



Do It Yourself Walk Where You Are Individuals and Teams* Definition, Guidance & Steps to Success

Walk Where You Are Team* Definition:

Individuals or groups of friends, family, support groups, community members, and co-workers who sign up to help the National Alopecia Areata Foundation (NAAF) further its mission to support research to find a cure or acceptable treatment for alopecia areata, support those with the disease and to educate the public about alopecia areata.

Walk Where You Are teams get together on September 30, 2023 to walk and celebrate their fundraising efforts. Teams can walk in their local community, in neighborhoods, parks—anywhere safe for a small gathering. We are excited and grateful that you will have a do it yourself Walk Where You Are team to raise funds for NAAF and spread alopecia areata awareness.

* The National Alopecia Areata Foundation (NAAF) has one official Walk For Alopecia event in San Francisco at Lake Merced on September 30, 2023. Individuals or small teams can Walk Where You Are on September 30th as a do it yourself fundraising individual walker or small team of less than 50 people. **If your individual/your team plan is to walk in a local park, we recommend you check to see if you need permits for your team's size. Any permits should be in the walker/team captain's name, NAAF can only be listed as a beneficiary on permits ("benefitting NAAF").**

Examples of Do It Yourself Walk Where You Are Teams:

Here are a few examples of how to participate as a Walk Where You Are individual and team:

1. A do it yourself Walk Where You Are team of 2-3 friends who register online, fundraise online, plan to meet up, bring their own water bottles and walk together the morning of September 30th in their neighborhood or at a local park trail.
2. A Walk Where You Are team of 10 - 30 friends, family or support group members or classmates or coworkers, who meet at your home, where maybe you have donuts and coffee, then walk together in your neighborhood on the sidewalks for a mile. And after the short walk, your team returns for more donuts, a team picture and a thank you speech from you for joining the walk team and effort.

Walk Where You Are Team Guidance and Steps to success:

- **Register** as a team at naaf.org/walk
- **Recruit family, friends, members of your support group**—anyone who is interested in supporting the alopecia areata cause—to join you on September 30. Get them to sign up for your team online by sharing the link provided to you when you registered your team. Every person that raises \$200 will receive a Walk For Alopecia T-shirt in the mail.
- **Set a fundraising goal!** Walk Where You Are Teams that raise \$3,000 will receive a special Walk Where You Are kit with fun promotional items. Did you know that individual walkers on average raise \$300+?
- **Customize your team page** with information about what makes alopecia areata personal to your team and your family. Share your story and upload a photo.
- **Email your team fundraising link to everyone** you know and tell them why you are walking for alopecia and ask for any donation! Every donation amount counts! And, it's not just teenagers...did you know that most people need to be asked between 4 to 6 times before they take action? Make sure to email and ask more than once!
- **Gather your team** on the morning of September 30 in a safe place—your neighborhood, local park, or other location conducive to a small gathering which allows you the flexibility to walk for a short or long distance (you choose based on what your group wants to do). Make sure your team members bring comfortable shoes and their water bottle!
- **Post photos and tag your team #walkforalopecia** on the social media app of your choice. Join the alopecia areata community nationwide who are also walking at the same time all over.
- **Thank everyone** and provide another opportunity to give post-walk.

We hope this helps you get started with your team and answers any questions you may have about starting your Walk Where You Are Team. We want to ensure you have everything you need so your team has a great experience walking in your community right where you are! If you have any additional questions or want help with organizing your team, please reach out to us at walk@naaf.org.