

FUNDRAISING & TRAINING PLAN



HELPFUL TIPS IN THE 8 WEEK COUNTDOWN TO KIDNEY MARCH 2015



100  **KM**

SEPT 11-13, 2015 • K-COUNTRY TO CALGARY



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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 will be 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 8 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 well in advance of 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.
- There are a couple of ways to achieve your goal (we've listed a few under "Your Fundraising Plan", and there are even more in the Marcher Handbook) but the best, most proven way 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:

- Your training goal is to complete a 25-30 kilometre walk two days in a row.
- 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.
- We recommend that you take at least three training walks per week, beginning with shorter distances and working your way up to 30 kilometres (we've listed some walk strategies under "Your Training Plan" and there are even more in the Marcher Handbook).
- 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 to fit you) and some good socks that are 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 might be a concern.

YOUR FUNDRAISING PLAN - 8 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.
 - What or who 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.
 2. 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 to your cause.
 - Choose 3-5 people who are capable of making 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! www.matchinggifts.com/kidney_canada
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WEEK 2 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 that 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 and to ask any questions they may have.
 - You may want to tell the person that financial gifts can be split over several payments too. Say thank you and remind your donor about the difference their donation makes.
 4. Prepare a thank you card for each of the donors who committed to supporting you.
 - 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 the cards you prepared.
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WEEK 3 GET READY TO PARTY!

1. Plan a home fundraiser.
 - Plan a fun filled afternoon or evening for the people on your 'middle-tier' list. A barbeque, entertainment by a talented friend of yours, the possibilities are endless!
 - Choose a date to host 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 4

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 everyone who left 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 (maybe \$50-\$100) to make sure people know what you are looking for.
 - 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.
 - You know the drill! Express your heartfelt thanks to each person as they leave your home.
 2. Thank all the donors from your home fundraiser.
 - Make follow-up calls to express your gratitude again.
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WEEK 5

KEEP IT
PERSONAL!

1. Create a personal letter.
 - Prepare personalized letters for those people who live elsewhere.
 - In the letter, 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 to your list 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 6

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 in your prospects for smaller gifts.
 - Be sure to include a link to your personal fundraising page.
 - Ask people to give the most they can give.
 - Use your social media accounts too. Post, post and repost the link to your personal fundraising page.
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WEEK 7

TAKE TIME
TO
REFLECT!

1. Evaluate your progress.
 - Ask yourself how you are being 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 so far and how much do you still need to raise? Hopefully, you are at least $\frac{3}{4}$ of the way towards reaching your fundraising goal. If you aren't, consider adding additional people to your list and think about the best way to approach them. Remember that 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 8

TURN-UP
YOUR
GAME!

- Go over old ground. Contact the people you haven't heard from and ask them again for a donation. For bonus points - add another fundraiser.
- How about a garage sale? A bake sale? A bottle drive? The possibilities are endless!
 - 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 that 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 - 8 WEEK COUNTDOWN

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

SCHEDULED TRAINING WALKS

Date	Organizer	Location	Start Time	Distance
July 19, 2015	Laura	Glenmore Reservoir – meet at Starbucks	9:00 am	10 and 20 km
July 25, 2015	Laura	Edworthy Park – Angel's Cafe	9:00 am	10 and 20 km
August 9, 2015	Alix	Glenmore Reservoir – meet at Starbucks	9:00 am	15km
August 15, 2015	TBD	Edworthy Park – Angel's Cafe	9:00 am	15 km
August 22, 2015	Laura	Glenmore Reservoir – meet at Starbucks	9:00 am	20 km
August 23, 2015	Laura	Glenmore Reservoir – meet at Starbucks	9:00 am	20 km
August 29, 2015	Laura	Edworthy Park – Angel's Cafe	9:00 am	25 km
August 30, 2015	Laura	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.

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

Nathalie Tang, 5 time Kidney March participant and kinesiologist shares the following tips about stretching...

Being an Alumni Kidney Marcher, I know how it goes, stretching is never a priority. We want to walk as fast as our body takes us, break as fast as our mouth can chew and get those blisters popped as soon as possible! I know, I've been there before. Why not stretch? Over the past few years as a Marcher, I've heard a lot of mixed opinions on whether stretching is a good thing so I'm here to share some of the facts.

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. It causes your body to compensate in order to do your 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 what we are used to doing, 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 really can 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.

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 10, 2015.**



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