Thank you for joining Take Steps!

We are so glad you’ve decided to join the Miami Take Steps Walk. You are joining a community of everyday people making a difference for a very worthy cause. The good news is you do not have to be an expert to raise a lot of money! This Take Steps guide will help you set your goals and how to track them. This guide is filled with resources to help you manage your Take Steps team and fundraising.

Here’s a list of what’s in this guide:

1. Fast Facts
2. Getting Started
3. Fundraising Ideas – how to share your efforts online
4. Fundraising Event Tips
5. Fundraising Clubs and Incentives
6. Ways Companies can help
7. Printable Fundraising Tools
8. Walk Day FAQs
9. Walk Flyer
**Who:** The Crohn’s & Colitis Foundation [http://www.crohnscolitisfoundation.org/](http://www.crohnscolitisfoundation.org/)

Our mission: To cure Crohn's disease and ulcerative colitis, and to improve the quality of life of children and adults affected by these diseases.

**What:** Take Steps is the Foundation's largest nationwide fundraising event where patients, loved ones, friends, and supporters empower and inspire each other to continue the fight against Crohn's disease and ulcerative colitis, also known as inflammatory bowel diseases (IBD). Patients and their families are able to connect with the greater IBD Community, helping them understand that they are never alone in this fight. Make an impact this year!

**When:** Saturday, April 27, 2019 | Registration and Festival Opens at 9:30am

**Where:** Maurice A. Ferré Park, 1075 Biscayne Blvd. Miami, FL 33132 (new name, same location)

**Why:** To raise funds for mission-critical research that will lead to cures and to provide better education and care for those living with IBD.

- One in every 200 people is living with Crohn's and colitis
- One of the fastest growing patient populations is children under age 18
- Although treatments have come a long way since the Foundation's founding in 1967, there is no cure for IBD

**How:**

1. **Register** at [www.cctakesteps.org/miami](http://www.cctakesteps.org/miami)
2. **Form** a team, **Join** an existing team, or **Walk** as an individual
3. **Customize** your walk page and **send** emails to family, friends, and colleagues – everyone you know – asking them to join in the fight to cure Crohn's disease and ulcerative colitis
4. **Set a goal** and reach out to your network through phone calls, emails and social media to reach it! No donation is too small.

For more information about how you can get involved, please contact Joany Meurice at (786) 348-4277 or jmeurice@crohnscolitisfoundation.org

To learn more about Take Steps visit [www.cctakesteps.org](http://www.cctakesteps.org)

*Since our founding over 50 years ago, the Foundation has remained at the forefront of IBD research. Today, we fund cutting-edge studies, nurture investigators early in their careers, and finance underdeveloped areas of research. Our professional education workshops, programs, and scientific journal enable medical professionals to keep pace with this rapidly growing field. We are proud that the NIH has commended us for “uniting the research community and strengthening IBD research.”*
Getting Started

Stand together for **HOPE.** Walk together for **CURES.**

Here’s a checklist to help you get the most of your Take Steps fundraising tools.

- **Register** for Walk at cctakesteps.org/Miami
- **Login** to your account (top right corner of page) and go to My Fundraising Center. Make sure you have the following to help boost your online fundraising success:
  - **Make a self-donation** to kick off your page
  - **Set a goal** and share it! (don’t worry, we have a worksheet to help you)
  - **Upload a picture** of yourself and/or your team and Include a brief personal story of why you are walking on April 27th
- Fundraising online is easier than ever! Thanks to **Facebook Fundraisers** and the “**Take Steps**” **App** (make sure to add these to your plan)
- **Send out emails and social media updates** from now to Walk Day. **Share** your goal, share your progress and thank your supporters.
- **“Like”** Take Steps South Florida on Facebook and use **#TakeStepsMiami** when posting online!
Facebook Fundraising: A game changer in 2019

Facebook is great for helping you to fundraise online. We know that and that’s why we make it easy to create a walk fundraiser with Facebook.

We have a NEW feature that allows you to create a Facebook Fundraiser directly from your Fundraising Center. Your friends can donate to you right through Facebook and those donations will show up on your personal fundraising page and go towards your fundraising goal!

