

**NEPHCURE** / **2 0 9**  
*ON THE MOVE* /  **9**  
Saving Kidneys. Saving Lives.



**2019 NEPHCURE  
WALKER WELCOME KIT**

**On behalf of Neph Cure Kidney International, welcome to the 2019 Neph Cure Walk and thank you for taking the first step in the fight to save kidneys and save lives. You are the reason for our success!**



Your Welcome Kit contains a number of tips and tricks to increase your impact such as proven ideas on how to raise the big bucks by using your customizable fundraising page and NephCure templates you can personalize and use to engage your network of families, friends & coworkers.

As a walker, you can make a difference to the millions of people whose lives are touched by kidney disease. The funds you raise will be invested in facilitating research, services and other activities to help enhance the lives of people with Nephrotic Syndrome, FSGS and other forms of kidney disease.

Keep in mind that we are here for you every step of the way, so please don't hesitate to give us a call or send us an e-mail. We look forward to working with you as we prepare for a great season of NephCure Community events.

Warmest regards,  
Your Team at NephCure



# YOUR SUPPORT

## Makes an Impact

### MISSION

NephCure is the only organization dedicated to finding a cure for FSGS and other diseases that cause Nephrotic Syndrome. The funds we raise through collaboration go toward research and improving patient lives.

### RAISING FUNDS

**40**   
fundraising events annually

 **20,000**  
volunteers and donors

### Where Your Donations Go



### SPENDING FUNDS

**\$ 3,171,680**

was raised in 2017 through your support of NephCure Kidney International

**86%** Research and programs to improve patient lives

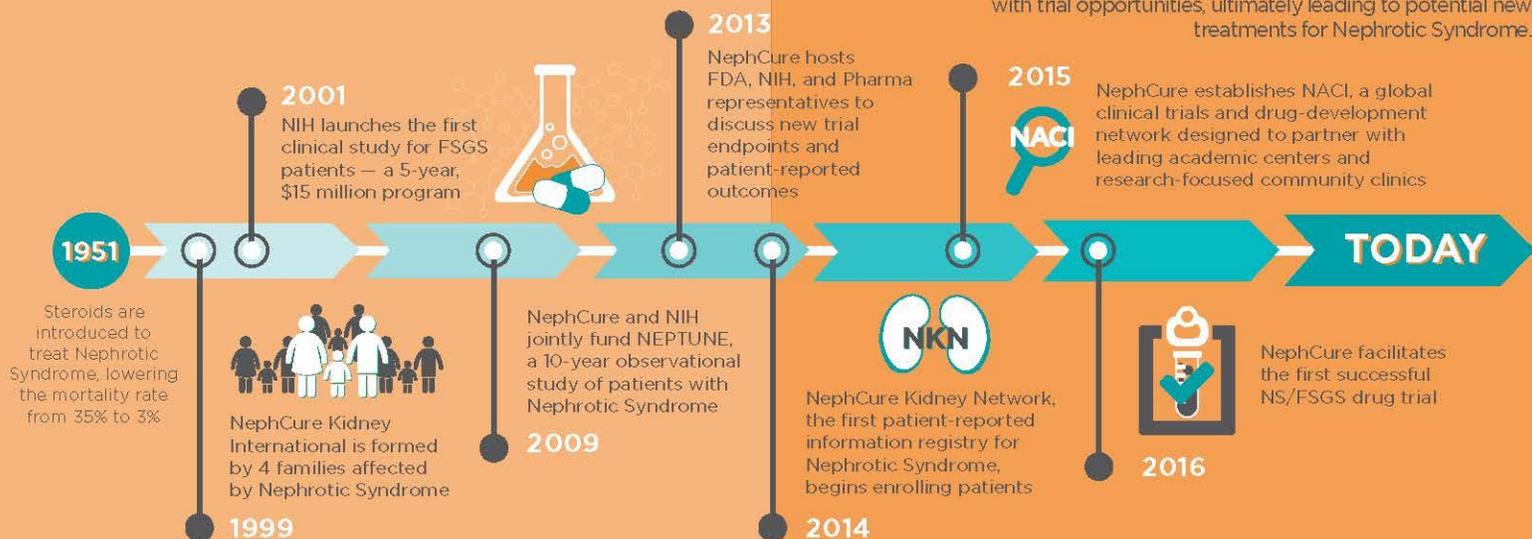
**14%** Administration

### ADVANCING RESEARCH

Prior to 1999, Nephrotic Syndrome was underfunded, and underrecognized. NephCure was created to **catalyze the research and support** needed to advance treatments and find a cure.

