

**SEPTEMBER 2024
EDITION**



THE WALK WIRE

2024 SUCCESS!

Happy September to our amazing Unite for Bleeding Disorders Walk Chapters. The 2024 season is flying by and we have already had 11 of our 37 walks. The next several months are the busiest of the walk season and we are looking forward to all your great success.

Out of the 11 walks held so far - 8 of the 11 chapters have reached and exceeded goal! CONGRATS! You knocked it out of the park.

So far in 2024 over \$545,000 has been raised for local Chapter Programs & Services. Over Half a Million, to help families thrive in your communities. Thank you so much for all your hard work and we are looking to add to those amazing totals in the next months. Thank you for all your hard work!
Patti & Kristi



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Presenting Partners





UPCOMING EVENTS & DEADLINES



SEPTEMBER 3RD

UNITE WALK OFFICE HOURS

TIME: 12:00 PM - 1:00 PM EST

LOCATION: ZOOM



OCTOBER 1ST

UNITE WALK OFFICE HOURS

TIME: 12:00 PM - 1:00 PM EST

LOCATION: ZOOM

The walk office hours scheduled for September 17th have been canceled because we will be out of office for NBDF's Bleeding Disorders Conference. If you have any questions or need any support, please do not hesitate to reach out.

DEADLINES

T-SHIRT ORDER DEADLINE

T-shirt orders must be placed **at least 3 weeks before** the date you'd like to have your shirts in-hand.

NATIONAL SPONSOR REIMBURSEMENT DEADLINE

National Sponsor Reimbursement worksheets must be submitted with an itemized invoice **no later than 30 days** concluding your event.

INCENTIVES & TOP TEAM CAPTAIN JACKET ORDER DEADLINE

For April - August walks, the deadline to order incentives and top team captain jacket is **September 15th**. For September - November walks, the deadline to order is **December 15th**.

IMPORTANT INFORMATION: UPCOMING ORDER DEADLINE FOR INCENTIVES & TOP TEAM CAPTAIN PRIZE

For all walks that took place through August, the deadline for ordering incentives and the top team captain prize is September 15th.

Walk participants who reached a fundraising milestone and earned an incentive were sent an email through DonorDrive with instructions on how to order their item. However, if a walker does not have an email linked to their walk registration, they will not have received that email. In this case, the chapter will need to provide them with the link and access code to order their incentive. That information can be found in the Teams Channel [here](#) or Google Drive [here](#).

Top team captains will NOT receive an email with instructions for ordering their top team captain prize. If you have not yet provided them with the information to order their prize, please do so and remind them of the September 15th deadline. You can find that information in the Teams Channel [here](#) or Google Drive [here](#).

Please note that the order forms will only accept one submission per email address. If you have multiple people in a family trying to use the same email address to order their item, it won't work. Each person will need to use a different email address to place their order.



SEPTEMBER WALKS



SEPTEMBER 7TH

- GREATER OHIO BLEEDING DISORDERS FOUNDATION (CLEVELAND/AKRON WALK)
- NORTHWEST OHIO HEMOPHILIA FOUNDATION
- HEMOPHILIA OF INDIANA
- ROCKY MOUNTAIN HEMOPHILIA & BLEEDING DISORDERS ASSOCIATION
- ALASKA HEMOPHILIA ASSOCIATION



SEPTEMBER 8TH

- GREATER OHIO BLEEDING DISORDERS FOUNDATION (COLUMBUS WALK)



SEPTEMBER 21ST

- WESTERN PENNSYLVANIA BLEEDING DISORDERS FOUNDATION
- BLEEDING DISORDERS ALLIANCE OF NORTHEASTERN NEW YORK



SEPTEMBER 28TH

- NEW ENGLAND HEMOPHILIA ASSOCIATION
- GREAT LAKES HEMOPHILIA FOUNDATION
- BLEEDING DISORDERS OF THE HEARTLAND
- EASTERN PENNSYLVANIA BLEEDING DISORDERS FOUNDATION
- LONE STAR BLEEDING DISORDERS FOUNDATION (HILL COUNTRY WALK)



SEPTEMBER 29TH

- NEBRASKA CHAPTER, NBDF

WE NEED YOUR INPUT!

