



NATIONAL EATING DISORDERS ASSOCIATION

NEDAWALK

Save a life.

NEDA Walk Participant Packet

Read more for information about participating in a

NEDA Walk



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

(212) 575-6200

walks@nationaleatingdisorders.org

501(c)(3); Tax ID #: 13-3444882



Dear NEDA Walk Participant,

Welcome! The National Eating Disorders Association (NEDA) is delighted that you have decided to support the mission of NEDA to raise awareness of the dangers surrounding eating disorders and the need for early intervention and treatment by participating in a NEDA Walk. The NEDA Walk Participant Packet is your guide to everything you need to know about participating in a NEDA Walk – from fundraising ideas and tips 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. The NEDA Helpline connects millions of people to help and treatment. The NEDA Conference brings together families and experts and provides an opportunity to learn and take back knowledge to local communities around the country. The Solutions Through Advocacy & Reform (STAR) Program advocates for prevention, funding for research, and access to care at the state and federal level. Our NEDA Navigators act as personalized guides through recovery and the Parents, Friends, & Family (PFN) Network connects, informs, and supports families of those who struggle. And NEDAwareness Week educates millions on signs and symptoms for early detection and intervention.

The express purpose of NEDA Walks is to support the mission of NEDA, through participant registrations and fundraising. By taking part you are helping to raise awareness of the dangers surrounding eating disorders and the need for early intervention and treatment. Therefore, please tell as many people as you can, including your family, friends, co-workers, and everyone else in your community, to register or donate to your local NEDA Walk!

If you have any questions along the way or need any support at all, please contact your NEDA Walk Coordinator, whose information can be found on the walk website.

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

CJ Redfern
National Walks Manager
165 W 46th Street
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New York, NY 10036
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E: credfern@nationaleatingdisorders.org



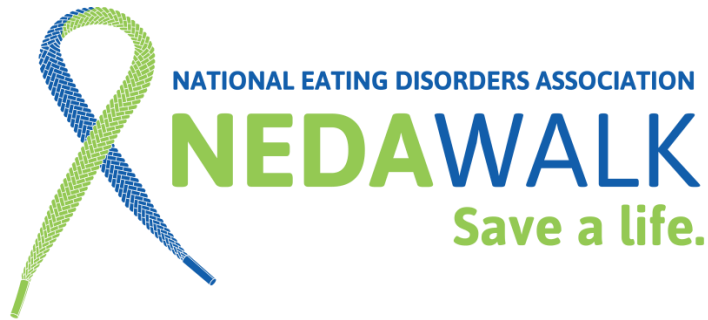
NEDA Walk Participant - Important Information

- EVERYONE IS WELCOME!!!!!!!!!!!!!! ☺
- There is a \$25 registration fee for adults and \$10 registration fee for children under 12.
- Each person older than 5 years old must register as a participant.
- As a participant for the walk, you are expected and encouraged to raise as much money for the walk as possible.
- Feel free to purchase official walk t-shirts or create your own! Make them bright and fun. If you are walking as a part of a team, consider designing a special team t-shirt!
- Contact your local walk chair about walk venue questions, including if pets are allowed, handicap, wheelchair, and stroller accessibility.
- **Collecting “Offline Donations”**
 - Any donation not made online with a credit card is considered an offline donation, including all checks, cash, and money orders collected.
 - Please mail **ALL OFFLINE** donations to NEDA in a timely fashion (preferably within one week) and attach the “Offline Donation Form.” Mail to:

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

- Before sending your offline donations to NEDA, please remember to:
 - All checks should be made payable to “NEDA” or “National Eating Disorders Association.”
 - Clearly print your name and walk location (city & state) in the check memo line.
 - If you are given or collect cash donations, please convert them to checks, as mailing cash is not very secure or traceable.
 - If you convert cash to a check or money order, please include the Offline Donation Form with the actual donor name and information so we will know who to properly give credit for the gift.
 - If a donor wishes to remain anonymous, please indicate this on the Offline Donation Form.
 - Include a **SEPARATE** Offline Donation Form for **EACH** donation you are mailing.
- Offline donations sent to NEDA will be manually added to your participant page by NEDA Staff.

For more information about your local NEDA Walk, go to www.nedawalks.org.



The Day of the Walk

We want you to have a blast the day of the walk! Aside from fundraising, there is so much more you can contribute to the Walk.

What You Can Expect On The Day Of The Walk

- When you first arrive at the walk site, you will need to go to the Check-In/Registration table and either check in (if you have already registered) or register (fill out a day of walk registration form).
- After checking in, turn in any donations you have received for your participation for the walk, or any donations you'd like to make yourself.
- An opening ceremony, to celebrate your participation in the NEDA Walk.
- Fun Activities! Most Walks will have various activities to participate in the day of the walk, like decorating walk t-shirts, entertainment, and guest speakers.
- The walk itself! This will be very relaxed. Think of it as a stroll through the park (because that's what it is)!
- A closing ceremony, to thank you for your continued support of NEDA and participation in the walk. Some closing ceremonies may have guest speakers, prizes or other activities. So stay til the end if you can.