This is awesome news and will help you share your story and raise funds through one of the most popular platforms around.

Facebook Fundraising FAQs

**How long does it take for my donations to sync to Facebook?** To my personal page? The sync is automatic and should happen within seconds of the donation happening.

**What happens when I start a Facebook Fundraiser on Facebook instead of through the Fundraising center?** Unfortunately, you cannot sync your donations from Facebook to your personal fundraising page if you do not first visit your Fundraising center or the app. You will need to disable this fundraising page and then visit your Fundraising center or app to connect a Facebook Fundraiser that will help you reach your fundraising goal.

**How do I get to my Facebook fundraiser if I am on Facebook?** From the left-hand navigation, click on “Fundraisers”. Once the page loads, another list of pages will appear on the left-hand side of the Fundraisers page. Click on your name to get to your event’s Facebook fundraiser page.

**Can I share my personal page still on other social tools?** Of course! You can choose to share your Facebook fundraising page, personal page or both! Either work to get the word out about your fundraising!
Maximize Your Impact—Guide to Social Media Fundraising

Whether you are a digital native using Twitter, Snapchat, and Instagram or you just got Facebook today, fundraising on social media can be a bit of a headscratcher for most people. Follow this guide for best practices to increase your fundraising!

Post Where Your People Are With so many social platforms, it’s tempting to try them all. The truth is, if you have 5,000 Facebook friends and four followers on Twitter, fundraising through Twitter isn’t likely to yield much success. Stick with the platform where the most family, friends, and colleagues will see your posts.

Brand Your Accounts with Take Steps Change your profile picture to you in a Take Steps shirt, at the Walk, at Kickoff, or to the Take Steps logo. Every week or two, post an update on your fundraising progress - be sure to include your Take Steps URL at the top of the post. Explain why you are walking - share a patient’s story or a research update from the Foundation.

Always Be Tagging! If you post to Facebook or Twitter, everyone who follows you will see it. If you include popular hashtags and tag relevant people or companies, all of the people following those people, companies and hashtags will see it. It’s the difference between:

I’m fundraising for Take Steps in honor of my mom and her battle against Crohn’s disease. Help me reach my goal by donating here PERSONAL LINK. AND I’m fundraising for @crohnscolitistakesteps in honor of my mom Jane Smith (tagged) and her battle against #crohnsdisease. Help me reach my goal by donating here PERSONAL LINK. #TakeSteps #WhyITakeSteps

Some suggested hashtags and tags include #WhyITakeSteps #TakeSteps #crohnsdisease #ibd #ulcerativecolitis @crohnscolitistakesteps (Facebook) @CrohnsColitisFn (Twitter)

Become a Star Anyone with a phone can capture compelling videos with the potential to raise far more money than emails ever could. Utilize technology to share your story and ask for funds through a more personal medium. Include your fundraising page link in the comments or video title and encourage friends and family to share it too. Lights! Camera! Donations!

Post Shareable Content Adding some interest to your post, utilizing video, sharing a compelling patient story or doing something fun are great ways to encourage friends to share your post. The more people share it, the more people will see it. Don’t forget to always include at least a photo, as sharing something visual captures people’s attention.

Don’t Just Ask, Thank Tagging people or companies in a thank you post is a wonderful way to recognize them for their support and promote their involvement to their social media networks. Follow these easy tips and you’ll be a social media fundraising pro in no time. Follow @CrohnsColitisFn on Twitter and @crohnscolitistakesteps on Facebook for content you can share with your own network.
Order Walk Materials

Need Take Steps Materials? Email Joany Meurice at jmeurice@crohnscolitisfoundtaion.org to order buttons, posters, postcards, and fundraising cards.
Throwing a fundraising event can be a great way to engage your network, spread awareness, and raise more funds. Check out our handy tips and tricks on how to throw a great event!