The 2024 Walk Season is in full swing, but we are already planning for 2025, and we need your help.

We are developing our walk committee for 2025, and we still need a few more chapter representatives to serve on this committee to help us make important decisions for the walk program going forward. Your input and insight is extremely valuable to assist us in continuing to improve and grow the Unite for Bleeding Disorders Walk.

If you are interested in serving on this committee, please email Kristi or Patti. Thank you!

CALL FOR WALK PHOTOS

We are in the planning process for 2025, and we want Unite for Bleeding Disorders walkers across the country to see themselves in the 2025 walk materials. Therefore, we're asking you to please share your chapter's walk photos with us! Once your 2024 walk has happened, we'd love to receive photos of your walk. Feel free to also send any photos from 2023 and prior - the more photos we have, the better!

Please either email Kristi and Patti any photos you'd like to pass along or upload them into the Teams channel [here](#) or the Google Drive [here](#). If you choose to upload them, please upload them into the folder titled with your chapter name so we can make sure to use photos from a variety of chapters.

Thank you so much for taking the time to share your photos with us!



Chapter Highlight: Pacific Northwest Bleeding Disorders

This month we are highlighting Pacific Northwest Bleeding Disorders! PNWBD's 2024 Unite Walk took place on June 1st and raised \$69,316, exceeding their goal!

Some walk highlights include:

- 12% increase in participants from 2023 to 2024
- 26% increase in teams from 2023 to 2024
- 61% participant activation
- Percent of fundraising done more than 1 month out increased from 32% to 65% from 2023 to 2024

Congratulations to Michelle and Madonna on the amazing success of their 2024 Unite for Bleeding Disorders Walk!



Resource Highlight: Public Reports

Pulling reports in DonorDrive is an important part of tracking your walk data, but we know it can be difficult to navigate pulling the correct report. This is why we've set up public reports. A public report is a report that is already set up in DonorDrive and is available for you to copy and use.

The list of available reports and instructions for how to pull a public report can be found in the Teams Channel/Google Drive in the folder "2024 DonorDrive (Tutorials, FAQ's, Manual)". You can also find it through the Teams Channel [here](#) or Google Drive [here](#).



HTC Challenge

Let's Keep the Momentum Going!

In partnership with the Hemophilia Alliance, we created the HTC Challenge as a way to incentivize HTCs to participate in their local chapter's walk. Since its creation, the HTC Challenge has shown to be successful in increasing HTC walk engagement. We've seen great participation from the HTC teams so far this year and with many walks still to come, there is plenty of time to keep the amazing momentum going! We encourage you to utilize the HTC Challenge to motivate your HTC(s) to create a walk team and fundraise. Here are some resources for this initiative:

- HTC Challenge fact sheet (Located in Teams Channel [here](#) or Google Drive [here](#))
- HTC Challenge flyer (Located in Teams Channel [here](#) or Google Drive [here](#))
- HTC Challenge stickers (Were sent out with your pinwheel pens and factor club medals - you can request more [here](#))



September Fundraising Tip: Matching Gifts

Matching gifts are an easy way to double or even triple a donation made to your Unite for Bleeding Disorders Walk, but many donors don't know about their employer's matching gift programs. As a result, an estimated \$4-\$7 billion in matching gift funds goes unclaimed each year. You can easily check if your company matches charitable donations on the uniteforbleedingdisorders.org website [here](#). Encourage your walk participants and donors to use this tool to further their donation. You can also pull an employer report in DonorDrive to follow up with any donors who have an employer that matches gifts.



HOW TO PERSONALIZE YOUR WALK PAGE

Did you know that walk participants who personalize their walk fundraising page raise on average between 7 and 18 times more than those who don't. Customizing your page is an important step in fundraising for your local Unite for Bleeding Disorders Walk. Here are 3 tips for personalizing your page:



TELL YOUR STORY

Some questions you can ask yourself to help craft your story are:

- What is my connection to the bleeding disorders community?
- What was the journey to diagnosis and accessing treatment?
- How has the local chapter supported me and/or the community?
- Why am I participating in the Unite for Bleeding Disorders Walk?
- What do I hope the future looks like for those impacted by a bleeding disorder?



