

Hydrocephalus Association (HA) WALKS

New to the HA WALK? *Frequently Asked Questions*

Walker Registration

How do I register to participate?

Registration is quick and easy and can be done online on www.hydroassoc.org in minutes. Simply click on WALK, then the Schedule of WALK Events and choose your site (or Virtual WALK if there isn't a HA WALK in your area.) At the WALK site's landing page, click on "Register here" and you will be guided through the registration process.

Is there a registration fee?

There is no registration fee and there is no minimum to participate. **However**, HA encourages all walkers to raise money from family, friends and colleagues. Participants raising \$50 or more will receive the WALK T-Shirt. (That's as easy as asking 5 people for a \$10 donation each!) The money raised with the WALK will be used to fund HA's program services, support, education and research. (The average walker raises \$100 – and we know our walkers are well above average!)

May I register the day of the event?

Yes, you may register the day of the event, however we prefer that participants register before the WALK to enable our volunteers to anticipate and prepare for the correct number of walkers. (See answer to Question 4 below – "Why should I register?")

Why should I register to participate?

There are *several reasons why we ask walkers to register electronically prior to the day of the event. They are:*

- When a walker registers their own personal WALK web page is automatically generated. You also receive a hyperlink to your WALK web page that you can send to family and friends asking them to sponsor your participation in the WALK. They can do that easily online, on your web page, using a credit card.
- Approximately 7-10 days before the event, HA sends all registered walkers important information about the WALK (*what time to arrive, directions to the event, where to park, where to go when you arrive, what to bring to the WALK, what NOT to bring to the WALK, etc.*) We can't send the information if a walker isn't registered.
- The volunteer Logistics Committee works very hard to ensure that everything is in place for a fun and safe day for all. This includes securing donations of food, beverages, supplies, etc. The Logistics Committee needs an approximation of how many people will be participating to ensure that they have enough food, T-Shirts, beverages, etc. for everyone. When walkers don't register – or don't register until the last week – the Logistics Committee then has to scramble trying to "fill in" – often resulting in HA having to purchase something that could have been donated with more time. Please don't think "*I'm only one walker – one more won't make a difference.*" Unfortunately, hundreds of people think that! Please help the Logistics Committee by registering all of the walkers on your team as early as possible!

I registered last year do I have to register again this year?

You **do need to register** again; however, the information on the registration form will *auto fill* for you. At www.hydroassoc.org select **WALKs**, choose **Schedule of WALKs**. Find and select your local site. When the local WALK web page appears, select “Register Here” Choose “I agree” after reviewing the waiver. When the registration form appears you will see an option at the top of the form: “***If you have participated in any Friends Asking Friends event in the past, [click here to auto fill this form.](#)***” Select the hyperlink and you will be prompted to enter your **previous Username and Password.** (*Please use your previous login name and password to avoid duplicates in the system.*) If you do not remember your Username and/or Password click the hyperlink (Forgot your username or password and a hyperlink to re-set your password will be emailed to you.

I will be walking with small children do I need to register them as well?

Yes, **all walkers**, young or old, should register to WALK to provide approximate attendance numbers, for record keeping and for insurance purposes,. Please register each member of your team *separately*.

I am having difficulty registering online, what should I do? (Or, if you don't have access to the Internet to register online....)

Please contact HA staff at the following number (888) 598-3789 Ext. 12

May event day volunteers also serve as walkers or team captains?

Yes! Not only **may** an event day volunteer be a Walker and/or a Team Captain they are **encouraged to** register as a walker and/or Team Captain so they can get involved in event as well as help out on the day of the WALK. Event day volunteers are encouraged to double as “walkers” – raising money, qualifying for prizes and funding HA’s mission –just like **all** walkers! Event day volunteers should **register online as a Volunteer** and also **register online as a walker**. Instead of walking the route, however, event day volunteers put in their “miles” walking the site or working at the event!

WALK Teams

What is a WALK Team?

A HA WALK team is a group of people who band together to participate in the WALK. A Family Team is usually a group of walkers comprised of family and friends of someone living with the challenges of hydrocephalus. A team may be 1 person or 1,000 or any number in between.

*Please note that Teams **do not** qualify for WALK T-shirts or incentive prizes. The WALK T-shirt and all WALK prizes are based on the fundraising total of the individual walker or the individual team member.*

Walker Web Pages/Team Web Pages (and Goals)

What is a HA WALK Web Page?

When a walker or participant registers online their own, personal WALK web page is automatically generated. They may use their web page to help raise money (family and friends may contribute to a walker’s participation in the WALK using a credit card on the walker’s web page.

Can My WALK Web Page Be Edited?

