



Virtual Walker Ideas

Have you ever wondered how you can promote Virtual Walkers? Try the following in conversations with participants who say they aren't able to attend the Walk this year or in your local marketing and promotional efforts. Even if they can't attend they can still be a VIP!

Be a ViP! A Virtual Participant...

The general idea is to offer an opportunity for people to be a registered participant when they're unable to attend the event due to work, their kid's soccer game, or because they live too far from the Walk site, for example. Consider them instead a **ViP!** Aim to engage these participants as much as you would with someone who will attend on Walk Day. Remind them that as a ViP they can set up a personal fundraising page, earn fundraising rewards, earn prizes through local recruitment and fundraising contests (Team Week), and most importantly, still take action for the cause!

Examples of how they might take action include:

- Filming a digital video of why they chose to register as a ViP, why JDRF is important to them, and how they intend to take action on Walk Day or another day of their choosing.
- Sharing important T1D messages on their Facebook account, Twitter account, or personal blog.
- Walking around their neighborhood, on a treadmill, around their corporate campus, or at a park to create a sense of camaraderie and celebrate their accomplishments.
- Raising donations or rallying their family and friends for a T1D-themed party to raise funds.
- Host their "walk" day the Friday before the event at their office. Deliver all Walk t-shirts prior for those that raised the minimum; bring balloons and other small decorations as a way to say thank you.
- Have the Chapter staff deliver a post-Walk thank you to their office – thank you's, balloons, breakfast or lunch for the team.

Be sure to outline in advance all incentives, contests, rewards, and how the ViP participants will be recognized to encourage their participation (on the website, in the newsletter, in e-mail marketing, etc.)

Bonus: ViPs can be out of town friends or family of participants of your Walk – there are no boundaries!