1. **Decide on your event type:** Consider your audience when choosing a venue. Are you mainly inviting adults? Try throwing a bar party, wine tasting, or hosting a trivia night. Do you want a family friendly event? Consider a bowling party, potluck picnic, Paint Nite, or work with a local restaurant to host a dine-out for charity night. Visit [www.paintnite.com/fundraisers](http://www.paintnite.com/fundraisers) for information on scheduling a Paint Nite fundraiser, and [www.groupraise.com](http://www.groupraise.com) to find a restaurant near you with a dine-out for charity program.

2. **Maximize your attendees:** Invite your network and encourage them to bring friends. Reach your audience through Facebook, word of mouth, e-vites, or event planning websites like [www.eventbrite.com](http://www.eventbrite.com). Promote your event on social media and encourage your guests to do the same. Determine your goal number of attendees and anticipate that on average ¼ to ½ of the people you invite will attend.

3. **Consider costs:** The best strategy is to get everything for a fundraising event donated so that all proceeds support the mission. While this is not always possible, try to keep expenses low. When costs get out of control, it's possible for events to actually lose money! Offer to promote any businesses that give you a discount or, better yet, a donation of their goods or services. Benefits to these donors could include recognition on your fundraising page and social media networks, exposure to your event attendees, and more. Don't be afraid to get creative about the benefits you can offer!

4. **Monetize your event:** You've spent all this time planning, now it's time to make sure you maximize the monetary impact of your event!
   - **Sell tickets to your event ahead of time**—did you know the average attendance rate at a free event is less than 50%? Selling tickets ahead of time will help encourage attendance at your event, and guarantee funds raised.
   - **Add a raffle to your event!** Ask local businesses to donate products or gift cards to raffle off, or do a 50/50 raffle. Popular raffle prizes include wine baskets, spa gift certificates, sports or event tickets, jewelry and handbags, and more. Businesses like supporting their local communities, so don’t be intimidated to ask!

5. **Follow up:** It’s important to follow up with your prospective attendees after they’ve received an invitation. On average it takes three asks before someone takes an action so don’t be afraid to follow up to ensure your guests received their invitations, check in if they haven’t purchased their ticket yet, and send a reminder email before your event! After your event, follow up with everyone you invited to share highlights from the event and how much you raised, thank your donors, and provide information on joining your team—never know who you may have inspired to get involved!

6. **Get tips and advice from your local Take Steps staff!** While we can’t pay for expenses or sign contracts for your events, we are happy to discuss your plans, provide feedback or brainstorm new ideas. Call (786) 348-4277 or email jmeurice@crohnscolitisfoundation.org to discuss your plans with Joany Meurice.
Top Fundraising Clubs

The Top Fundraising Club consists of Take Steps’ highest fundraisers -- both individuals and teams. Benefits received in the Top Fundraising Club aim to recognize and thank those who go above and beyond to raise critical funds in support of the Crohn’s & Colitis Foundation’s mission.

**Raise $100 and Become a Pacesetter**

Pacesetters are team members and individuals who raise $100 or more. Pacesetters are given special recognition on walk day and will receive an official 2018 walk t-shirt, a Decade of Difference pennant flag and a wristband providing you access to the Pacesetter Tent. Stop by, enjoy some refreshments and meet other walkers from our community. *Patients and children under 13 will receive access to the Pacesetter Tent.

**Reach Even Higher as a $1,000 Hope Giver**

Hope Givers represent Take Steps’ highest individual fundraising level as individuals who raise $1,000 or more on or before walk day. Hope Givers will receive all of the Pacesetter benefits in addition to honorable mention on the local Take Steps website and special recognition on the local Take Steps Facebook page on walk day.

**Become a Top Fundraising Team**

We recognize top teams on walk day with access to special fundraising club areas. Not only is it a great opportunity for your team to celebrate your success together, you also receive additional recognition among the Take Steps community!

**Team Tents:**

Raise $3,500 or more and your team will receive exclusive access to your very own team tent! Your team will enjoy special refreshments just for you and your team!
2019 Fundraising Incentives

THANK YOU for participating in your local Take Steps walk. We understand it takes a substantial commitment to fundraise for cures and we appreciate your dedication and hard work. Participants who meet the below individual fundraising levels will receive these special items on walk day.