### GETTING RESULTS

NephCure's early investments in research have led to more than **30 treatments being tested** clinically today. NephCure advances this drug development by connecting patients with trial opportunities, ultimately leading to potential new treatments for Nephrotic Syndrome.



## Your Online Fundraising Page



A step-by-step guide for creating a fundraising page and team.

### REGISTERING FOR THE EVENT: STEP ONE - PERSONAL INFORMATION

1. Visit [give.NephCure.org](http://give.NephCure.org) and click on the event in which you would like to participate.
2. The next page you see will have walk details. Click on the "REGISTER" button at the center of the page.
3. The page will look like this. Enter your details to register for the walk and click "Next".

Begin registration using...

[f](#) [t](#) [Y](#) [in](#) [G](#)

Or, Create a New Registration

First Name  Last Name

Email Address

Password  Confirm Password   
min. 6 characters

Address  Apt/Ste/Unit

Country

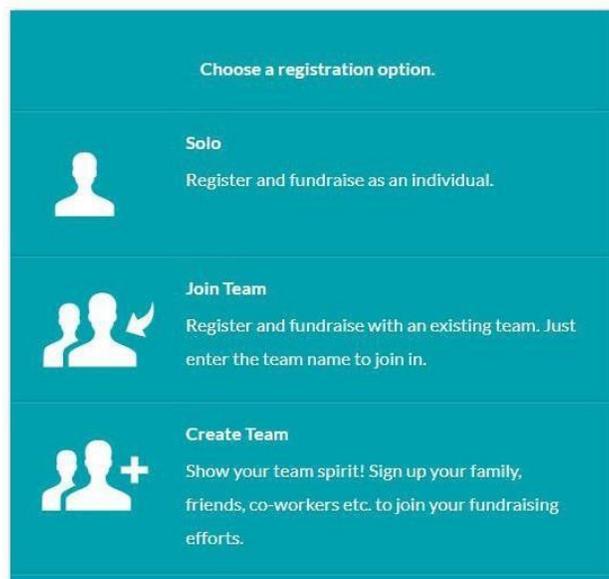
City  State  Zip

Phone Number  -  -   
212-123-4567

Next

## STEP TWO - TEAM OPTIONS

4. Select your team options:
  - a. To fundraise without a team, click "Solo".
  - b. To join an existing team, select "Join Team".
    - i. Search for the team you'd like to join by typing the team name or clicking "see list" and selecting the teamname.
  - c. To create a team, click "Create Team".
    - i. Type your team name
    - ii. Enter a fundraising goal for your team to collectively raise
    - iii. Click "Create Team"



## STEP THREE - DETAILED INFORMATION

5. Enter your own personal fundraising goal.
6. If you will be attending an event, select "Physical Walker" in "Walker Type". If you will only be fundraising online, select "Virtual Walker".
  - a. If you selected "Physical Walker", select any relevant options (e.g, shirt size, volunteering options).
7. If you are creating or joining a team, and you want to add more members to your team, click "Add More Walkers". A new row will appear below your name.

- h. Enter the new team member's name.
  - i. If the new team member will be fundraising online, select "Yes" for "Fundraising Tools". This account will be a managed account.
    - i. Enter the new team member's email and personal fundraising goal.
  - c. If the new team member will be attending the physical event, select "Physical Walker" for "Walker Type".
    - i. Select relevant options (e.g., shirt size, volunteering options).
  - d. To add more team members, repeat from step 5.
8. Read the waiver and select "Agree to waiver".
  9. Select "Continue".

**STEP FOUR - COMPLETE REGISTRATION**

10. To make a personal donation to your own fundraiser, click "+ Add Additional Donation".
  - a. Enter your billing information.
11. Click "Complete Registration".
12. You now have the option of sharing to social media, or continuing to get your fundraiser started.

If you have any questions during the registration process, send an email to [events@NephCure.org](mailto:events@NephCure.org) or call us at 610 - 540 -0186.

