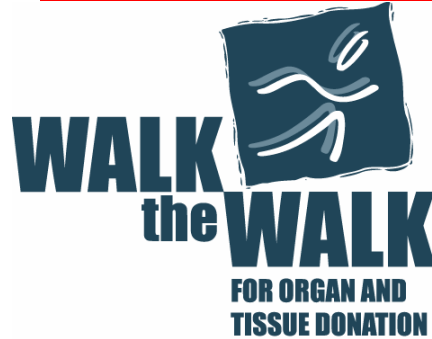


Walk the Walk 2008



to benefit the

Kidney & Urology Foundation

**Team Captains are the heart and soul of our Walk.
Many thanks for caring!**

WHO: YOU!

WHAT: **Walk the Walk 2008**

WHEN: Sunday, May 4, 2008
Check-In: 9:30 a.m.
Start: 11 a.m.

WHERE: Memorial Park/Bandshell
Arnold Avenue
Jenkinson's Boardwalk
Point Pleasant Beach

WHY:

- 13 minutes from now a new name will be added to the waiting list
- TODAY, 17 people will die while waiting to receive an organ
- Over 90,000 people in the United States need an organ transplant to save or drastically improve their lives

HOW: Register for Walk the Walk 2008 by returning the enclosed registration form or online at www.kidneyurology.org or Email: info@kidneyurology.org

For more information call: 1-800-63-DONATE

GET STARTED TODAY!

1. REGISTER TODAY FOR THE WALK THE WALK! IT'S EASY...

- GO TO WWW.KIDNEYUROLOGY.ORG

(OR COMPLETE THE REGISTRATION PORTION OF THE WALK BROCHURE AND FAX OR MAIL IT)

2. CREATE A FUNDRAISING PAGE AND START A LETTER WRITING CAMPAIGN

- ONCE YOU HAVE REGISTERED FOR THE WALK THE WALK, YOU SHOULD CREATE A FUNDRAISING PAGE TO EMAIL TO EVERYONE YOU KNOW.
- YOUR FUNDRAISING WEBPAGE IS A PLACE YOU CAN PERSONALIZE AND HAVE EVERYONE YOU KNOW GO TO DONATE.
- YOU CREATE THIS PAGE AT THE SAME TIME YOU REGISTER. IT ONLY TAKES A COUPLE OF EXTRA MINUTES.

3. RECRUIT WALKERS TO JOIN YOUR TEAM AND FUNDRAISE.

- RECRUIT AS MANY PEOPLE AS YOU CAN TO DO THE SAME THING YOU'RE DOING. EACH OF YOUR TEAM MEMBERS SHOULD ALSO CREATE THEIR OWN FUNDRAISING PAGE AND RECRUIT PLEDGES AND WALKERS.
- IT WILL SPREAD LIKE THE RIPPLE EFFECT WHEN PEOPLE FIND OUT HOW PASSIONATE YOU ARE ABOUT **WALK THE WALK** AND THE KIDNEY & UROLOGY FOUNDATION.

FUNDRAISING TIPS

- Post Walk The Walk brochures in employee gathering areas such as your company lunchroom, restroom, elevator areas, mailrooms and coffee rooms.
- Use email to promote Walk The Walk and recruit team members.
- Create a Walk The Walk newsletter to recognize Team Members, keep every employee/member informed on the Team's progress and give up-to-the-moment details.
- Do a pre-event "Dress Down" day at your company where employees pay to wear casual clothes and promote Walk The Walk.
- Create team spirit with team T-shirts, buttons, signs or hats.
- If one of your employees or their loved-one has had kidney disease or an organ transplant, your team may decide to walk in that person's honor. This could be a feature in a company newsletter.
- Get some incentives donated for your team members who raise the most money on your team; dinner for two, an afternoon off, or movie passes, are all good ideas.
- If your company has a matching gift program, get the paperwork done prior to the walk!
- Tie a helium balloon to the desk of each team member – people like recognition.
- Finally, encourage team members to ask everyone they know either to join your team or make a pledge. Send letters to relatives; ask neighbors and friends. Don't forget to ask you dry cleaner, hairdresser, mechanic and grocer – ASK EVERYONE you know to support you.