Yes! HA suggests walker edit their WALK web page to reflect their connection to hydrocephalus and HA's mission. Personalize your web page by posting your own photo, etc. Edit your WALK web page at "My Headquarters."

What is My Headquarters?

My Headquarters contains all the tools to make the most of your online fundraising experience. You can modify Personal and Team Webpages, send emails asking for donations (use HA's templates or write your own,) and track your personal and team fundraising progress.

How do I get to My Headquarters?

You can log in from your local HA WALK website. Click "Sign-In" in the upper right side of the WALK site's home page. At the bottom, left side of the WALK site's webpage you'll see a link to **My Headquarters** – you'll be taken directly there.

What is a Team Web Page?

When a Team signs up to participate (*a team may consist of 1 person or 1,000*) the Team's WALK web page is automatically generated. It's a great place to announce your team's overall fundraising goal. The Team's web page also lists your team members. The first person to register a Team becomes the Team Captain and has access to the Team web page. The Team web page may be edited to reflect the team and tell its story.

What is the difference between Team Goals and Personal Goals?

Everyone is asked to set a **Personal Fundraising Goal** when they register. This amount will be reflected in the fundraising "thermometer" on your personal WALK web page. A Team Captain can also enter a **team goal**, which will set the goal for the Team's fundraising "thermometer." Team pages and Personal pages help you track the progress you make toward your goal.

Fundraising and Donations

Are donations tax deductible?

Yes, the Hydrocephalus Association is a 501(c) 3 tax-exempt organization. Our tax ID number is 94-3000301. A copy of HA's IRS determination letter is available from the HA national office.

What should my fundraising goal be?

However much you think you can raise from family and friends. Set a "stretch" goal. Remember, raising \$100 is asking 10 people for a \$10 donation! Think about people you can ask: parents, grandparents, aunts, uncles, brothers, sisters, hairdresser or barber, letter carrier, UPS driver, your boss, your co-workers, your doctor, your dentist, your teacher, your pastor, members of any clubs or organizations to which you belong...the list goes on and on. Everyone and anyone – anyone you know or anyone you have ever known!

Family teams using letter writing campaigns usually raise well above the walker average. (The average walker across the U.S. raises \$100. The average Family Team using a Letter Writing Campaign to raise money raises \$800-\$1,000 – *and we know that all HA Walkers are above average!*) [For fundraising ideas and hints please](#)

Fundraising goals (continued)

Contact the HA national office (888) 598-3789 or email walk@hydroassoc.org. Ask for HA's **Family Teams Packet** or HA's **12 Steps to Maximize Your Fundraising Potential**.

What is the best way to raise money?

That depends upon **you!** Most Family Teams have found that using a letter writing campaign to tell their story is the most effective way (and one of the easiest) to raise money. HA's online fundraising tools make fundraising easy, too. Use the email templates Family teams are encouraged to use letter writing campaigns to raise money (it's the quickest and most effective way). A **Family Team Packet** detailing how to conduct a letter writing campaign is available from the HA national office. Walkers may also request HA's fundraising hints and tips "12 Steps to Maximize Your Fundraising Potential." Just contact HA by calling (888) 598-3789 Ext. 12 or email walk@hydroassoc.org. HA would be happy to send you various fundraising guides.

Raising Money Online – Using HA's Online Fundraising Tools

When a walker registers his/her own personal **WALK web page** is automatically generated. The walker may edit his/her WALK web page with photographs and tell his/her story. Walkers may also use HA's **email templates** to send an email to family and friends around the world asking for their support. Or the walker may write his/her own email. Be sure to include the URL to your WALK web page in your email! Once on your web page, family and friends can easily make a donation to support your participation in the WALK using a major credit card. Ask everyone you know for a donation – either via email or face-to-face! Tell them **why** HA and its mission (*to eliminate the challenges of hydrocephalus*) is important to you. Online donations are immediately acknowledged electronically.

Please encourage your supporters and donors to make online donations -- it is quick and easy and their contribution immediately shows up on the participant's webpage. Of course if donors prefer to give you cash or a check that's perfectly fine, too! **Please bring any checks or cash you receive to the WALK and turn it in at Walker Registration/Check-In.** (If you raised money online and **qualify for the WALK T-shirt** by raising \$50 or more please print out your "**donations report**" from your personal WALK web page and bring it with you to the WALK to turn in at Walker Registration/Check-In) Any checks received after the WALK may be mailed to your WALK site's **Volunteer Chairperson** or you may mail them to HA's National Office at the address below.

How do I know when someone has donated to me online?

Unless you selected otherwise in the "My HQ" part of your web page, every time you receive an online donation you will automatically receive an email notifying you. You can also check the Honor Roll or the "My Progress" section of your web page Headquarters.

Can people make anonymous gifts?