## Walk Fundraising Made Easy



**Maximize your impact and invite your community to join your efforts.**

**SET YOUR GOAL AND CREATE YOUR PLAN!** You've already taken the first step towards saving kidneys by registering. Now take your second step by setting your personal fundraising goal and creating a plan to exceed it. Here are some ideas to get you started:

**ASK TO RECEIVE:** The #1 reason people give is because they are asked. Don't be shy about telling everyone you know that you are walking to save kidneys. Don't forget about places where you spend money like hairdressers, dry cleaners or your favorite restaurant. **Remember: If you don't ask, you won't receive.**

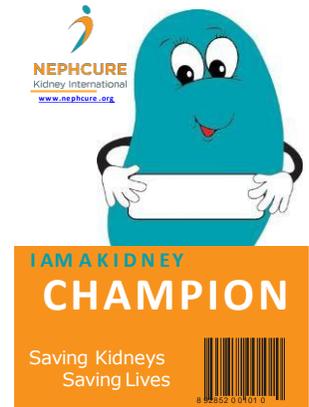
**EMAIL CAMPAIGN:** Take a few moments to create and e-mail a letter to everyone you know to catch up and announce that you are participating in the NephCure Walk. Perfect mailing lists include Wedding lists, HolidayCards and Organizational Membership Lists. We have included a sample for your convenience.

**VENDOR LETTERS:** Vendors can be work-related, such as a printer or personal, like your insurance agent, hair dresser or dry cleaner. Places where you spend money are a great resource!

**WRAP AROUND EVENTS** : Wraparound Events are mini-fundraising events that raise both extra money and awareness. Common examples are bake sales, “Dress-Down” and “Brown-Bag It” days at work, and car washes.

**NATIONAL WRAP AROUND PROGRAM:**

NephCure has an easy wraparound program that you can implement at your local supermarket, bank, restaurant, store or school. “Kidney Friend” Paper Icons—sold for \$1 and prominently displayed on a checkout or entrance wall—provide a fun, visual impact that lets companies show their customers and the entire community that they care.



**BEAT THE AVERAGE** : Double the Average in 5 Weeks! Use this fun and easy plan to raise 2 times our national fundraising average of \$100:

<b>When?</b>	<b>Who To Ask?</b>	<b>Watch Your Total Grow!</b>
Week 1	Use your online personal page to sponsor yourself	\$25
Week 2	Ask 5 family members/friends for \$10 each	\$50
Week 3	Ask 5 co-workers for \$5 each	\$25
Week 4	Get 3 businesses you frequent to sponsor you for \$25 each	\$75
Week 5	Ask your boss to support your efforts	\$25
<b>Your 5 - Week Grand Total</b>		<b>\$200</b>

**\*Now that you’ve done it, recruit 10 team members and show them how to fundraise. If 10 teams with 10 members each raise \$ 2 0 0 , that’s \$ 20, 000 !\***

**All walkers who register online will receive a 2019 NephCure Walk T-shirt!**

**SAMPLE FUNDRAISING LETTER:** Use the sample below as a guide to write your own letter. For additional templates, go to NephCure's Walk materials link.

Dear Family and Friends:

I wanted to let you know that this year I will be participating in the NephCure Walk. My goal is to raise **\$(insert amount)**, and I need your help!

As you may know, on **(insert date)**, **our daughter/son/friend (insert name)**, was diagnosed with Nephrotic Syndrome/FSGS/other. **(YOUR STORY HERE)**. To help support \_\_\_\_\_, we are starting Team **(insert name)** to benefit NephCure Kidney International.

I would like to ask for your support by either joining our team or sending in your tax-deductible donation today!

Thousands of American adults and children are living with Nephrotic Syndrome and FSGS, while millions of others suffer from other forms of chronic kidney disease. Even worse, hundreds of new diagnoses are made every day. The good news is that progress is being made. Thanks to advances in research due in part to NephCure, the number of treatments available for FSGS and other diseases that cause Nephrotic Syndrome is beginning to dramatically increase.

NephCure Kidney International's mission is to support research seeking the cause of two debilitating kidney diseases, Nephrotic Syndrome and FSGS, improve treatment and find the cure. NephCure takes fiscal responsibility seriously and meets the Better Business Bureau's standards for charitable accountability.

As you have read, fighting kidney disease for our family is personal. Please consider making a donation to help in our efforts. With your support, NephCure will push research forward to find better treatments and a cure for these diseases. You are what makes NephCure's mission possible!

Thanks so much and we look forward to hearing from you soon!

Yours truly,

**Insert Name**