Matching Gifts

Double Your Money, Maybe even triple it!

One of the smartest ways to give is through a matching gift program, where a company – or individual – will match donations to charitable organizations.

These matches are often dollar for dollar, which doubles your charitable donation power!

1. Check with your company's human resources or payroll department to see whether it offers a matching gift program.
2. Ask for donation guidelines and a list of eligible charities if your company does offer a matching gift program.
3. Watch for matching opportunities through community or Internet fund-raising efforts if your company doesn't offer a matching gift program.
4. Decide how much you want to donate and which organizations you want to donate to.
5. Donate through the matching gift program, filling out the appropriate forms to ensure that the match is donated.
6. Before donating through a matching gift program, find out whether different giving methods (for example, credit card, check or money order; shop-for-charity; volunteering) results in different matching levels.
7. Make sure you tell everyone on your Walk The Walk Team to look into this easy way to grow fundraising efforts.

BENEFITS TO TEAM PARTICAPATION

The following are just some of the benefits large corporations, small companies, labor unions, civic organizations, clubs and organizations receive from organizing a Team to participate in WALK the WALK.

- Team building promotes teamwork. Participation in WALK the Walk is a great way to build team spirit and a sense of camaraderie among employees.
- Team participation increases your visibility with in the community and sends a strong signal that you and your employees care about the health and welfare of your neighbors. It's good public and community relations.
- Team building builds employee moral. It demonstrates that your company wants to play an important role in supporting worthy, charitable causes.
- Team participation costs your company very little in that funds are raised through individual donations gathered by team members from their co-workers, their families, friends and neighbors.
- Team participation is fun! The Walk draws people together in a healthy activity for a worthy cause. It's an event that you'll feel good about.
- The best reason of all is the satisfaction you and your teammates will have from knowing that the dollars raised will be applied to research.

TIPS ON BUILDING A LARGE TEAM

To put together a large, effective Team, you must go beyond your usual circle of family members, friends and coworkers. Here are some great ideas on how to use the resources within your company to get people excited and involved.

- Set a positive example by being the first to sign up for the WALK the WALK and by making your own gift first.
- Ask the President/CEO to support your team building efforts in the following ways:
 - 1) Signing up and becoming part of the team
 - 2) Sending out a letter or memo to all employees and department managers encouraging them to join the company team
 - 3) Allowing you to hold a team kick off event during business hours
 - 4) Designating one person in each department to help you with the recruiting
- If possible, set up a table in your company cafeteria or lobby and have it stocked with plenty of team registration forms and sponsor sheets. If that isn't practical, place sponsor sheets and Walk posters in prominent places through the workplace.
- Highlight your Team building process through articles in the company newsletter and e-mail
- Make the walk fun! Be creative, encourage department competitions, incentive prizes (day off from work for top fund raiser, use of CEO's parking space for a week, etc.) Hold a raffle or 50/50. Plan pre-walk and post-walk parties.
- Encourage employees to sign up co-workers, family members and friends to walk as members of your team
- Ask your Human Resources Department if they will include a WALK the WALK brochure in each employees pay envelope

FOR MORE SUGESTIONS ON TEAM BUILDING OR TO ANSWER ANY QUESTIONS YOU MAY HAVE PLEASE CALL THE KIDNEY & UROLOGY FOUNDATION AT 1-800-63-DONATE.

How to Raise \$100 in Ten Days

It's EASY! Ask ten people for \$10.00 and reach your goal.

Day 1: Donate your own \$10.00

Day 2: Ask your significant other for \$10.00

Day 3: Ask your boss for \$10.00

Day 4: Ask a co-worker for \$10.00

Day 5: Ask a friend for \$10.00

Day 6: Ask a neighbor for \$10.00

Day 7: Ask a relative for \$10.00

Day 8: Ask a teacher or coach for \$10.00

Day 9: Ask another relative for \$10.00

Day 10: Ask another friend for \$10.00

If you reach your goal, KEEP GOING. Ask more people and watch the fundraising efforts stack up.

