



NATIONAL EATING DISORDERS ASSOCIATION

NEDAWALK

Save a life.

NEDA Walk Interest Packet

Read more to start a NEDA Walk in your community!



National Eating Disorders Association
165 W 46th Street, Suite 402
New York, NY 10036

(212) 575-6300
walks@nationaleatingdisorders.org
501(c)(3); Tax ID #: 13-3444882



Dear Walk Coordinator,

We are absolutely thrilled to present the National Eating Disorder Association (NEDA) Walk Interest Packet. The NEDA Walk Interest Packet is a preliminary guide to coordinating a NEDA Walk in your local community. After reviewing this packet, please decide if coordinating a walk is right for you and your community. If you do decide to coordinate a walk, please take the time to decide upon the desired walk date, time and venue, and once you do, please fill out the enclosed NEDA Walk Information Form and the NEDA Walk Agreement Form, and send them back to NEDA (email, fax, or mail is fine).

NEDA has witnessed exciting growth over the past three years, and we look forward to continued enthusiasm, involvement, and growth in our national walk program. NEDA is excited to continue to use the walk program as a vehicle of support for our mission to support individuals and families affected by eating disorders, and serve as a catalyst for prevention, cures and access to quality care.

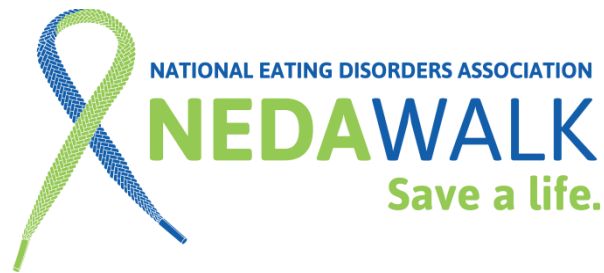
The express purpose of NEDA Walks is to support the mission of NEDA, through participant registrations and fundraising, to raise awareness of the dangers surrounding eating disorders and the need for early intervention and treatment. In order to provide more structure and organization to the NEDA Walk 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 participant registration and fundraising.

If you have any questions along the way or need any support at all, please contact the National Walk Manager, CJ Redfern.

Sincerely,

A handwritten signature in black ink, appearing to be "CJ Redfern".

CJ Redfern
National Walks Manager
165 W 46th Street
Suite 402
New York, NY 10036
T: 212-575-6200 Ext. 322
E: credfern@nationaleatingdisorders.org



NEDA Walk General Guidelines

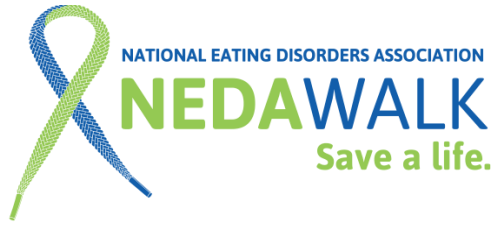
1. All Events have the same Branding (Name, Title, & Logo).
2. All Walks should be held on a Saturday or Sunday, to maximize participant registrations.
3. The Walk must be a non-competitive event, and should be no more than one mile in length, preferably along a desirable, scenic, easily accessible route (a park, for example).
4. The primary purpose of NEDA Walks is to raise money for the mission of NEDA and for NEDA Network members who choose to coordinate a NEDA Walk with NEDA. While promoting awareness is paramount, the primary focus of the walks should be on **registering as many participants (walkers)** as possible and **encouraging fundraising by our participants (walkers)**, which are the two key elements to maximizing the NEDA Walk's fundraising potential.
5. NEDA strongly encourages all walks to have a minimum fundraising goal of \$5,000.
6. NEDA Walks all have registration fees, which are \$25 for adults and \$10 for children (ages 12 and under). Please note that participants should be fundraising for many more donations after their own registration! The registration fee is not meant to be their one donation – they should be encouraged to bring in as much money from as many donors as possible!
7. The National Walk Manager provides intensive and exhaustive assistance to each and every walk, including: providing a preliminary NEDA Walk packet after a statement of interest by an interested party; providing the NEDA Walk Manual which provides step by step instructions on how to successfully create and produce a NEDA Walk; creating the local and specific Walk website; consistent, and as much as necessary, consultation and advice with the National Walk Manager; and a NEDA Walk Kit at least two weeks before the walk that contains posters, brochures, logo tattoos, and balloons.
8. Revenue from NEDA Walks is **centralized**. All funds received for the walk must be sent to NEDA to process immediately after the walk.
9. NEDA Network Members are entitled to a revenue split. Please contact the National Walk Manager to receive the details regarding revenue sharing.
10. Treatment Centers are allowed to sponsor NEDA Walks, and employees of treatment centers are allowed to be the Walk Chair, but the treatment center can only be involved as a Sponsor, and cannot discourage other treatment facilities from being additional sponsors for the Walk. Treatment centers will only receive the benefits of the particular Sponsor Level (in-Kind donations do not count towards a sponsorship level), and neither extra attention nor favor can be bestowed upon that facility beyond what their sponsorship level designates.
11. The NEDA Walk Coordinator must be 18 years old or older.
12. If you have personally struggled with an eating disorder, you must be at a strong, healthy, and secure stage in your recovery.