Donors may choose to keep their names anonymous, and may select whether or not their donation amount is displayed online.

Can people dedicate their donation in honor of someone or in memory of someone?

Yes. After they have made their online donation they will have the option to make their donation "*In Honor Of*" or "*In Memory Of*." Those gifts will appear that way on the donor scroll on your WALK web page.

How does the money I raise get credited to my team?

All the money a walker raises counts towards that walker's total. If the walker is a member of a WALK Team the walker's total is included in the Team's overall total.

May I collect money the old fashioned way – asking for cash and checks?

Yes, you may! Most walkers have found that using a **combination of the two methods** (online fundraising **and** face-to-face fundraising) works the best! If you are participating in a local WALK please bring any cash and/or checks you have collected to the WALK and turn it in at Walker Registration/Check-In.

Who should checks be made payable to?

Checks should be made payable to **Hydrocephalus Association**. If you are participating in a local WALK please *bring all checks and/or cash to the WALK with you* and turn them in at **Walker Registration/Check-In**.

What if I receive donations after the WALK?

Walkers have four (4) weeks post-WALK to finish collecting money to be eligible for incentive prizes. Online donations via your walker web page will be available until the end of the year. Donations made after the WALK will continue to increase a walker's overall fundraising total.

If you receive donations of cash or checks after the event they may be mailed to **your local WALK Chair** (*contact HA if you don't know who that is*) or the Hydrocephalus Association national office at the address below. (*Please convert any cash to a check or money order – please do not send cash through the mail!*)

To ensure that all mailed in donations are credited to the right walker, **please** enclose a note with the **walker's name**, the **walker's phone number** (*in case of questions*), the **Team name** (if applicable) and the **name of the WALK site**. Contributions not clearly labeled for a WALK location or walker will be credited to HA's overall WALK revenue and will not be eligible for incentive prizes.

HA national office address:

Michael Ticzon
Hydrocephalus Association
HA WALK – **Name of location**
4340 East West Highway, Suite 905
Bethesda, MD 20814

VIRTUAL WALKERS

What is a “Virtual Walker?”

A “virtual walker” is a WALK participant who will not actually be attending the event. It could be that the participant will be unavailable on the day of the local HA WALK, or it might be that there currently is **no** HA WALK in his/her community. Virtual walkers do all the same things other walkers do: **they register to participate online**, they **raise money** to support HA's mission (using HA's online fundraising tools, with face-to-face asks or a combination of both) and they **qualify for incentive prizes**. (Virtual walkers raising \$50 or more will be mailed the WALK T-shirt.) After finishing his/her fund raising virtual walkers choose a date, place

Virtual walkers – continued)

and time to “walk” – whether around his or her neighborhood, in a local park, alone or with family and friends. Any checks the walker has collected are mailed to the HA national office. (Please see “**Complete Instructions for Virtual Walkers**” for additional information or call the HA national office at (888) 598-3789 Ext. 12.)

Does money raised by “virtual walkers” count toward the WALK site’s total? Does money raised by “virtual walkers” count toward a Team’s total?

Yes and yes. If a participant registers as a Virtual Walker for a specific WALK site (e.g., Chicago, Wichita, etc.) the money raised by the virtual walker is included in the WALK site’s total.

If a participant registers as a Virtual Walker for a specific team and specific WALK location the money raised by the virtual walker will be included in the team’s total and the overall total for the WALK site. (Be sure to register to participate as a Virtual Walker at the WALK site in which you wish to be included.)

Incentive Prizes

What will I receive for raising money (incentive prizes)?

Walkers raising \$50 or more receive the HA WALK T-shirt. (The WALK T-shirt is the only prize distributed at the WALK.) Walkers raising \$250 or more are eligible for other great incentive prizes! The incentive prizes are broken into several different levels that correspond with a different prize: \$50+, \$250-\$499, \$500-749, \$750-\$999, \$1,000-\$1,499, \$1,500-\$2,499, \$2,500-\$4,999, \$5,000-\$7,499, \$7,500-\$9,999, \$10,000 or more. **Incentive prizes change each year!** To see the current WALK incentive prizes available this year & for a full-color flyer listing all the prizes, click on the Incentive Prizes link on the left side of a specific site’s WALK web page or the Virtual WALK’s webpage or on the left side of the walker’s web page. You can also contact the HA national office at (888) 598-3789 Ext. 12

When will I receive my incentive prize?

Walkers have four weeks post-event to finish collecting money to be counted toward incentive prizes. Please allow 2-3 weeks after the deadline (6-8 weeks post-event) for your incentive **prize certificate** to arrive. **Your certificate will be sent to you via email** (from “thankyou@hydroassoc.org) If you do not have an email address or if several people use the same email address your certificate may arrive via U.S. Postal Service. *Instructions for redeeming your certificate will be included.* After you have redeemed your prize certificate your incentive prize will be shipped directly to you.