**SELF-DONATION**
Make a self-donation of $30+ by 2/28/19 and earn a car magnet!

**PACESETTERS**
Our Pacesetters are **individuals raising $100+**. Pacesetters receive a t-shirt, pennant, and wristband for refreshments on Walk Day!

**HOPE GIVERS**
Become a Hope Giver by raising $1,000 and receive one of the following incentives. Our Hope Givers will receive all of the above items on the day of the walk. Redemption information for the rewards below will be sent via email approximately 21 days post event. Incentive items starting at $1,000 are not cumulative.

- $1,000–$4,999
  - Picnic Blanket

- $5,000–$9,999
  - Hammock

- $250+
  - Beanie

- $500+
  - Battery Charger

- $10,000+
  - Vest, Rolling Cooler, or Jacket

Photographs are representation of item. Actual item may vary in look or be substituted for an item of equal or greater value.
The Crohn’s & Colitis Foundation has been at the forefront of every major breakthrough in IBD research for over 50 years. Thanks to people like you, advances in technology are bringing us closer than ever to cures; but they do not come cheap. That’s why our Pacesetters are so important!

**Pacesetters** are individual fundraisers who raise $100 or more for Take Steps. As a special thank you for fundraising, each Pacesetter receives special benefits including:

- Take Steps walk t-shirt
- Pennant flag keepsake
- Wristband providing you access to special walk day food and refreshments*(patients and children under 13 receive this regardless of fundraising)

In 2018, 8,679 Pacesetters raised an incredible **$6,448,248** for IBD research, patient services, education and advocacy. **If everyone who didn’t fundraise had raised $100, we would have contributed an additional $2 million towards our mission of eliminating Crohn’s disease and ulcerative colitis.**

Fund Cures. **Become a Pacesetter Today!**

**Top Teams**

(Raise $3,500+) receive your very own team tent at the Top Team Village!

Contact Joany Meurice at (786) 348-4277 or jmeurice@crohnscolitisfoundation.org and we will help you develop a foolproof fundraising strategy
Know Your Network and Goal Setting Worksheet

Use the right-hand column document to brainstorm potential donors or team members.

### Personal

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>GUIDE</th>
<th>PEOPLE/COMPANIES BRAINSTORM</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAMILY</td>
<td>• Who did you see at the last holiday?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Who are some family members on the “other side” (i.e. your uncle’s wife’s family)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• To whom did you send holiday / Happy New Year cards?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• What family weddings have you attended recently?</td>
<td></td>
</tr>
<tr>
<td>FRIENDS</td>
<td>• Former classmates (grade school, high school, college)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Social clubs (book club, poker night, sorority, garden club)</td>
<td></td>
</tr>
<tr>
<td>COMMUNITY</td>
<td>• PTA</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Church/Synagogue/Mosque</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Civic organizations to which you belong</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Neighborhood association</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Fellow swim club or gym members</td>
<td></td>
</tr>
<tr>
<td>SOCIAL MEDIA</td>
<td>• Search your Facebook network using key words like “Crohn’s” or “IBD” to see if anyone has a personal connection</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Who in your networks often posts about health or advocacy?</td>
<td></td>
</tr>
<tr>
<td>PAST GIVING</td>
<td>• Who has asked you for a donation on behalf of their favorite charity in the past?</td>
<td></td>
</tr>
<tr>
<td>BUSINESSES</td>
<td>• Scan your credit/debit card statements for businesses you frequent</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• What local businesses do you see that advertise locally?</td>
<td></td>
</tr>
</tbody>
</table>

### Professional

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>GUIDE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>WORK</td>
<td>• Explore departments outside of yours</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Look back at past colleagues – both those at previous jobs and those who have left your current employer</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• To what vendors does your company give their business? (vending machines, printers, couriers, graphic designers)</td>
<td></td>
</tr>
<tr>
<td>PROFESSIONAL ORGANIZATIONS</td>
<td>• Do you belong to any professional networking groups?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Do you pay for any professional memberships?</td>
<td></td>
</tr>
<tr>
<td>SOCIAL MEDIA</td>
<td>• Who are you connected with on LinkedIn?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Are you connected with anyone that often posts about needing new business?</td>
<td></td>
</tr>
</tbody>
</table>
Goal Setting Worksheet