ADD PHOTOS

Use photos that support your story, such as:

- Participating in chapter events
- Self-infusing or attending doctor visits
- Advocating for yourself and/or the community
- Life events and achievements made possible by the support of your local chapter or advancements in treatment and care



INCLUDE AT LEAST ONE CALL TO ACTION

Share how you want people to get involved. Some potential calls to action are:

- Join my walk team
- Make a donation to help me achieve my fundraising goal
- Share my page and story on your social media
- Attend the Unite for Bleeding Disorders Walk

For a video tutorial on how to edit your walk page, scan the QR code or visit www.uniteforbleedingdisorders.org and click the fundraising tab. If you're a team captain, don't forget to personalize your team page too!



UNITE WALK: 100 FUNDRAISING IDEAS

- **Start Now:** The earlier you begin fundraising, the better off you'll be. You'll be able to go way beyond your donation minimum and then can focus on the fun.
- **Make your Own Contribution:** Lead the way by making your donation first.
- **House Party:** This is a sure-fire way to raise money. Collect donations and entertain at the same time. Create a theme (like a costume party) and have fun!
- **Participant Center:** One of the great features of our website is the personal participant center, where you can upload a photo of yourself or your team, write a little bit about your mission and reason for walking, and create a fundraising goal. From this site you can send an email to everyone on your contact list and invite them to visit the website. You can also keep track of donations that you receive by entering them into your account.
- **Corporate Matching Gift:** Ask your company to match the amount of donations you receive from your co-workers.
- **Your friend's Matching Gift:** Ask a friend to get their company to match donations.
- **Corporate Sponsorship:** Identify one of several major companies in your area and contact them directly. They may be willing to sponsor you.
- **Garage Sale:** Do you really need all that extra stuff taking up space in your garage, attic, and/or basement? Gather it up and ask your friends to do the same. Then pick a Saturday or Sunday, put the stuff in your front yard and sell? All your money raised can go toward your fundraising goal.
- **Bake Sale:** Become Julia Child or Mrs. Fields and host a bake sale with your friends. You can even have it in conjunction with your garage sale.
- **The "Extra Change in My Pocket" Box:** Create these little boxes for your friends and family and have them place it on their dresser or desk. At the end of the day they can drop any spare change in the box.
- **Start your own extra change box:** Keep a jar near your door and every day put all your extra coins in it . . . It all adds up. Or put it on your desk at work - others will join you.
- **Office Fundraising Challenge:** Speak with everyone in your office and get them to challenge each other to raise the highest amount. Give the winner a prize like movie passes or a gift certificate to lunch or dinner.
- **Voice Mail Message:** This will alert everyone who calls your phone that you're up to something special! Let them know you need their Support.
- **Return Address Labels:** Print return address labels for your outgoing mail. Print something like "I'm walking to Unite people with Bleeding Disorders." You may want to include a donation form and a self-addressed envelope to make it really easy for them to donate.
- **Internet Chat Rooms:** Post a message on an internet chat room. You will be amazed at how many people you don't even know will be willing to help you.

UNITE WALK: 100 FUNDRAISING IDEAS

- **Ask Your Local Restaurant Server:** Would they be willing to donate a portion of one day's tips to your cause.
- **Ask Your Local Bartender to Donate a Portion of One Night's Tips:** You can create a sign for the bartender to place on the bar stating "All tips collected tonight will go directly to _____ who's walking to raise money for those people living with bleeding disorders." If patrons see the sign, they may be willing to dig a littler deeper into their pockets.
- **Ask Your Local Restaurants to place a money jar at the front of the Restaurant:** Check with the restaurant manager. They may be willing to place the jar in a high-traffic area so lots of patrons can see it.
- **Fundraising Dinner at your Favorite Restaurant:** Ask your favorite local restaurant to host a fundraising dinner for you. they supply the food and you supply the pledge forms.
- **Happy Hour Party:** Invite all your friends (and their friends) and them them to sign your past Unite for Bleeding Disorders walk T-Shirt. charge \$10 per signature. You'll even end up with a great shirt to wear on the day of the event.
- **Theme Party/Dinner:** Hold a theme party for 10 or more of your friends. Have each guest donate \$50, spend no more than \$20 per person on food and you'll have \$300 or more in pledges by the end of the night.
- **Movie Ticket Donation:** Ask your local movie house to donate several movie tickets. Sell them and put the money toward your pledges.
- **Host a Movie Party at your House:** Pick a new release from Amazon Prime, make some popcorn, pick up some drinks, and invite your friends and family over for the night. Make sure you have plenty of pledge forms out.
- **Have a local theater donate tickets to a performance:** Ask a local theater to donate a pair of tickets to one of their plays or musicals and auction them off.
- **Birthday Gift Pledge:** It will be a lot easier for your friends and family to write you a birthday check instead of spending hours trying to shop for you! And then you can donate the amount to your pledge total.
- **Delegate:** Give 10 of your friends 10 pledge forms each and ask them to help raise money for you.
- **Creative Friends:** Find a local artist or ask a creative friend if they would donate a piece of art or jewelry that you could auction off. Or see if they would be willing to create mass quantities that you could sell and keep a portion of the proceeds for your pledge total.
- **House Warming Party:** Are you moving anytime soon? If so, ask your friends to make a pledge instead of purchasing a gift for your new place.
- **Colorful Sponsor Letters:** These can be very eye-catching. Send them in colored envelopes too. These will stand out among your friends' bills and junk mail.