NEDA Walk: First Steps

1. **Notify the National Walk Manager at the NEDA National Office of your interest to hold a NEDA walk in your local community.**
2. Establish a Walk Committee. Once you have gotten the approval of the National Walk Manager, establish a walk committee, consisting of yourself as the Coordinator, and depending on the size of the walk, committee members in charge of participant (walker) outreach and registration, walk media and publicity, walk logistics, and sponsorships. The committee can consist of local and community contacts, friends, and family members, but do keep in mind if at all possible it is best to strategically select committee members who are well placed or regarded in the community that can better assist or secure sponsorships, free media and advertising, etc.
3. Select your walk location and route. NEDA strongly recommends the walk be along a scenic route, such as a park or public square. If you need help selecting a walk location, securing a walk route (for example, if there is paperwork to rent out a location or venue) please contact the National Walk Manager for support.
4. Select a walk date. The walk date often depends on the location/venue availability and amount of pre-walk work involved. NEDA strong recommends that you begin planning for a walk at least 4 to 8 months before your desired date, to ensure maximum participant registrations, time for sponsorship solicitations and walk logistics setup.
5. Fill out the NEDA Walk Information and Agreement forms and send back to the National Walk Manager. Once the National Walk Manager receives these forms, your walk will be put on the website and you may begin soliciting sponsors and recruiting walkers!

**IF AT ANYTIME YOU HAVE QUESTIONS OR COMMENTS, CONTACT THE NATIONAL WALK MANAGER:
CJ REDFERN T:212-575-6200 EXT. 322; E: CREDFERN@NATIONALEATINGDISORDERS.ORG**



NEDA Walk Information Form

***All information fields are required!**

Walk Name (City, State NEDA Walk): _____

Walk Venue: _____

Walk Location (Full Address): _____

Walk Date: _____

Check In Time: _____

Walk Start Time: _____ Walk End Time: _____

Walk Fundraising (\$) Goal: _____

Walk Coordinator Contact Information

Name: _____

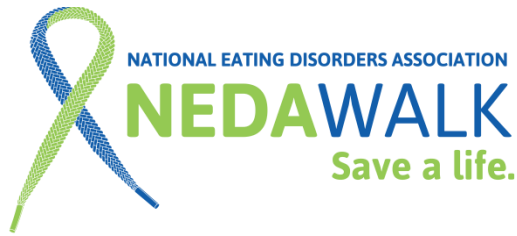
Address: _____

Primary Phone Number: _____ Secondary Phone Number: _____

Email: _____

*Please note that your phone number and email will be made available to the public, so that they may contact you with questions regarding the walk.

**If you feel uncomfortable putting your personal phone number and email, please purchase a pay as you go phone (reimbursable) and create a free gmail/yahoo email account that you use just for the walks.



NEDA Walk Agreement Form

This agreement is by and between the National Eating Disorders Association (NEDA) and the local NEDA Walk Coordinator: _____
(Coordinator Name)

The NEDA Walk Coordinator agrees to participate in NEDA's Walk program in the following location: _____
(City, State)

Specifically, the coordinator agrees:

1. To hold a NEDA Walk that is a non-competitive walking event that raises funds to benefit NEDA.
2. To designate a Walk Coordinator (person in charge in the local community of the walk) and if possible a walk committee.
3. To work under the supervision of the NEDA National Walks Manager, and follow the procedures established in the NEDA Walk Manual.
4. To use the Name of NEDA, and all materials and branding provided by NEDA in a way that is consistent with the intent and mission of the organization.
5. Agree to submit the required forms to start a walk (NEDA Walk Information Form and NEDA Walk Agreement) at least two months in advance of the walk date, although eight months prior is strongly recommended.
6. That all accounting of funds and revenue will be centralized and run through the NEDA National Office. Legitimate out-of-pocket expenses by the Walk Chair or Committee will be reimbursed with a total reimbursement capped to 25% of the net walk revenue, but must be listed on the Reimbursement Request Form with accompanying receipts and sent to NEDA National Office in a timely manner. If the NEDA Walk is in partnership with a NEDA Network member walk proceeds will be split according to the NEDA Network Member Level and Benefits.
7. To submit all revenue, participant registrations, and donor information collected for the walk, including and specifically on the day of the walk, to NEDA within seven days of the walk date.
8. Send written thank you letters or acknowledgements to all offline donors. Online donations will be acknowledged by NEDA electronically or by mail.
9. That all participant and donor information (names, addresses, phone numbers, email addresses, etc.) received by the Walk Chair or Committee will not be shared with anyone but NEDA.

Signature

Date

Print Name