Not sure how to set your team fundraising goal? Use the below

<table>
<thead>
<tr>
<th>$</th>
<th>Number of anticipated walkers on your team: ___ x $100 minimum fundraising goal per walker</th>
</tr>
</thead>
<tbody>
<tr>
<td>$</td>
<td>Your self-donation</td>
</tr>
<tr>
<td>$</td>
<td>Your personal fundraising goal</td>
</tr>
<tr>
<td></td>
<td>• How many people are you planning to ask?</td>
</tr>
<tr>
<td></td>
<td>• What is the average $ donation you think you’ll receive?</td>
</tr>
<tr>
<td>$</td>
<td>Matching gifts</td>
</tr>
<tr>
<td>$</td>
<td>Team fundraising events or activities</td>
</tr>
<tr>
<td>$</td>
<td>Vendor Campaign</td>
</tr>
<tr>
<td>$</td>
<td>Total Team Goal</td>
</tr>
</tbody>
</table>
Look who’s walking on team _____________________

<table>
<thead>
<tr>
<th>Name</th>
<th>Name</th>
<th>Name</th>
<th>Name</th>
<th>Name</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Dear XXXXX,

I/We are so proud to be supporting the Miami Take Steps Walk for Crohn’s & Colitis, the nation’s largest event dedicated to finding cures for digestive diseases. The Miami walk will be on Saturday, April 27th at Maurice A. Ferré Park, 1075 Biscayne Blvd. Miami, FL.

My team fundraising goal is $[amount] for this worthy cause and I/we need your help to reach it! Known collectively as inflammatory bowel disease (IBD), Crohn’s disease and ulcerative colitis affect more than 3 million Americans. That’s one in every 200 Americans living with one of these debilitating, medically incurable diseases that attack the digestive system. The fastest growing patient population is children under the age of 18.

The Crohn’s & Colitis Foundation is the leading non-profit organization dedicated to finding cures for these painful and debilitating diseases. The Foundation has invested almost $300 million in ground breaking research while also offering critical patient support and education programs serving 600,000+.

At least 80 cents of every dollar I raise goes directly toward supporting their mission. For those who live with the daily, debilitating effects of these diseases, nothing is more important than finding better, more effective treatments, and ultimately, cures.

You can help support my efforts by:

1. Joining my team and fundraising alongside me. Register online and help us make a bigger impact!
2. Making a tax-deductible contribution to the Crohn’s & Colitis Foundation.

You can donate to me online at [insert your personal link] or by mailing your gift to me at [insert your address]. Your company may have a matching gift program which is a great way to double your support! With your help, we will fund important research, patient education, and support for millions of Americans. I thank you in advance for your support!

With excitement and gratitude,

[Your Name]
[Email Address/Phone Number]
Four Weeks of FUNdraising

Week 1
- **Make a self-donation** to show potential donors you are invested in the mission
- **Customize your personal fundraising webpage** with a picture and a story about why you walk. Don’t have a personal connection? Share the story of our local Honored Hero
- **Customize your web link** to something memorable so people can easily type it in their web browser
- **Update your social networks** by sharing your fundraising page link on Facebook, Instagram, Twitter and LinkedIn. Ask friends to share it too!

Week 2
- **Send emails or letters to your family and friends** to share why you are raising money for Take Steps. Simplify this process by using the Fundraising Center to import your contacts and using fundraising email templates!
- Begin **thanking and tagging everyone who donates to your efforts** on Facebook—post weekly to recognize everyone, OR post whenever you receive a new donation. This will create a buzz and may inspire others to donate, too!

Week 3
- **Follow up on emails, texts, calls or letters** personally asking your network to contribute to Take Steps. Most people want to support you, but may need a reminder. Need help with content for your follow up email—ask us!
- **Ask your office if you can involve colleagues in your efforts.** If you can, here are some no-pressure ideas to ask them to contribute to your fundraising
  - Set out a change jar and ask everyone to contribute whatever coins are in their pocket or wallet.
  - Bring your department a homemade hot lunch one day and ask that they contribute the money they would have spent on lunch to Take Steps instead.
  - Ask HR if you can host a casual day, where everyone can dress down for a suggested donation.
  - Send a company-wide email promoting your event—you may even get some colleagues who want to join as a fundraiser!

