



## PARTICIPANT TOOLKIT

Thank you for joining us for ADL's 2021 Walk Against Hate! We want you to make the most out of your participation in this year's event, so we have included several resources to help you grow your team, raise your visibility, and make a difference in the fight against hate.

The Walk Against Hate is not just a walk – it's an opportunity to move as an individual, family or community toward a future without antisemitism, racism and all forms of bigotry. Whether you join an in-person Walk in your community or sign up to participate virtually, your participation is invaluable. Engage friends, family, neighbors and coworkers, and set a fundraising goal to make a difference in your community.

If you have any questions, please e-mail [walkagainsthate@adl.org](mailto:walkagainsthate@adl.org) and be sure to share with us how you're speaking out against hate by using [#WalkAgainstHate](https://twitter.com/WalkAgainstHate). "See" you on the 10th!

### What to Expect for This Year's Walk

This year we are back in-person in a few locations across the country\*. We know our existing Walk communities like Philadelphia, Las Vegas and Dallas can't wait to gather again. And new community events in Connecticut and Florida can't wait to get moving.

But we also know that an in-person Walk is not right for everyone. Perhaps you're not close to an in-person Walk location. Maybe current safety guidelines in your area recommend avoiding crowds. Or maybe you're just not a crowd person in any case. Or possibly, you want to gather a smaller group of those in your community to hike or bike or roll or swim instead.

We've got you covered with virtual options and we welcome your participation in all ways! This year you can choose to:

- Walk in-person at a regional or community Walk\*.
- Join a regional or community Walk but choose to walk virtually.
- Walk independently as a national ADL Walk participant.
- Get your community moving by organizing your own in-person gathering locally.
- Set up a team and invite family, friends and community members to join you. Walk in any of the ways listed above or in a creative way we have yet to dream up!

Remember, although this is called the WALK Against Hate it's not just a walk – it's a real opportunity to move as an individual, family or community toward a future without antisemitism, racism and all forms of bigotry.

### Everyone is invited to walk in a way that works for them.

*\* Please know that while we embrace you gathering **safely** in your communities and with family and friends, we will be hosting a limited number of in-person Walk opportunities in select communities. We will continue to monitor safety recommendations and community sentiment, and please be aware that things may change closer to the Walk date.*

# Use the three pillars we shared with you for last year's Walk!

**Speak Up** – Let everyone know why you are walking, what you care about – fighting bigotry, bias and bullying wherever it may appear, and how they can join you.

**Share Facts** – With misinformation abounding online; now is the time to share the truth about the insidiousness of hatred - by calling out bigotry on social media, holding others accountable to their values, and countering hate speech with good speech.

**Show Strength** – We are stronger together. Consider ways to make a statement against hate in your community. This could mean walking with neighbors, hosting a community or school Walk at a local park or field, or displaying a yard sign with the message that you Fight Hate for Good with ADL.

## Walk Tools and Resources

### Print-at-home Collateral

Use our posters in multiple designs to show why you Walk Against Hate! Click [here](#) for 8.5x11 and [here](#) for 11x17.

### Social Media Templates

We've put together a few posts [here](#) to get you started promoting the event, ADL, and how someone can get involved!

### Education Plan

ADL's Education team has put together an engagement plan for schools [here](#), offering guidance on learning, ways to educate your family about various types of discrimination and providing a pathway to understanding. This plan is a fit for anyone who wants to learn more about how to fight hate for good in their communities.

### Walker Swag

All in-person Walk registrants will receive a t-shirt and other fun goodies when they show up onsite October 10<sup>th</sup>. Virtual Walkers who have paid for a t-shirt and/or raised their Walk's minimum fundraising goal receives a t-shirt and assorted fun goodies delivered directly to their home.

Here's the important part virtual Walkers! In order to get you your t-shirt and Walker swag before October 10<sup>th</sup>, we need your commitment by September 26<sup>th</sup>. This allows us enough time to pack up your swag kit and send it to you. So make sure you hit that date!\*

*\* If you missed the September 26<sup>th</sup> mail date, don't worry! We will continue to mail swag kits to all eligible virtual Walkers through October 15<sup>th</sup>. We simply need to put in a deadline to ensure those of you who want your kit on the Walk date (October 10<sup>th</sup>) can receive one.*

# Fundraising Tips and Tricks

Fundraising supports ADL's important mission work in communities across the country. It is because of partners like you that we are able to continue to carry out our work fighting antisemitism, racism and all forms of hate. ADL's 2021 Walk Against Hate has a big \$1 million goal – **let's get moving!**

Here are some tips and tricks to help you make the most out of your fundraising efforts.

## Register as a team captain.

- Your team can be any size! From a couple of neighborhood friends to dozens of co-workers – every team formed is critical in the fight against hate.

## Set a team fundraising goal.

- Having something to work toward means your team will have an achievement to celebrate on October 10th! We suggest a minimum of \$100 per team member.

## Consider making a personal donation to kick things off.

- Setting an example lets your supporters know that this cause, and this Walk, are important to you. Plus, a personal donation can help you lock in your t-shirt!

## Recruit participants.

- Think about who would join you as you walk for equity and justice—friends and neighbors, relatives, colleagues, classmates, members of your civic or religious community.

## Kick-off your team building with a personal note.

- Everyone has their own reason for speaking out to fight hate for good. What's yours?
- Post on social media about why YOU Walk Against Hate.
- Don't forget to use [#WalkAgainstHate](#).

## Customize your personal page.

- Your page includes basic language, but it's even better to add your own photos, videos, and stories to tell people why you're walking.
- Let everyone know they're not just supporting the fight against hate, they're also supporting you! It doesn't have to be long, just authentic.

## Ask your network to consider supporting your campaign. And ask again!

- Don't be afraid to try different ways of asking. It takes an average of 3-5 asks for someone to donate.
- Some people respond better to texts, e-mails, phone calls, in-person requests. See what works! We have included a sample ask letter [here](#)

## Thank your donors.

- All it takes is a mention on Facebook, an appreciative text, or a shoutout amongst friends to let your donors know how much you value their support.