

# 15<sup>th</sup> ANNUAL DESTINATION INDEPENDENCE 5K WALK



SATURDAY May 4<sup>th</sup>, 2019

# Walker Guide

[www.blindkids.org/walk](http://www.blindkids.org/walk)

It seems like just yesterday that parents of **Blind Children's Learning Center** students started the Destination Independence 5K Walk. Flash forward to 2019, and we are celebrating **fifteen years of building independence**...one step at a time. On Saturday, May 4, 2019, over 600 walkers, community leaders, volunteers, and sponsors will unite to support critical programs and celebrate the achievements of our children and families.

Parents know that every success requires teamwork, and that's why team building and fundraising have been core to the Destination Independence 5K Walk since the beginning. Thankfully, we've learned a few things along the way. We know you are busy, which is why the tools and tips included in this brief Walker Guide are designed to make things as simple and fun as possible.

**We can't wait to take the next step to independence with you.**

Sincerely,  
Walk Planning Committee



# 1

## Set up your page

- Register to walk at [donate.blindkids.org/walk2019](http://donate.blindkids.org/walk2019) (bookmark this page)
- Check your email for confirmation (check your Junk Folder just in case!)
- Select "Claim Your Fundraising Page" and log in at the top right corner
- If you are a new walker or forgot your password from last year, select "Forgot Password" to have a reset code sent to the email you used to register
- Once logged in, you can edit your Team or Individual Fundraising Page to customize your profile picture, personal story, and fundraising goal. **You're all set up to change lives!**

# 2

## Team building

- Besides the actual walk, sharing *why* you walk and recruiting teammates is the best part!
- Schedule time to share your page once created, one and three weeks after that, and once more 10 days prior to the walk on May 4. The most successful walkers regularly share their reason for walking — with a handy link to their fundraising page — via social media, personalized emails, and letters
- See next page for suggestions for who to contact how to craft your personal message

# 3

## Change lives, win prizes, and WALK ON MAY 4!

- As you raise support for our kids and your own personal fundraising goal, you will also win some terrific prizes. See next page for what you can take home by changing lives!
- On Saturday, May 4, get ready to walk, dance, eat, and play. It's fun for the whole family!

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# Walk Features Prizes Spreading the Word

## Walk Features

**In-N-Out Truck • Carnival Games  
Pony Rides • Rock Wall • Petting Zoo  
• Music & dancing • Adaptive Soccer  
Bounce House • Inflatable Slide  
and more!**

## Prizes

**Raise \$250: Portable Phone Chager and Stainless Steel Hydro Bottle (two prizes!)  
Raise \$500: BCLC Sweatshirt  
Raise \$750: Resort Beach Towel  
Raise \$1,000: Hybrid Portable Bluetooth Speaker & Stainless Steel Hydro Bottle**

Prizes based on individual fundraising, not team totals.  
Full details and prize images available at [www.blindkids.org/walk](http://www.blindkids.org/walk)

## Spreading the Word

**How to share your page:** Facebook, Instagram, Personalized Emails, Letter  
**Who to recruit and seek support from:** Family, friends, college alumni, colleagues, social and sports associations, neighbors, sororities, businesses your frequent

### Sample Appeal Letter:

Dear Friend,

On May 4, 2019, I am walking to support at the 15th Annual Destination Independence 5K Walk. This event supports the incredible children and families served by **Blind Children's Learning Center**. I want to create a stronger future for children with visual impairments and other disabilities. To achieve this goal, I need your help.

I will be walking with Team **[Insert Team Name]** as I personally strive to raise **[Individual Fundraising Goal]** for Blind Children's Learning Center. Your tax-deductible gift will give children the tools to overcome so many obstacles that most children don't have to endure. Thankfully, with support, these children can succeed.

It's easy to donate or join my team at [donate.blindkids.org/walk2019](http://donate.blindkids.org/walk2019). Simply click Register or Donate and search my name to help me reach my personal fundraising goal. You can also mail your gift to BCLC's address listed below. Just be sure to include the word "Walk" and my name in the Memo section. *[If emailing, you can also include a direct link to your fundraising page.]*

Blind Children's Learning Center  
18542-B Vanderlip Ave, Santa Ana, CA 92705

Every gift makes a difference. I appreciate anything you can give to support this worthwhile cause. Thank you in advance for supporting my goal and the children of Blind Children's Learning Center.

Sincerely,  
**[Insert Name]**



**Need help?** Contact Fund Development Office at [info@blindkids.org](mailto:info@blindkids.org) or (714) 573-8888 for assistance.