NEDA WALK PARTICIPANT PACKET

Come Hopeful.
Leave Inspired.

NATIONAL WALK SPONSOR
aerie

NATIONAL EATING DISORDERS ASSOCIATION
NEDAWALK
Save a Life
Dear Friend,

The National Eating Disorders Association (NEDA) is delighted to welcome you and our 15,000 walkers across the country to our ever-expanding family! This NEDA Walk Participant Packet will be your guide to everything you need to know about participating in a NEDA Walk – from fundraising tips and ideas to fun activities happening on the day of the walk! By participating in a NEDA Walk, you will be supporting all of NEDA’s lifesaving programs bringing awareness to your local community.

NEDA Walks are vital to our communities because research has shown that early detection and intervention is one of the most important steps we can take to reduce the suffering associated with eating disorders.

In the United States, 30 million people will struggle with an eating disorder at some point in their lives. Nearly 100% of people who struggle with an eating disorder have experienced poor body image. Because of the high attention to image that is prevalent and invades every aspect of our society, our mission and cause is all the more important. It is essential that you know what we are up against and what we hope to gain with your fundraising and heightened awareness from this walk.

Whether you or a loved one is still struggling with an eating disorder or are fully recovered, NEDA Walks provide a safe, inspirational environment for everyone. We hope this NEDA Walk brings your family, friends and loved ones together to show that with enough people, we can make all the difference.

Thank you for your support,

Jessica Hickman
National Walk Manager
REGISTRATION

**ADULTS**
$25

**STUDENTS**
$15

**CHILDREN**
(5-12 years old*)
$10

**PETS**
(if allowed)
$5

*Children under five years old do not need to register

PARTICIPATION

**REGISTER**
as an individual and begin fundraising with a starting goal of $50

**JOIN A TEAM**
and fundraise with a starting goal of $100

**FORM A TEAM**
To become a team captain & set your team goal!

**GIVE**
and make a difference... every $10 counts!
How do I register?
To register for a NEDA Walk, go to www.NEDAWALKS.org. Select the city you would like to walk in, and then click the Registration tab. Once under the Registration tab you will have the options to register as an individual, create a new team, or register as a member of a pre-existing team.

How do I register my child/how do I register multiple people?
Our website requires that each person registering for a NEDA Walk must have an e-mail address. Unfortunately, we are not able to register multiple people at once. Make sure to log out each time you register before attempting to register someone else afterwards. If your child is under the age of 13, you may create an e-mail address for them to use when you register your child. NEDA complies with the Children’s Online Privacy Protection Act (COPPA) and does not knowingly collect personal information from anyone under the age of 13.

I am unable to register someone/a group of people because an error notice says that I have already registered. What’s going on?
In the top right corner of the walk page, does it say your username and then “Logout”? Likely, the issue is that as you are still logged into the system and it is unable to process new registrations. Once you click “Logout” you should be able to register the next person. If you have a large group of people you would like to register, it may be easier to register everyone in person on the day of the walk. Make sure to have everyone donate online and raise the suggested minimum of $50.

I want to be a volunteer for a walk. Do I have to pay a registration fee?
If you are interested in volunteering or to find out what other positions are available, contact the walk coordinator (their email address is listed on the walk website) and let them know you are ready to volunteer. The more the merrier! We encourage all volunteers to register and fundraise. If you would like to volunteer, make sure to choose Volunteer when you register online.

The walk website says online registration is closed. What can I do?
Never fear! Anyone who is interested in joining their local NEDA Walk may register during Check-In on the day of the walk. All NEDA Walks close on the Friday before the walk date at 3PM ET. Although registration is closed, you may still donate.

I registered for a walk last year. Do I need to register again this year?
Yes. Participants must register each year either online or at the walk. If you are registering with the same e-mail address, you should be able to log into your NEDA account using the same information as last year to complete the new registration form for your upcoming NEDA Walk.
Frequently Asked Questions

DONATIONS

Does paying the registration fee count as a donation?
No. NEDA Walks are fundraising events that directly support nationwide programs and services, while raising a much-needed awareness in your local community. Because this is a fundraiser, we strongly suggest that you continue your fundraising efforts after paying the registration fee, which helps cover t-shirt and venue costs for the event.

I donated money but I wanted to register for a walk using that amount of money. What can I do?
Please call the National Walk Manager at 212-575-6200 and we can process you a refund for your donation. It will then be at the discretion of your bank to re-issue your money after a few days. You may then go to the walk website and choose to register.