Week 4
- **Step up your social media strategy** by creating a video that shares reasons why you walk, and posting it to your social media channels—don’t forget to include the link to your fundraising page.
- **Email or text friends and family who still have not contributed**—update them on your fundraising efforts thus far, share how excited you are about the upcoming walk, and include your video and link to your fundraising site.
- **Ask those who have donated to look into their company’s matching gift policy**—matching gifts have the potential to double their impact on the Foundation’s mission.

**Bonus:** **Send a final fundraising email after the walk sharing your experience,** making one last push for donations, thanking donors again and reminding them to submit a matching gift request. Include photos or videos of you at the walk so they can experience it for themselves.
Corporate Team Fundraising Guide and Ideas

Companies can participate by organizing teams of employees to raise funds and walk and/or be a corporate sponsor.

Double Your Donations—Matching Gifts! Does your company have a matching gift program? A quick search will give you details of your company’s policy. Instructions for submitting can be found here.

Engage Your Professional Network Your company has vendors and partners eager to show their appreciation for your business. If your company allows you to contact these companies about your team's fundraising efforts, it gives them the opportunity to show their appreciation for your professional relationship while supporting a worthwhile cause.

Promote Your Fundraising Efforts Talk to your manager or HR about sending a company-wide email detailing your team’s Take Steps efforts. Include information in the company newsletter and on the company intranet. Post flyers around the office.

Host a Company-wide Kickoff Party Bring everyone together over pizza or desserts and get people excited to join your company team. Answer any questions they may have about walk day and have laptops available, so employees can register at the kickoff. Above all, make it fun!

Become a Corporate Sponsor As a Take Steps Sponsor, your business would receive visibility through marketing efforts and day-of event activities, and would have direct access to our highly connected participants. You would be positioned as a partner of the IBD community, helping shape our participants view of your business. Local sponsorships range from $2,500 to $10,000 and offer a variety of recognition and benefits.

Host a Lunch and Learn Take Steps staff can visit your office and educate employees about IBD, the Foundation and Take Steps. These events aren’t restricted to lunchtime – we are happy to host breakfast, break time or happy hour also!

Form a National Team Does your company have other office locations? If so there is probably a walk near them! Engage all your employees and gain additional recognition by becoming a National Corporate team.

Friendly Competition Fundraising competitions at work have been proven to increase revenue and are a lot of fun! Ideas include: most money raised, first to hit a milestone or the most donations received. Prizes can be anything employees’ value such as an extra vacation day, lunch with a top executive or prime parking spot use.

FUNdraising Ideas for the Office
- Organize a tournament or game night (softball, cornhole, poker, bingo) and charge a participation fee
- Host a sports pool (football, March Madness, horse racing) with 50% of the pot going to Take Steps
- Ask company leadership to be guest bartenders with tips donated to Take Steps
- Ask everyone to donate their lunch money and brown bag for a day
- Allow employees to dress casually for the day/week in exchange for a suggested donation
- Ask vendors or local businesses to donate gift cards or items to host a raffle

Don’t forget that Take Steps Walk staff, Joany is here to help and can be reached at jmeurice@crohnscolitisfoundation.org or (786) 348-4277. However, your company chooses to support Take Steps, please know how grateful we are for your support!
Walk Day FAQs

Walk Day Info. & Reminders

We are so glad to have Sheli Muniz, of NBC 6, will be returning as our Emcee for the day. Sheli is a great partner to the organization and is personally connected to the Walk as her father was diagnosed with Crohn’s over 20 years ago. Sheli’s Family will also be joining us at the Walk!

How much is registration? Because the Walk is a fundraising event, we do not charge a mandatory registration fee. Rather, we encourage you to set a fundraising goal and utilize the tools provided to share your story and ask your network of family and friends for their support. The money you raise helps the Crohn’s & Colitis Foundation continue our mission. We hope that everyone will raise a minimum of $100 to receive our 2019 commemorative Take Steps Walk T-shirt.