Helpful Tips

- This isn't a competition, so just enjoy the walk. It's like a walk in the park... ☺
- Yet another reason to form a Walk Team – enjoy the company of your friends, loved ones, and everyone else who supports the mission of NEDA.
- Remember – you are the reason NEDA exists! Be proud of your accomplishment of bringing awareness in your local community to the mission of NEDA to raise awareness of the dangers surrounding eating disorders and the need for early intervention and treatment.
- Don't forget to tie your shoes!



Fundraising For A NEDA Walk

Fundraising Tips

- The best way to get a donation is to ask for a donation!
- Don't get discouraged by someone saying no! Keep asking other people and businesses. You may hear no a hundred times before you hear one yes, but that one yes may be a \$1,000 yes!
- Get started early! The earlier you start raising money, the more time you will have to reach your goals and exceed them.
- Use all forms of communication to ask! In person, email, social media, etc.
- Be positive and upbeat when you ask!
- Ask anyone and everyone you know to support your participation! Family (mom, dad, brother, sister, aunt, uncle, cousin, grandparents, church members, coach, teacher, banker, contractor, florist, vendors, dry cleaner, doctor, dentist, veterinarian, and the list goes on) Don't be afraid to ask!
- Write fundraising letters to everyone you know. Include the offline donation form with each letter. Be Persistent! Follow up each letter with a phone call a week later.
- If you are a part of a team, hold a team fundraiser. Do a bake sale, car wash, garage sale, ask a restaurant to donate proceeds from a night, etc.
- And again, don't get discouraged!!!

Raise \$200 in 10 Days!

Day #	Who To Ask	Total
1	Personally contribute \$20 yourself	\$20
2	Ask your significant other to donate \$20	\$40
3	Ask your parent(s) to donate \$20	\$60
4	Ask a friend to donate \$20	\$80
5	Ask a co-worker to donate \$20	\$100
6	Ask your supervisor or employer to donate \$20	\$120
7	Ask a neighbor to donate \$20	\$140
8	Ask another friend to donate \$20	\$160
9	Ask a business owner to donate \$20.	\$180
10	Ask another family member to donate \$20	\$200

Form a Team!

- Why go it alone? It's much more fun to do a NEDA Walk with all of your friends and family!
- It makes the fundraising easier as well.
- Do a team fundraiser! You can do a car wash, have a restaurant night, do a bake sale, etc.

Matching Gifts

- Most large corporations and businesses have a matching gift program, where the company/business matches the donation given by employees. Encourage your donors to check in with their Human Resources Department to see if their employer matches their donation! This can double their donation(s)

Ways to Ask

The Face-to-Face Ask

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. This is especially helpful for those you are closest to (family members or friends) or those you know the least (such as businesses). It is hardest to say “no” to someone’s face! Use email and letters for those larger groups of people you would not otherwise ask.

Phone Calls

Second on the fundraising “ladder of effectiveness” are phone calls. Phone calls are best for family members and close friends who live far away. Sometimes this works best also for business owners whom you cannot speak with directly.

Writing Campaigns

Convio Emails

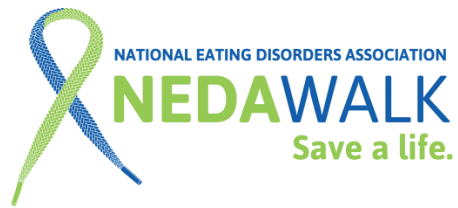
- When you register for a NEDA Walk, you are set up with a Convio account, where you can keep track of donations you’ve received, see who has donated, and send out emails to everyone you know.
- As soon as you register, import your email address book into Convio and send out an email to everyone you know announcing your participation in a NEDA Walk and to support you if they can.

Letter Writing Campaigns

- One of the most effective ways to raise money for your walk and reach as many people (who might want to register and become a participant themselves!) is through a letter writing campaign.
- Tell a sincere story that comes from your heart.
- Once you’ve written your letter, make as many copies of it as you need and send it out to everyone you know:
 - Family members, friends, coworkers, community members, vendors, businesses etc.
 - Don’t be afraid to ask! It can be daunting to ask someone for money, but do remember that this is for a charity! And most people love giving to a good cause. Plus they get a tax write off! They’re just waiting for you to ask!

- Not sure where to start? Not sure how to write a fundraising letter?
 - Enclosed in this participant packet are two sample letters to get inspiration from.
 - You may use the enclosed NEDA Walks Letterhead as well, to make your fundraising letters more official.
 - The first example is more personal, perhaps more appropriate with people close to you, and the second example provides more information about NEDA and our mission. This letter may be best for local businesses and people you do not know well.

Again, don't be afraid to ask, using any of these methods. Use a multi-pronged approach. If someone does not respond to an email, for instance, you can also follow up with a phone call and/or letter. (Emails can get lost in spam filters or full inboxes).