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

Is there a minimum amount I must fundraise for the Walk?
Our suggested minimum amount is $50. You can set your own fundraising goal, too!

What is a matching gift?
Most companies have a matching gift program for their employees. When you, as an employee, make a donation to a walk or walker, your donation can be matched by your company up to 100%! After making your donation, inquire within your company about what matching gift paperwork needs to be filled out. For more information, please visit: https://www.nationaleatingdisorders.org/matching-gifts

Do you only accept monetary donations?
NEDA accepts cash, credit card and check donations and we also accept in-kind donations from companies such as gift cards and products to hand out as prizes to our participants. If you are a local business owner and would like to contribute to the walk with an in-kind donation, please email National Walk Manager at jhickman@myneda.org

I received cash/checks from family and friends who wanted to support me for the walk. How do I send the donations to NEDA?
Donations not made online using a credit card are called ‘Offline Donations,’ which include cash and checks that you collect. 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 to the walk coordinator at your NEDA Walk during registration or check-in. Please remember to send in an offline donation form for EACH donor whose donation you send in. So if you send in five donations all at once, make sure there are five total offline donation forms (one for each donation). Providing a form for each donor allows NEDA to personally thank them as well!
Why should I form or join a team?
Teams are a great way to participate in a NEDA Walk! It’s much more fun to participate and fundraise for a walk with your family, friends and colleagues! You can even make it into a friendly competition to see who can fundraise the most money! It’s also a great inclusive way to introduce those in your life to NEDA who may not otherwise be familiar with the cause.

Who can join my team?
Anyone who is interested in joining your team is welcome to! There is no limit on the number of teammates you can have and there is no limit to how much you can fundraise. If you would like to make your team private and only have specific people join, you may create a password for the team in which only those who know the password can join. For more information on this, check out the Team Captain Toolkit for directions.

I signed up as an individual but now I want to join a team. How do I join a team?
If you registered as an individual, but actually want to create a team or join a pre-existing team, please email the National Walks Manager who will adjust your registration to add you to a team or make you a team captain of one. Likewise, if you registered on a team, but want to switch to another team, please email the National Walk Manager at jhickman@myneda.org who will help you out.

Can we make our own team t-shirts?
Of course! Although everyone who registers will receive an official NEDA Walk t-shirt, we encourage teams to get creative and make their own t-shirts if they wish to do so. Other ideas to show your team spirit include decorating headbands and canvas sneakers!
ASK FACE-TO-FACE
Highest on the fundraising “ladder of effectiveness” is a request for support in person. Your chances for success are greatly enhanced by making a request face-to-face. It is harder to say “no” to someone in person! Unable to meet face-to-face? You can use email and letters to contact larger businesses and groups!

INNER CIRCLE
Who can you ask to support you for the NEDA Walk? Your friends, significant other, parents, siblings, neighbors, aunts, uncles, cousins, coworkers, family doctor/dentist, clubs you belong to, etc. People love a great cause and the gifts are tax-deductible!

HONOR A LOVED ONE
Ask around if someone wants to make a tribute gift honoring a loved one who struggled with body image or an eating disorder. The honoree will receive a congratulatory note in the mail! If they have lost a loved one due to an eating disorder, they can make a memorial gift in honor of the person who passed away.

EMAIL SIGNATURE
Direct everyone you communicate with through email to support your team. Add a hyperlink on your email signature to your individual page on the NEDA Walk page and ask for people to donate directly to you!

BIRTHDAY PLEDGE
Do you have an upcoming birthday? Ask for donations to support you at the NEDA Walk instead of a gift!

MATCHING-GIFT PROGRAM
Ask your Human Resources department if your company has a matching gifts program. You can easily double any amount you’ve raised with no added effort! Be sure to ask your teammates to do the same. And remember, this is something your donors can inquire about as well! Please visit https://www.nationaleatingdisorders.org/matching-gifts for more information.
**WHY IT MATTERS**
Participating and fundraising for a NEDA Walk is a great way to show your passion for helping others. If you have a personal story, be sure to check out our Guidelines for Sharing Your Story Responsibly. When talking to someone about a donation, make sure to tell them why you care and why you’re involved. Your passion and drive may inspire others to contribute and get the word out themselves!

**SOCIAL MEDIA**
Put a link to your fundraising page in your personal and professional email signatures and on your social media profiles. Reach out to your networks: church, book group, mommy group, bowling league, etc. Tell them what you are doing! Ask if you could put a blurb in their next newsletter or speak for 2 minutes at the next meeting! Tell everyone you know! Don’t forget to remind people that all donations are accepted and make a difference, big or small!