UNITE WALK: 100 FUNDRAISING IDEAS

- **Signing your Correspondence:** Add a short sentence at the bottom of your email signature saying that you're participating in the Unite for Bleeding Disorders Walk and ask for a donation. Include an email link to your personal or team page.
- **Business Cards:** Print out some inexpensive business cards (you can even do it on your own computer). Have all the pertinent information on the card including your name, the name of the event, and the link to your personal fundraising page. Hand these out to everyone you meet.
- **Travel Agency:** do you always make your travel plans through the same agency? Ask them to donate a travel voucher. You can auction it off at one of your parties.
- **Doctor/Therapist/Veterinarian/Insurance Agent:** Ask them to write a check for you instead of the other way around.
- **Dentist:** Hopefully you won't have to pull teeth to get them to help you out a little.
- **Chiropractor:** They've cracked your back. Now ask them to crack open their checkbooks and make a donation.
- **Yoga Instructor:** You've bent over backward for them, now it's their turn to the same for you!
- **Radio Station:** Call your favorite radio station and ask them to make an announcement on the air. They may even interview you. Donations can be sent directly to the Chapter's office.
- **Gym:** Ask your gym to place a donation jar at the front desk! Leave a stack of donation forms at the counter as well.
- **Spinning Class:** Have a stack of donation forms with you and ask your spinning instructor to make an announcement in class.
- **Hair Salon:** Ask your barber or hairdresser to donate \$2 of every haircut they complete over one weekend.
- **Picnics:** National Holiday Picnics are a great place to raise some money.
- **Mow-a-Thon:** Get your kids involved in this weekend activity. Check ahead of time with all your neighbors and ask them if you can mow their lawn for a \$50 donation.
- **Neighbor:** Write to all your neighbors on your block or in your building. Attach a letter stating what you are doing and ask them to make a donation.
- **Free Rent:** Ask your landlord to donate one month's rent to the cause.
- **Good Karma Tipping Jar:** Ask local businesses to put a donation jar near the register or on their front counter. Tape to the jar a picture and a short explanation of why you are raising money.
- **Errand Person:** Offer to be your friends' and/or co-workers personal assistant for a day (or maybe just a few hours) in exchange for a large donation. Maybe \$250 or more.

