be sure to do some basic stretches before and/or after your training walks. Refer to your Marcher Handbook for a description of some stretches. If you're on a long training walk, stretch for 5 minutes after each hour of walking.

Stretching helps with flexibility and range of motion, which in turn helps your body mechanics. When you walk so many hours a day, like in Kidney March, you are bound to be sore the next day! And when you're sore, you become stiff, which then limits your range of motion. This causes your body to compensate in order to do regular activities... you see where I am going with this! When our muscles are tight we cannot work in a full range of motion, which in turn cause us to be more prone to injuries. Stretching helps with your posture and overall performance. By stretching, you help your joints move through a full range of motion, which allows your muscles to work more effectively and efficiently.

Stretching also increases circulation to the muscle which some say can help with next day muscle soreness. When we change the activity we are doing, incorporate a new exercise, or even just do more than we are used to, it causes tiny tears in our muscle that later can turn into muscle soreness and stiffness. And when the muscles repair, that is when we get stronger. Stretching can help increase blood flow to help with muscle repair as well as clear the toxins away from our muscles.

So spending a few minutes pre/post exercise can really pay off. It will reduce your risk of injury, improve joint health and overall posture, and help your body mechanics. Here are a few tips to do it safely:

- **Slow and steady.** Hold stretches for about 30 seconds.
- **Move through a pain-free range.** The saying, "no pain, no gain" does not apply to stretching. Overstretching can cause unwanted tears in our muscles which lead to injury. You just want to feel a good pull in the muscle. Don't aim for pain.
- **Focus on your "problem" areas.** When we know we are tight in certain areas, they might just need a little more TLC.
- **Always stretch both sides.**
- **No bouncing.** Bouncing can sometimes cause more harm by going past what our muscles are capable of doing. Remember the purpose of stretching is to increase flexibility by feeling a pull in the muscle, so if you already feel a pull, there's no need to push the muscle harder than its capability.

There will be a stretching tent at Kidney March City for pre-walk and post walk stretching.

Pre-walk stretching: 6-7:30am

Post walk stretching: 3-8pm

Notes:

1. Stretching Piriformis



- Using both hands, grab the back of the knee
- Pull the knee towards the chest and opposite shoulder gently until you feel a gentle stretch at the buttock
- Hold for 30 seconds
- Slowly return to the initial position

Frequency: 2 Hold: 20 seconds

2. Stretching Iliopsoas



- Sit on the edge of a chair with one leg over the edge creating a 90 degree angle with the opposite hip
- Tilt your pelvis backwards to flatten your lower back and transfer your weight forward until you feel a gentle stretch on the front of your hip
- Maintain trunk position upright

Frequency: 2 Hold: 20 seconds

3. Stretching Quadriceps



- Stand in front of a chair and hold on to it with one hand
- Grab the top of one ankle with the hand opposite from the leg and pull your foot towards your buttock until you feel a gentle stretch in the front of the thigh
- Knees must touch together and pelvic tilt or tuck your tail under to increase the stretch
- Hold the stretch, keeping your lower back neutral

Frequency: 2 Hold: 20 seconds

4. Stretching Hamstring



- Lie on the floor in a doorway or close to a corner of a wall
- Place one leg up against the wall, the other is straight on the floor and your buttock is about 30 cm from the wall
- Extend the elevated leg and pull down as much as possible until you feel a stretch behind your thigh

Frequency: 2 Hold: 20 seconds

4. Stretching A) Soleus B) Gastrocnemius



- A)
- To stretch the Achilles
 - Stand and place both hands on a wall, with your feet pointing towards the wall
 - Place one leg behind the other and slowly bend knees while keeping heels on the floor
 - Gently lean towards the wall until you feel a stretch just above the heel
- B)
- Straighten your back knee, and slide your foot back away from the wall to increase stretch higher up in calf area

Frequency: 2 Hold: 20 seconds

YOU'VE MADE IT THIS FAR. CONGRATULATIONS!

**Think about the wonderful adventure you've had -
and the amazing adventure that lies ahead.
See you at Day Zero on September 8, 2016.**



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