



VIRTUAL WALK: COMMUNICATION STRATEGIES FOR SUCCESS

LAUREN DASCHER

EVENTS MANAGER

CAMP RONALD MCDONALD FOR GOOD TIMES



INTRODUCTION: WHY I WALK



WALK FOR KIDS COMMUNICATION PLAN



- Created a detailed Communication Plan for December 2019 – April 2020 to include:
 - Social Media Posts
 - Email communication
 - Phone bank efforts
 - Text messages to Camp families & Counselors
- Communication Plan Basics
 - Assign one Communication point person
 - Engagement on all available platforms
 - Secure Ambassadors to create content and connection to impact
 - Utilize Team Captains and/or identify leaders to create peer-based walker engagement



WALKER COMMUNICATION

TYPES OF COMMUNICATION

- **Phone Bank Recruitment Effort**
 - Recruit Volunteers to engage past walkers with focus on Super Walkers
- **Text Communication**
 - Engage Counselors & Camp families
 - Unique incentives
- **Weekly Walker Emails**
 - Creates connection as Walk community
 - Preferred frequency and method of communication noted by walkers
 - Average of 50% open rate



COMMUNICATION STRATEGIES

- **Focus Areas by timeline**
 - January: Recruitment
 - February: Recruitment & Fundraising
 - Weekly Challenges
 - March: Fundraising
 - Weekly social media feature/challenge
 - April: Reach Goal & Virtual Walk Day Participation
- **Threshold Incentives**
 - Set incentive levels
 - Weekly challenge prizes of Camp items, gift cards, donated items
- **Super Walker Focus**
 - Walkers who raise \$1,000+ and account for 65% of team fundraising
 - Shout outs to motivate others
 - Special Super Walker Challenge

TEAM CAPTAIN MANAGEMENT

MANAGEMENT PLAN

- Team Captain Handbook Resource
- Kick Off Event for Team Captains
 - Captains brainstorm/connect
 - Include Ambassador Family testimonial
- Weekly Team Captain Emails
- Team Specific Challenges
 - Offer camp swag & support
- Team Communication
 - Encourage the creation of a Team Instagram account, Facebook group, text chat, or email chain



MANAGEMENT STRATEGIES

- Breakdown of management roles
- Provide Steps to Success
 - Small incremental steps towards team goal
 - Focus on top fundraisers
- Accountability Calls/Check ins
- In person Corporate meetings with recruitment sign ups
- Provide tools & tips for fundraising
 - “How to Ask” - Email Templates
 - “Why Am I Walking” - Ambassador Family Story
 - Social Media Fundraising
- Communication tailored to team

SOCIAL MEDIA ENGAGEMENT

SOCIAL MEDIA PLAN

- Weekly Walk Featured Post
- Re-sharing all community posts
- Engage Sponsors to create posts to promote the event and fundraising efforts
- Influencers posting with donate button and/or text to donate instructions
- Live Text-to-Donate Event(s) to fundraise and boost morale leading up to Virtual Walk Day
- Countdown to Virtual Walk Day
- Virtual Walk Day Experience



ENGAGEMENT FOR WALKERS

- #WhyWeWalk Videos
- Opportunities to be featured on Camp's social media
- Virtual Walk Day Challenges
Encourages participation & creates social media content to share
 - Most Spirited
 - Participation using Walk bib or Why I Walk sign
- Social Media fundraising
 - Facebook Fundraisers
 - Instagram Donate Button
 - Bingo Cards
 - Text-to-Donate Live Fundraiser

COMMUNICATION IN TRANSITION TO *VIRTUAL* EVENT

Pivoting Communication Strategy

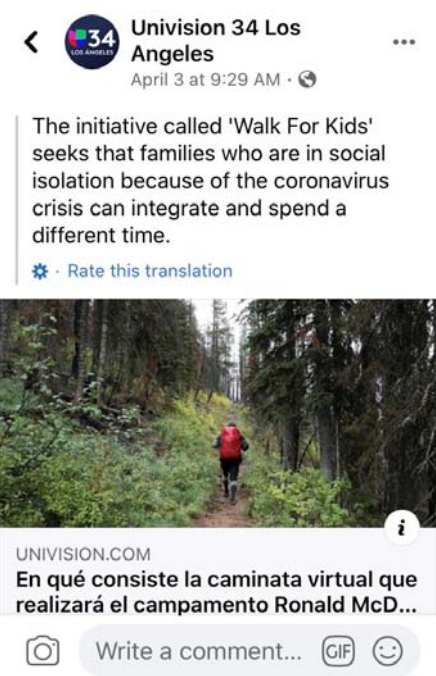
- Utilized existing relationships to increase promotion of event as a “family friendly” virtual activity with fundraising messaging integrated.
 - Media Connections
 - Sponsors
 - Influencers
 - Counselors
 - Campers
- Increased frequency of Social Media posts 1 week to the Virtual Walk Day
- Increased creation and use of videos to share “how to participate”
- Increased use of social media as a fundraising tool



VIRTUAL WALK FOR KIDS SAMPLE COMMUNICATION



UTILIZING RELATIONSHIPS TO SUPPORT COMMUNICATION EFFORTS



WHY WE WALK TO HOW WE WALK



VIRTUAL WALK DAY



Key Elements

- Live Host to create flow of program and encourage engagement
- Join together as a community online
- Celebrate top teams, top fundraisers, and super walkers with shout outs on social media
- Create opportunities for engagement with challenges and sharing posts





FINAL LAP EFFORT

Final Lap Communication Strategies

- Final Lap Video
- Bi-Monthly Walker Emails
- Weekly “Walker Feature” Social Media Post
- Special Incentive for “Final Lap” Fundraisers

Final Lap Fundraising Strategies

- Extention of fundraising & incentive qualification to June 30th
- Prioritizing Outreach
 - Potential Super Walkers who have raised \$500+
 - “Close to Goal” Individuals 40%+ to goal
 - 2nd Level Outreach to those under goal
- Live Fundraising on Social Media
 - Live Raffle
 - Live Dance Party to support Corporate or specific team fundraising efforts

BIG TAKEAWAYS

- Create a clear, detailed communication plan and assign a point person to execute
- Team Management creates accountability and increased walker engagement
- Utilize existing relationships to create new promotion and fundraising opportunities while expanding your reach
- Secure Ambassador(s) to create compelling content with a clear connection to your impact
- Use Social media as a tool to build virtual community and promote fundraising



UP NEXT...

- Thursday, April 30th at 1 pm PST:
Shannon Edwards, Program Associate
**Specific Strategies Utilized by
our top fundraising counselor Walk for Kids Team**