UNITE WALK: 100 FUNDRAISING IDEAS

- **Garden Tour:** Check with a local historical society to see if they would sponsor a garden tour of one or several homes in your area. Promote the event in local newspapers.
- **Meet the Press:** Does your company distribute a newsletter? Does your company have intra-office email or Microsoft Teams? Take advantage of these . . it's a perfect way to get the word out.
- **Babysitting:** Offer up your services and let your friends have a nice, quiet night out of the house.
- **Pet Sit:** Are your neighbors going away and they don't want to leave their pet(s) at the kennel? Again, offer up your services and charge them what they would have paid at the kennel and donate it to your fundraising total.
- **House Sit:** Are your friends going out of town for awhile? Maybe they need a warm body to stay at their place while they are away.
- **Neighborhood Chores:** Are you a Mr. or Ms. Fix-It? A lot of your neighbors would probably rather pay you than someone else. Place signs around your neighborhood or place in mailboxes advertising your services (i.e. watering gardens, sweeping the driveway, fixing an easy plumbing problem, painting a room, etc.)
- **Karaoke Night:** Who cares if you can't carry a tune? Spend a Friday night at a Karaoke Bar and sing for donations.
- **Talented Friends:** Do you have a piano bar in your neighborhood and a talented piano playing friend? Ask the owner to let you bring some friends in one night for a cocktail and piano night. Charge anyone who attends and let them know that it's a fundraising event for Bleeding Disorders.
- **ebay.com:** Gather up goods from you and your friends and auction them off on ebay.
- **Company Vacation Days:** Ask your boss or human resources director if they can swap one of your vacation days for a day's pay, donate this to your walk team.
- **Sell Shoes:** Create sneaker-shaped cut-outs and print them on thick paper and say they benefit the Unite for Bleeding Disorders Walk. Sell the sneakers for \$1 and put that toward your donation total. you can create a necklace or pin them to your t-shirt during the Walk weekend to honor those who sponsor you.
- **In memory of . . .:** If you're walking in memory of someone, include a picture of you with your loved one in your donation letter, on posters, etc.
- **Host a Scavenger Hunt in your Neighborhood or Community:** Charge a fee to enter and get great prizes donated for the winner.
- **Get your Pet Involved:** People love their pets and they even love their friends' pets. Get the word out that if they were thinking about buying your pet a new toy, maybe they should think about writing a check to the Unite for Bleeding Disorders Walk.

UNITE WALK: 100 FUNDRAISING IDEAS

- **Television Show Premier/Finale Party:** It would be fun to gather a big group of friends together to watch a big season or series premiere or finale. Of course, charge them at the door and put the money towards your donations.
- **Game Night:** Get out those board games and start playing! Break into teams and let the fun begin.
- **Host a Poker Game:** Call your card-playing friends and invite them over for poker night.
- **Bowling Nights:** Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling and you can collect that money and turn it into donations.
- **Used-Book Sale:** Everyone has books that have been sitting on shelves, the attic, or in the basement collecting dust. Ask your friends, family and neighbors to donate books they no longer want and set up a weekend book sale in your front yard. Put up some signs so people will know where the money is going and once they know, hopefully they'll give you even more.
- **Local Stores:** Ask a local store manager what the hot-selling item is these days and then ask if he or she would be willing to donate a percent of the sales from that particular item to you.
- **Curse Jar:** Place a curse jar in your office and whenever someone says a bad word they gave to open up their wallet, give a dollar and put it in the jar.
- **Dress Down Day:** Ask your company to allow an official Unite for Bleeding Disorders Walk Dress Down Day. For the privilege of dressing down, employees donate \$10 or \$20 to the event.
- **Company Grants:** Find out if your company offers grants to employees who volunteer their time for charitable causes. If so, you can volunteer your time at your chapter office and get paid grant money (donations) for the work. You may need a letter from your chapter stating that you'll be volunteering in the office, which we'd be happy to provide.
- **Church Bulletin:** Place an advertisement in your church bulletin/newsletter letting the congregation know what you're up to! Or better yet, invite them to join you at the Unite for Bleeding Disorders Walk.
- **Is there a teacher in the house?** Get your students to help you fundraise. Kids are incredibly creative and cute too!
- **Other Parents:** If your kids play in soccer leagues or any other sports teams, distribute donation forms to the other parents at the event.
- **Walk Along:** Ask a potential donor to join you on a fitness walk. He or she may be more willing to donate once they fully understand what you are committed to doing.
- **Remind Them:** If you didn't receive an answer the first time you asked, ask again! Your potential donor may need a little coaxing.