Please note: prizes are earned by walkers, not by teams. WALK prizes are not cumulative, with the exception of the T-shirt. WALK T-shirts are only distributed at the WALK, participants must be present at the event to receive their T-shirt. (except for virtual walkers.) If a WALK site runs out of specific sizes a T-shirt will be mailed to the participant. Sponsorship money may not be included when calculating donation totals for incentive prize qualification. HA reserves the right to substitute a prize of equal or greater value or to change the incentive prize program at any time.

WALK Day Information

Will there be food provided at the WALK?

Each WALK provides some refreshments, however every WALK site is different. Water is always provided and, at a minimum, granola bars, fruit and other snack items are available. Some sites provide pizza, BBQ or a full picnic lunch. Please check with your local WALK chair if you are concerned about the food that will or will not be available. *(If you have a medical condition that requires you to eat at a specific time we encourage you to bring your own food to ensure your requirements are met.)*

May I run the route?

Any participant wishing to *casually* run the route is welcome to do so. **Unless specifically advertised as such** HA WALKs are **not** official, sanctioned, timed running events.

Are bicycles, roller blades or scooters allowed?

Bicycles and scooters (Razors, etc.) **are NOT permitted** at HA WALKs.

Roller blades are permitted at the discretion of the local Chairperson. Roller bladers must wear all appropriate protective gear. Roller bladers under the age of 16 must be accompanied by a parent or guardian at all times!

May I bring my dog to the WALK?

Dogs are permitted at some WALK sites but not all. Please contact the local WALK Chair – *contact information under Event Information of local WALK web page* – to obtain the rules/regulations regarding dogs for your site. (Where dogs **are** permitted, all dogs **must be leashed at all times** and **the owner must clean up after the dog.**)

What if it rains on the day of the event?

We walk **rain or shine**, so plan accordingly and bring rain gear and umbrellas. There are a million reasons to walk.....the rain will not stop us!

How long is the WALK route?

The length of the route varies for each WALK site. *(Most routes are 5-kilometers or less – which equals 3.1 miles or approximately a one-hour walk for an average adult.)* **Walkers are not required to complete the full route.** Walkers are encouraged to walk only as far as feel comfortable. HA WALK sites are accessible for wheelchairs, strollers, wagons, etc. Please contact your local WALK Chair for additional information.

Electronic Information Security

Is my information secure?

We have made every effort to protect your personal information. We use encryption techniques to ensure your credit card information, passwords, and personal information travel securely over the Internet.

Will my name and address be sold? Will my donor's name and address be sold?

No! HA **does not** sell or trade mailing lists with corporations or other non-profit organizations. HA participants and donors are always welcome to ask to be removed from HA's mailing lists.

How is my credit card number handled?

Credit card numbers are not stored in our database. During the donation process we send your credit card number to an online processing terminal using a secure connection. The information passed back is an approval or denial for the credit card donation.

What do I do if I forget my Username and Password?

You will choose a Login Name and Pass word when you first register. Please make a note of it. You will be asked to use that Login and password to access your WALK webpage or Team webpage. If you've forgotten your Login name or password there is a hyperlink you may click at the Login Screen (Forgot Login or Password?) Click on that hyperlink and a link to re-set your password will be emailed to you. If you can't remember your Login name you may also contact HA at info@hydroassoc.org and request assistance with logging into Friends Asking Friends. Also remember your username and password **is case sensitive**.

How can I change my personal information?

You can modify your profile in your Headquarters. You will be able to change your contact information, email address, username and password.

How do I get more involved in the WALK beyond becoming a participant and raising funds?

All HA WALKs are volunteer initiated and coordinated. WALK Chairs are continually seeking volunteers, whether serving on a committee to help organize the WALK or serving as an event-day volunteer. HA WALKs have volunteer opportunities to suit every skill set! Please contact your local WALK Chair through the contact information provided on each local WALK webpage under **Event Information**.

May Event Day Volunteers also serve as Walkers or Team Captains?

Not only **may** an event day volunteer be a Walker and/or a Team Captain they are **encouraged to** register as a walker and/or Team Captain so they can get involved in event as well as help out on the day of the WALK. Event day volunteers are encouraged to double as "walkers" – raising money, qualifying for prizes and funding HA's mission –just like **all** walkers! Event day volunteers should **register online as a Volunteer** and also **register online as a walker**. Instead of walking the route, however, event day volunteers put in their "miles" walking the site or working at the event!

Questions? If so, please contact the Hydrocephalus Association at

888-598-3789 or info@hydroassoc.org