Be sure to invite everyone you ask and their families to come to Walk The Walk and join the Walk The Walk team. Challenge them to fundraise for themselves.

Explain how you did your fundraising and become a mentor.

Thank you, thank you, thank you! Always thank everyone for their time, donation and participation.

Keep everyone's contact information so you can contact them for next year's Walk The Walk.

Letter – Email: Writing Campaign

Prepare a letter-email writing campaign: it is one of the easiest ways to raise money for the Walk The Walk. By simply drafting a “Family and Friends” or “Office Place Recruitment” letter or email explaining why you and your family are participating in Walk The Walk, you can reach your largest audience without even leaving the comfort of the your home or office.

Step 1: *Set Your Goals*

Set a goal for dollars. How much do you want your team to raise and how are you going to accomplish this? Aim high and don't underestimate yourself or your team members.

Step 2: *Develop Your Mailing List*

Before you send your letter or email, you need to determine who to send it to. Remember – the larger your distribution list is from the start, the larger your results. Think of the holiday card list, neighbors, family, friends and co-workers.

Step 3: *Write Your Letter – Email*

Not sure what information to put in the body of your letter? See enclosed sample guides. Be sure to mention who to write the check to and where to go online to donate. Invite everyone to join you at the Walk and send out their own communications to fundraise.

Step 4: *Send your letters or emails*

By sending your letters – emails out early, you'll give those who receive them time to tell their friends, families and co-workers about KUFA and Walk The Walk. Remember to make it easier for the donor to give. Tell them about Walk The Walk, your personal story and a direct link to donate online. If you send your letter via regular mail, include a self-addressed stamped envelop.

Step 5: *Collect the Money*

Make sure that all checks are properly made out to the Kidney & Urology Foundation.

Step 6: *Turn in Your Money*

Avoid lines at Walk The Walk by turning your money in early to:

Kidney & Urology Foundation
152 Madison Avenue Suite 201
New York, NY 10016

Step 7: *Say “Thank You”*

Acknowledge every donation that comes in with a thank you note. You can also keep participants updated with regular emails on the team's activities and fundraising progress.

Email Sample

From: (Your name)
Sent: Date
To: All your friends, family and contacts!
Subject: Walk The Walk

Dear (friend/s),

On Sunday, May 4, 2008 I will be walking in the Kidney & Urology Foundation's annual Walk The Walk in Point Pleasant, NJ, to raise awareness and funds to fight kidney disease and to increase the availability of all organs for transplantation.

While I have made an initial donation, I need everyone's support to reach my goal of raising \$..... to benefit the programs and services of the Foundation.

(Your personal story/connection here...)

I hope I can count on your support. Simply click this link (your homepage link here) and visit my homepage to make your tax-deductible donation. And if you are interested in joining my walk team (team name here) sign up directly at www.kidneyurology.org!

Sincerely,

(Your name)

The Kidney & Urology Foundation is a 501 © (3) non-profit organization dedicated to preventing and fighting kidney disease through patient programs and services, public education, research, and professional education for health care providers. It is also dedicated to increasing the availability of all organs for transplantation. KUFA serves the NY tri-state area.

Letter Sample

Dear Family & Friends,

On Sunday, May 4, 2008 I will be walking in the Kidney & Urology Foundation's Annual Walk The Walk in Point Pleasant, NJ, to raise awareness and funds to fight kidney disease and to increase the availability of all organs for transplantation.

While I have made an initial donation, I need everyone's support to reach my goal of raising \$..... to benefit the programs and services of the Foundation.

(Your personal story/connection to kidney disease here... explain why you are walking, describe what you or your family have experienced, ask for a donation in the name of a loved one, provide any specifics on the disease and/or its complications...)

There are two ways you can support my efforts to make a difference for everyone living with kidney disease:

- You can make a tax-deductible online donation in my personal homepage at (your homepage link here) or send a check made payable to the Kidney & Urology Foundation.
- Join my walk team [(team name here) at www.xxxx.org] and participate in the activities on Sunday, May 4, 2008.

Best wishes,

(Your name)