UNITE WALK: 100 FUNDRAISING IDEAS

- **Inspirational Bookmarks:** Create them and sell them to your friends & family.
- **Universities & Colleges:** Contact your local schools and ask if you can put an advertisement in their school newsletter asking for donations. Some of the organizations may even invite you to make a short presentation.
- **Sneaker Companies:** Contact a few of the major sneaker companies (Nike, New Balance, Reebok). Tell them why you are walking and ask them if they would like to sponsor you. You may even get some cool gear too.
- **Computer Screen Savers/Zoom Backgrounds:** Create a Unite for Bleeding Disorders Screen Saver and/or Zoom Background and send it to everyone in your company! Or simply create a text screen saver on your own computer that others will see when you are away from your desk.
- **Mechanics:** You've given them a lot of money to work on your car. Now it's time for them to give a little back to you.
- **Rock On!:** If you know any musicians, ask them to perform a benefit concert. Tell people that their admission ticket is a check made out to your Chapter's Unite for Bleeding Disorders Walk.
- **Tell Your Story:** The more you talk about your upcoming adventure, the more people will share in that excitement and want to donate to you.
- **Children's Party:** Throw on that Paw Patrol outfit and get out there. The kids will be having fun as their parents are making donations.
- **Wine & Cheese Party:** Host a party at a local restaurant and ask the owner to donate the wine and cheese.
- **Temporary Tattoos:** Swap a temporary tattoo for a donation.
- **Do you have a favorite magazine?** Call the editor and them to sponsor you for the Unite for Bleeding Disorders Walk. If you've subscribed to a specific magazine or local newspaper for a long time, they may be willing to give something back to you.
- **Fraternities & Sororities:** Contact the National Chapter of your Fraternity or Sorority and ask them to make a donation.
- **Alumni Organizations:** Call your own college or university and ask them to place an ad in the alumni newsletter asking for donations.
- **Ask for the Right Amount:** Take a good look at who you're asking for donations and make sure you ask for the right amount. don't ask for \$100 if you know someone could donate \$1000.
- **Beneficiaries:** Get to know them well. You'll be asked where the money is going and it will be very impressive to a potential donor if you're able to speak eloquently about it.
- **Be a Massage Therapist for a Day:** For every contribution of \$100, offer a massage to the donor (if you know them well).

UNITE WALK: 100 FUNDRAISING IDEAS

- **Food and Funds:** Contact local chain restaurants to learn about fundraising night opportunities.
- **Clubs & Organizations:** Send a solicitation letter to your local Knights of Columbus, Lions Club, Rotary Club, Kiwanis, etc. They support individuals in their communities.
- **Raffle:** Everyone that contributes is entered into a raffle to win a special items such as a homemade quilt or baseball tickets.
- **Get an article in your local paper:** Contact your local chapter to talk about media outreach opportunities in local newspapers. You can put in information about how people can contribute. And have a photo ready to go.
- **Send Reminders:** Remind people to support you in your fundraising efforts.
- **Write to your local politicians:** You supported them, don't you think they should support you?
- **Send a letter or email:** to everyone you know asking for support.
- **Ask as many times as you can:** Then ask again?

Gathering Feedback Post Walk

Peer-to-peer fundraising is one of the best ways to recruit new donors and raise money for your cause! To make the most of peer-to-peer fundraising, it's important to collect feedback from your participants so you can improve for your walk fundraiser.

Here are some sample questions that you can ask in your post walk survey:

1. How did you hear about our Unite for Bleeding Disorders Walk Fundraiser?
2. Why did you sign up to be a participant for our Unite for Bleeding Disorders Walk Fundraiser?
3. What kept you motivated?
4. What was your favorite part?
5. What was something you found difficult?
6. Did you meet your fundraising goals?
7. On a scale from 1 to 10, how difficult was setting up your fundraising page?
8. What methods (social media, email, text, etc) did you use to share your fundraising page?
9. Were there any fundraising tips you found helpful when asking for donations?
10. Would you participate in another Unite for Bleeding Disorders Walk?
11. Would you encourage others to join this fundraiser?
12. How would you like to see the Unite for Bleeding Disorders Walk improve?

THANK YOU TO OUR PARTNERS

Co-Presenting Partners of the Unite for
Bleeding Disorders Walk



National Community Partner of the
Unite for Bleeding Disorders Walk



Virtual Partners of the Unite
for Bleeding Disorders Walk



NATIONAL
BLEEDING DISORDERS
FOUNDATION
Formerly NHF

UNITE FOR HOPE.
UNITE FOR COMMUNITY.
UNITE TO MAKE A DIFFERENCE.

Unite

for Bleeding Disorders



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