

Join us for the
West Michigan Walk 4 Hearing!
June 21, 2008

The Grand Rapids area chapter of the Hearing Loss Association of America is sponsoring the second annual Walk 4 Hearing fundraiser in support of persons affected by hearing loss. Our 5 km, family-friendly walk is dependent on many people for success.

We need you...as a walking team captain, walking team member, donor, sponsor or volunteer helper.

What: A fun, fundraising walk that last year raised \$35,000 to support programs that help persons affected by hearing loss.

Where: Metro Health Hospital Campus, 5900 Byron Center SW, Wyoming MI

When: 8:00 – 10:00 a.m., Saturday, June 21, 2008

How: See inside for details, or go to www.hearinglossgrandrapids.org and look for this symbol:



How do I....

* Volunteer to organize a walking team as a Team Captain?

Here's how:



1. Go to www.hearingloss.org and click on the Walk4Hearing logo
2. Now click on the West MI walk.
3. Click on Start a Team. From here you can enter your team name and set a fundraising goal.
4. Follow the Next Steps, providing all of the data requested. Now people can go on this site and join your team or contribute to your team's fundraising goal.
5. Solicit your friends, co-workers, relatives and club or church members to support the walk by joining your team or making a donation.
6. Attend the Walk4Hearing Kickoff meeting at 5 pm on May 7 at the Airport Hilton, 4747 28th Street SE, Grand Rapids
7. Have fun at the meeting and plan for a great success on the day of the Walk.
8. Participate in the Walk4Hearing Walk4Hearing, June 21, 2008 at MetroHealth Hospital campus!

* Volunteer to walk on a team and raise money?

Here's how:



1. Go to www.hearingloss.org and click on the Walk4Hearing logo
2. Now click on the West MI walk.
3. Click on Join a Team. From here you can find your team and set a fundraising goal.
4. Follow the Next Steps, providing all of the data requested. Now people can go on this site and contribute to your fundraising goal.
5. Solicit your friends, co-workers, relatives and club or church members to support the walk by making a donation.
6. Stay connected with your Team Captain, who will be responsible to get you information about the Walk and prepare you for participation.
7. Participate in the Walk4Hearing, June 21, 2008 at MetroHealth Hospital campus!

*** Donate money to support the Walk?**

Here's how:



1. Go to www.hearingloss.org and click on the Walk4Hearing logo
2. Now click on the West MI walk.
3. Click on Find a Walker. Next search for a Team or an Individual.
4. Once you have found the team or walker you want to donate to, click on the Donate button.
5. Provide the data requested, make your donation via credit card, and watch your contribution (and your name, if you wish) appear on the website's listing of donations!

*** Donate in-kind products or services to support the Walk?**

Here's how:

1. Go to www.hearinglossgrandrapids.org and click on the About Us tab.
2. Click on a Board member's email.
3. Send an email to a Board Member offering your product or service.
4. A Board Member will get back to you to take your donation and arrange for pickup, documentation, acknowledgement and recognition of your contribution.

*** Become a sponsor for the Walk?**

Here's how:

1. Go to www.hearinglossgrandrapids.org and click on the About Us tab.
2. Click on a Board member's email.
3. Send an email to a Board Member expressing interest in sponsorship.
4. Review the levels of sponsorship and recognition, which can be found at the Walk4Hearing website. Go to www.hearinglossgrandrapids.org again, and



- click on the Walk4Hearing logo, then the Become a Sponsor button.
5. A Board Member will get back to you to talk to you about sponsorship and arrange for documentation, acknowledgement and recognition of your contribution.

Here are a few tips to help you support the 2008 West Michigan Walk4Hearing as a donor, walker or team captain:

Submitting and documenting donations

...can be done most easily by donors through the Walk4Hearing website (see details above). If donors make contributions in the form of cash or check, the walker can record the contribution and generate a receipt. The walker can also list the donor's name and amount of the donation on the website. All checks should be made out to "Hearing Loss Association of America-GR Chapter". All checks and cash will be submitted to the GR Chapter Treasurer on the day of the Walk by walkers who have collected the donations.

Getting donations

...works better if you have a goal and a plan. Set a personal giving goal, and also a fundraising goal. Next, plan your list of contacts. Who do you know who would support this cause? Who is likely to be sympathetic, and able to give? What about your employer, your business associates, friends, family and neighbors? How about clubs or civic groups you are a member of? Your place of worship?

...is most effective if people can relate to your own reasons for getting involved. You need to craft a simple message that shows how you feel about this cause. What got you motivated? Put your message in writing, and use it to solicit donations via email or letter.

...is about reaching someone's heart...and their wallet. If you can, talk to the person face to face, and make a simple and direct appeal for support. Ask for a donation, and provide enough detail to make it easy for the person to respond. Some may want to write you a check on the spot, some may want to donate online, and some may need to think about it. Be respectful of a person's need to make up his or her own mind, and refer prospective donors with questions to the Walk4Hearing website for details.

Leading a Team

...involves signing up online, attending a Kickoff meeting on May 7, and communicating with, organizing and motivating your team members. Recruit friends, challenge them through fundraising contests...engage them in coming up with silly team names...create and wear unique team T-shirts. Make it fun for your team members!

Ready...Set...Go!

West Michigan Walk4Hearing, June 21, 2008

This brochure is provided by the Grand Rapids Chapter of the Hearing Loss Association of America. The information inside will help you to support persons affected by hearing loss in West Michigan and across the country.