

A New Way of Walking: Making your Virtual Walk a Success

Friday, February 19, 2021 from 12-1:30PM ET

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Introductions

- Sara Goldberg - NDSS
- Shelley Yoder - DSANI
- Maria Sivertson - USOD
- Ashley Wilkinson & Peyton Miller - DSAJ

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Session Goals:

What do you hope to take away from this session?

Virtual Walk Basics

Lessons Learned in 2020

Planning for 2021

Open Q&A

Your Three Next Steps

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Virtual Walk Basics

1. Consider your Community:
 - Date/Timeframe
 - Activity/Distance(s)
2. Toss out the assumptions
 - Be open to change
 - Don't shy away from asking
3. Communicate early & often
4. Systems are key
5. Get creative!

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Lessons Learned - DSANI

Our "Virtual...With a Twist" Event

BIGGEST WIN

- Community Support
 - Volunteer Groups
 - DJ, Characters, etc.
 - Local Media
 - Corporate Sponsors
 - Other Non-Profit Support

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Lessons Learned - DSANI

BIGGEST CHALLENGES

- Silent Auction
- Team "Buy-In"
 - Market to teams differently
 - Impress importance of fundraising

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Lessons Learned - USOD

THE SWITCH

- Marketing & Communication
- Sponsors & Team Captains

SPONSOR SHOUTOUT

charles SCHWAB

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Lessons Learned – USOD

THE SWITCH (cont.)

- Unique elements
- Biggest challenge: Shirts
- Biggest win: Participation

#BW20 VIRTUALLY UNITED

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Lessons Learned - DSAJ

- Tent stops with goodies
- Have a kickoff event or parade (abiding by CDC guidelines) to get your families pumped and open registration.
- Spirit Parade – Carpool
- Investing in marketing was our biggest success factor.
- We learned how to communicate to our audience in a virtual capacity.
- Making everything you do as personable as possible.
- Families got to choose how they were celebrating their day – Themes Celebration Kits
- Pop-Up Party Patrol – DSAJ staff surprised families at their celebrations going live on social media, handing out prizes and little gifts at each stop.
- Personal yard card signs for our teams who raised \$5,000 or more.

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Lessons Learned- DSAJ


Because we invested in marketing, this opened many doors and opportunities throughout our city to raise awareness and give our event a little something extra.



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Planning for 2021

1. Use your lessons learned
2. Take the wins with you
3. Be ready for more change
4. Stay optimistic
5. Remember the basics



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Planning for 2021 - DSAJ

Initial Plans for 2021 (approach/structure)

- Planning for both in-person and virtual events – October 16th, 2021
- Will be looking into day of events change

Biggest Concern

- The challenge may be combining both an in-person and virtual event on the same day

What are you most excited about?


- The DSAJ is excited that we are experienced now with the virtual event at this magnitude. Also, the opportunity to have all our families together in one location as we have traditionally done for 17 years.

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Planning for 2021 - USOD

THE MERGE

- Going Hybrid
- Set the bar high!

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Planning for 2021 – USOD

THE MERGE

- Simplicity is key
- Moving it
- What worked, what didn't




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Planning for 2021 - DSANI

Initial plan is to return to in-person model



- Location
- Possible car parade component

Biggest Concern

- Virtual event

We're Excited About


- Different Star Wall format
- Families/friends gathering again
- Hugs & smiles
- The electricity that happens when 1,500 gather!

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Questions? Comments?

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Your Three Next Steps

- 1.
- 2.
- 3.



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THANK YOU!



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