Ask your loved ones to invite their family, friends and coworkers to the NEDA Walk. Asking someone to specifically donate to you or your team may be more successful than posting a general social media post about the walk. If someone likes or retweets your post but didn’t contribute to the walk, personally send a private message asking them if they would like to help out or get involved!

**“NO” IS ONLY NO FOR NOW!**
You or some of your teammates may be hesitant to ask for donations in fear of rejection. Remind yourselves that it’s okay to hear a few declines. Maybe the first four people who declined to give you $20 results in the fifth person offering to make a $100 donation! And remember, any donation, big or small, makes an impact! Make sure to make it as easy as possible by giving them a link to your team website or handing them an Offline Donation form to fill out and send to NEDA.

**SHARE YOUR SUCCESS**
We all love success stories! Whenever you and your team hit a goal, share it on Facebook, Twitter and your other online communities to raise even more money for your team. Someone may be watching and get inspired themselves!
Take the first step toward Top Fundraiser status! Use the message below to ask for support from your family and friends, and always follow up to be sure they received your request. This is an easy way to gather support and become a Top Fundraiser!

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 – life-threatening illnesses that affect millions of people. Will you support me in the fight against eating disorders?

By supporting me, not only are you contributing to lifesaving resources, such as the National Eating Disorders Helpline, but you are also helping to fund evidence-based prevention programs and research grants for innovative treatments.

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
165 West 46th Street, Suite 402
New York, NY 10036

Everybody knows somebody who’s been affected by an eating disorder, but 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 NEDA Walk donation form for all offline contributions. Please fill out all requested information to ensure accurate appropriation of the donation to the correct local walk and walk participant, as well as accurate acknowledgement.

Walker’s name you are contributing to: ________________________________________________

Walk Location (City&State): __________________________________________________________

DONOR FIRST NAME: ____________________________ DONOR LAST NAME: ________________

DONOR MAILING ADDRESS: __________________________________________________________

CITY: ____________________________ STATE: ____________________________ ZIP CODE: ________

SUITE/APT #: ____________________________ PHONE NUMBER W/ AREA CODE: ______________

E-MAIL ADDRESS (please write legibly): ________________________________________________

Donation Amount: $___________

PAYMENT TYPE:

☐ Check #:__________

☐ Cash

☐ Credit Card:

Credit Card Holder Name: _____________________________________________________________

Credit Card Number: ____________________________

EXP Date: ________ Billing Zip code: __________

Signature: ________________________________________________________________________

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
165 W 46th Street, Suite 402
New York, NY 10036
In the spring of 2009 the National Eating Disorders Association launched the first NEDA Walks in 17 cities across the country, with over 1,300 walk participants and approximately $183,000 in revenue. In 2012, NEDA Walks grew to 41 walks around the nation with over 6,400 participants and $824,000 raised for NEDA. In 2014, NEDA had 65 walks with more than 10,000 participants and raised over $1,000,000! The continued growth and success of the NEDA Walk progress is all a testament to the amazing volunteers, supporters, NEDA staff, and NEDA Network members who work so hard in the fight against eating disorders.

The express purpose of NEDA Walks is to support the mission of NEDA through fundraising and to raise awareness of the dangers surrounding eating disorders and the need for early intervention and treatment. In order to provide more structure and organization to the NEDA Walk program, all NEDA Walks are overseen by the National Walks Manager, have the same general appearance and branding, and are conducted in the same standardized way to focus on fundraising and community-building.

WHAT HAPPENS TO THE MONEY?

Eighty-four cents of every dollar donated to NEDA is spent towards addressing the challenges of eating disorders. NEDA relies on your support to educate communities about the need for local programs and treatment services and on a larger scale, fund national research projects to identify the cause and treatment of eating disorders. We are thankful to our walkers, their supporters and their friends, our sponsors and the general public who help to create a world where eating disorders are history.
The Big Day
What to Expect on the Day of the Walk

CHECK-IN/REGISTER Table
- Registering at the walk? Fill out the Participant Registration Form & hand it back to a Walk Volunteer.
- Registered online? Go to the Check-in table, give your name and pick up your NEDA Walk t-shirt.

CLOSING CEREMONY

Opening Ceremony
- Most walks will have various activities to participate in like:
  - Guest Speakers
  - T-shirt/Poster Decoration Awards
  - Entertainment

The Walk
- The walk itself will be a very relaxed experience. Most NEDA Walk routes are one mile or less in length.
- Turn in any donations you have received for the walk & fill out the Offline Donation Form.