

# KIDNEY WALK

The Kidney Foundation of Canada

## WALKERS GUIDE



### Thank you for joining Kidney Walk!

Your support will help ensure that The Kidney Foundation of Canada can continue providing hope and support to Canadians living with kidney disease.

**Follow this guide and refer to your fundraising resources in the “New to the Kidney Walk” section on [KidneyWalk.ca](http://KidneyWalk.ca) to help you have the best Kidney Walk experience and make the greatest impact!**

### We are here to support you!

Contact your local walk coordinator with any questions or for support. Find their details under the “Contact” page on your location’s Kidney Walk website.

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Follow these 5 easy steps to get the best experience:

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## RECRUIT

- **Recruit family, friends and colleagues and create a team!** There are no limits to how far you can spread your team this year in a virtual setting.  
**Did you know...** teams have the added bonus of allocating their funds raised to help everyone on the team reach their \$100 minimum goal.

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## FUNDRAISE

- **Familiarize yourselves with why your fundraising is so important and the impact that you are making.** Review our helpful infographic on "[Why Kidney Disease Should Matter to You](#)" on [Kidney.ca](#). Read p.4 of this guide to learn more on The Kidney Foundation of Canada.
- **Log-into your participant centre on [KidneyWalk.ca](#). Take the 45-second tour of your centre** by clicking "Tour" in the top right corner to discover all you can do in this fundraising hub.
- **Personalize your page by sharing why you are walking and a photo.** Share this page's URL to allow your supporters to easily donate to you.
- **Upload an address book** to email donation requests and thank donors.
- **Start fundraising!** Don't be afraid to ask, engage with your networks to achieve your goal. Consider reaching out to local business and suppliers for support.
- **Review the "Participant Fundraising Guide" and "Social Media Tips" of the "New to the Kidney Walk" section on [KidneyWalk.ca](#) for tips and ideas.**



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## WALK

- **On the day of your Kidney walk, walk in your community** following your region's health and safety guidelines.
- **Make the most of your Kidney Walk** by pre-planning your route, wearing your official Kidney Walk shirt, have matching team accessories if you want, have fun, and take photos!
- **Spread Kidney Walk online by sharing your walk on your social media using:** [#KidneyWalkCanada](#) and tag your local Kidney Foundation Branch!

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## CELEBRATE ONLINE

- **Join virtually your fellow Kidney Walkers of your region to celebrate your success!** (see your walk location's website for more details and information).

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## RECOGNIZE

- **Enjoy your success.** Be proud of all you have done to help Canadians affected by kidney disease and organ donation!
- **Follow-up with a Thank You note to all your donors and teammates.**



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## Fundraising is more FUN with Team Members

Create a team to increase your impact and build team spirit while having fun! Did you know team members raise more than if they participated alone? The energy that comes from participating on a team is contagious.

### As a team, you can:

- **Set a team goal and brainstorm ideas** on how you can reach it together.
- **Combine your talents**, knowledge, and connections and with a little imagination the results are endless!
- **Motivate each other** with friendly competition, having open communication to stay on track and updating each other with your progress.
- **Celebrate your success together.** Recognize each others commitment in doing the most you can to support the kidney and transplant community. What will your team's celebration look like?



## Your support is improving lives and the future of kidney disease

For over 50 years, the Kidney Foundation of Canada has been guided by these fundamental principles of innovation, leadership, and collaboration. We are committed to achieving excellent kidney health, optimal quality of life, and a cure for kidney disease.

The Kidney Foundation of Canada is the national volunteer organization committed to eliminating the burden of kidney disease through funding innovative research, providing education and support to prevent kidney disease; advocating for improved access to health care; and increasing public awareness and commitment to advancing kidney health and organ donation.



Charitable Registration No.  
107567398 RR0001

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KidneyWalk.ca