Team Tents: All Teams who reach $3,500 by 4/24 11:59pm, will be able to have a VIP Team Tent at the Walk! If you have a large donation that qualifies your team, please contact Joany beforehand so we can arrange your Team Tent.

We need volunteers! Know anyone who might be interested in helping us on the day of the event? We need volunteers to help with set-up, clean-up, registration, water stops, the T-shirt tent and so much more. All interested volunteers should contact jmeurice@crohnscolitisfoundation.org

Offline Donations: Please mail ALL Checks to the Chapter Office (address below) Make sure to note your team name, walker name and ATTN: Miami Walk so you can get credit*** (Donations still accepted after the walk) *Any checks received after walk can be mailed to our Chapter Office and your team will get credit.

Chapter Office Address:

Crohn’s & Colitis Foundation
Attn: Miami Walk

21301 Powerline Rd. Suite 301
Boca Raton, FL 33433

After Monday, 4/22/19 - Please hand in your cash and check donations at Walk at the Registration Tent. Otherwise, we cannot guarantee we received your check and enter it before Walk Day. If you have a large donation that qualifies you for a Cure Believer level (Team with $3,500 raised); please contact Joany beforehand so we can arrange your Team Tent.

Double your donation! Find out if your employer offers a matching gift program to double your donation today! Many companies offer matching gift programs to maximize their financial contributions to non-profit organizations. This means you may be able to increase your impact with a matching gift and move us closer to a world free of IBD. The simple three step process is easy to follow – get details on our Matching Gifts page.
Bring Cash for the Walk Day Drawings!
We will have a Chinese-style drawing with great items from local companies. This has been lots of fun and there’s a bunch of great items to win!

Are pets, strollers, bicycles and skates allowed on Walk day?
We do allow strollers, but for everyone’s safety, we discourage skateboards, bicycles, inline skates and wheelie footwear. Depending on the Walk location rules, well-behaved dogs are welcome, but must be on a leash at all times.

What happens if it rains?
Walk is a rain or shine event. Our patients can’t stop during bad weather, so neither do we! Take Steps will take place rain or shine; however, if there is dangerous weather, the local chapter will notify participants of alternate plans. We are known for our Miami weather so, please remember to protect yourself from the sun by bringing SPF, sunglasses and hats. Also, make sure to wear comfortable shoes!

Parking: will be available for the discounted rate of $5 at the American Airlines Arena Garage. There is also plenty of street parking available in the area.

Taking the Metro? The Metrorail and Metromover will be open and can be used to get to the race. You must get on the OUTER LOOP of the Metromover to get to the closest stop next to Museum Park. *Please give yourself enough time as trains run less often on the weekend. Check their website here: http://www.miamidade.gov/transit/metrorail.asp

How long is the route? Take Steps is a non-competitive walk event. The Miami Walk route is approximately .70 miles and is within Maurice A. Ferré Park.

Help spread the word! Post on Facebook that you are coming to the Walk! Share pics and FB live on Walk day using #takestepsmiami

Is the Walk a competitive event? Our walks are non-competitive events that are family friendly. Walk routes on average are 2-3 miles long, all participants are encouraged to walk but it’s not mandatory.

What if I want to raise funds but I can’t participate in the actual walk? Will I still have access to fundraising tools? We know life gets busy. If you can’t make it in person this year, you can still show your support. You will have the same level of access to fundraising tools as other participants, and all of the dollars you raise will go toward fueling our mission.

What if I have a question not answered here? Reach out your local Take Steps Manager, Joany Meurice by email at Jmeurice@crohnscolitisfoundation.org or call (786) 348-4277
Stand together for **HOPE.**
Walk together for Crohn’s & colitis **CURES.**

**Saturday, April 27, 2019**
Maurice A Ferré Park
1075 Biscayne Blvd, Miami, FL 33132

cctakesteps.org/miami

786-348-4277 | jmeurice@crohnscolitisonfoundation.org