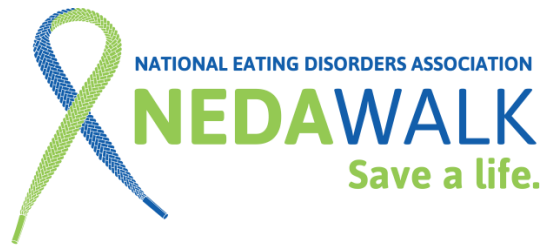


Samples & Forms

- Sample Fundraising Letter 1*
- Sample Fundraising Letter 2*
- NEDA Walks Offline Donation Form

*Please note that these letters are just examples and must be changed to be personal to you.

**Please tailor them to your own experiences.



Sample Letter 1

Dear _____,

You know that three years ago my sister (*brother, friend, I...*) went into treatment for an eating disorder after a long struggle. The truth is, **she** was so sick, we weren't even sure if **she** would come back alive. But, here she is today a college graduate with a new job and a whole new healthy life.

In the throes of **her** illness, my entire family was thrown into chaos. Everything that we did had to be put on hold until we convinced **her** of the importance of seeking recovery. It was touch and go for a long time. However, we learned that eating disorders are real illnesses, not lifestyle choices – and that it wasn't **her** fault or ours.

Because I want to help other families get through this difficult experience, this year I will be participating in the 2012 NEDA Walk in **City, State**. Your contribution will support the National Eating Disorders Association's mission to raise awareness of the dangers surrounding eating disorders and the need for early intervention and treatment. NEDA has a Helpline that acts as a lifeline to those seeking support, treatment and information. They also have toolkits for parents, teachers and coaches, an annual conference and many other programs and services. So, your contribution will go to a really important cause that is close to my heart.

Please visit **nedawalks.org**, where you can find my personal NEDA Walk page, register for the event yourself, and/or donate to support my participation in the event. My fundraising goal for the Walk is \$ _____, and with your help I know I can reach it! You can donate online or you can send in a check (payable to NEDA) with the enclosed offline donation form to: **NEDA, 165 W 46th Street, #402, New York, NY 10036**. Please write the city of the walk and my name on the memo line of the check!

Love,

YOUR SIGNATURE
YOUR NAME

National Eating Disorders Association
165 West 46th Street, Suite 402, New York, NY 10036
212-575-6200; walks@nationaleatingdisorders.org
501(c)(3); Tax ID #: 13-344882



Sample Letter 2

Dear Friend,

As many as 24 million Americans struggle with eating disorders (anorexia, bulimia, binge eating disorder, and EDNOS – eating disorder not other specified). In spite of the unprecedented growth in the past two decades, eating disorders research continues to be under-funded, insurance coverage for treatment is inadequate, and societal pressures to be thin remain rampant.

I'm writing to ask you to support the National Eating Disorders Association (NEDA) in a NEDA Walk in our community. I hope that you will join me and other walkers to raise awareness about eating disorders and funding for NEDA, the leading organization in the United States working to fight eating disorders promote early intervention and treatment.

Your participation and support goes a long way!

- **\$30** pays for 30 minutes on the NEDA Helpline.
- **\$50** provides NEDA Toolkits on CD-ROM to 33 parents, teachers, coaches and volunteers.
- **\$100** assists 23 people who call the NEDA Helpline to seek recovery for themselves or a loved one.
- **\$250** pays for one day of our Proud2Bme.org teen website, including hosting the site, graphic and content updates and managing volunteer moderators of the forums. (*We need 365 contributors at this level to host the website for an entire year.*)
- **\$500** provides resources to students and community volunteers during National Eating Disorders Awareness Week.
- **\$1,000** allows us to add a new computer, and phone line for a Helpline Volunteer.

You can register for any NEDA Walk now at www.nedawalks.org. Please consider starting a walk team or contributing to my team. Be sure to tell your family, friends, classmates, coworkers, and members of your local community to come walk and fundraise with us!

Thank you for your time and support.

Sincerely,

Walk Date: _____

Walk Location: _____

NEDA Walk Offline Donation Form

*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.

Support me as I participate in the 2012 NEDA Walk!!

My Contribution is Sponsoring: _____
(Walker's Name)

Walk Location: _____
(City & State)

Donor Information

Donation Amount: _____

*Please make checks payable to "NEDA" or "National Eating Disorders Association."

*Please **DO NOT** staple money to this form! The check or cash will tear when removed.

Cash: ____ Check: ____ Credit Card: Visa/Mastercard/Amex
(Circle One)

Cardholder Name: _____

Credit Card Number: _____

Credit Card Expiration Date: _____ Security Code: _____

Signature: _____

Donor/Business Name: _____

Donor Address: _____

City: _____ State: _____ Zip: _____

Donor Phone Number: _____

Donor Email Address: _____

THANK YOU FOR YOUR CONTRIBUTION!

Please make checks payable to "NEDA" or "National Eating Disorders Association."
Mail this form and your donation to:

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

