

*Virtual*

# WALK A MILE IN HER SHOES

October 19-23, 2020

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# 2020 TEAM MEMBER GUIDE

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# WALK A MILE IN HER SHOES

Join **YWCA Metro St. Louis** as a sponsor of the virtual 8th Annual Walk A Mile in Her Shoes®, being held October 19-23, 2020.

Speak out against sexual, domestic, and gender violence.

## WHEN

Monday, October 19th -  
Friday, October 23rd

In Conjunction With  
YWCA Week Without Violence

## WHERE

**VIRTUAL!**

Wherever & Whenever  
You Like, Just Take Pictures,  
Send A Video & Post Online!

**YWCA Metro St. Louis** is the region's leading advocate for the **safety, security** and **stability** of women and children. Our services remove barriers and build lives - whether it's tackling violence against women, creating safe places to live, expanding educational opportunities or advocating for racial justice.

## Did You Know?

Someone is sexually  
assaulted every  
73 seconds.

1 in 3 women and  
1 in 4 men have  
experienced a form of  
physical violence by  
an intimate partner.

Domestic violence  
hotlines receive an  
average of 15 calls  
every minute.

In 2019 in St. Louis,  
1,598 rapes and  
attempted rapes  
were reported.

**YOUR SUPPORT IMPACTS THE LIVES OF WOMEN IN OUR COMMUNITY!**

## QUICK FACTS

- Walk A Mile is non-competitive and anyone can participate—Men & Women.
- Men do not have to wear high-heel shoes, but it does go a long way in raising awareness and support if you are willing to do so.
- Every dollar raised directly benefits YWCA and the services that support victims of emotional, physical and sexual abuse.
- There are no set fundraising minimums; however, we do suggest that teams set a goal to raise \$1,000 per team and individuals set a goal to raise \$100 per person.
- Your \$25 registration fee counts toward your \$100 per person goal.
- Register your team online at [www.ywcastl.org/event/wam8](http://www.ywcastl.org/event/wam8).
- For more info contact Aimee Frey at [events@ywcastlouis.org](mailto:events@ywcastlouis.org).



The International Men's March to Speak Out Against Sexual, Domestic, & Gender Violence.

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## TEAM MEMBER GUIDE

Thank you for joining a “Walk A Mile In Her Shoes” team! Please use this guide to help you navigate the event and answer any questions you may have about being a team member. Together, our team will use our voices to speak out against rape, sexual assault and gender violence.

### So, what do I do now?

This is a team effort. The strength of people coming together for a common cause is certain to make an impact in our community. Participating in the Walk A Mile event is as easy as 1-2-3!

#### 1. Register

You can register online at [www.ywcastlouis.org/walkamile](http://www.ywcastlouis.org/walkamile) or complete the participant registration form included in this packet. You can also recruit other walkers for your team by having them follow the same steps.

#### 2. Fundraise for your team!

Our team goal is \$\_\_\_\_\_. That’s only \$\_\_\_\_\_ per participant. Set a personal goal for yourself and work to achieve it. All donations are due the day of the race.

#### 3. Communicate

Your team captain is: \_\_\_\_\_

Team captain’s email: \_\_\_\_\_

Team captain’s phone: \_\_\_\_\_

If you have questions about donations, participation or YWCA, contact your team captain for help.

## DON'T FORGET...

- Once you register online you can set up your own fundraising website. The Walk A Mile site has pre-formatted emails and tools that you can use to fundraise. Register online at [www.ywcastl.org/event/wam8](http://www.ywcastl.org/event/wam8).
- 100% of the proceeds benefit YWCA Metro St. Louis.
- You can double your donation with a matching gift. Check with your employer to see if you have a matching gift program.
- The \$25 registration fee counts toward your individual fundraising goal.
- Have fun!

**GOOD LUCK! Thank you for your support!**

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## **FUNDRAISING TIPS For Individuals & Teams**

The number one reason people don't give is because they were never asked. Speaking out against rape, sexual assault, physical abuse, emotional abuse and gender violence is a cause that is easy to rally around and one that many people will gladly support.

### **Make A List and Check It Twice.**

Make a list of potential donors. Include everyone you know, and send them each a letter or email using your Walk A Mile web tools. Start by making a donation yourself and ask others to match it!

### **Ask Every Day.**

Ask one person each day to make a contribution. If you get five \$20 donations, you'll have raised \$100 in less than a week! Sexual Assault is an issue that everyone can get behind, and most people will be happy to donate.

### **Talk It Up.**

Ask for a few minutes on the agenda of any meetings you'll be attending. Explain why you are participating in the event, and ask for everyone's support. If you have a personal reason for participating, share it—this will help connect people to your purpose.

### **Fundraise Online.**

Use your personal Walk A Mile website to send emails and track your progress. Send an email to friends, family members, co-workers, and others asking for their support. Let them know why you are walking and why this cause is important to you.

### **Fundraise As A Team.**

Teams can have a lot of fun organizing activities and events to raise money for Walk A Mile. There are many team fundraising ideas but we've found that fundraising activities that provide a service that people would already spend money on are most successful! For example, offer a car wash or host a movie night, garage sale, wine tasting party or a dine around—the sky is the limit!

### **Double Your Money.**

Many employers offer matching gift programs. Your \$25 donation could turn into \$50 just by asking your personnel or Human Resources department. And don't forget to give your donors this opportunity as well. Many of them work for companies that may offer matching gifts. Share this information with your donors when they make their contributions to your fundraising efforts.

### **Post On Social Media.**

Be sure to let all your friends and followers on social media know about your involvement in Walk A Mile! Post often about your reasons for participating, and include the link to your fundraising page so people in your network can support you with a donation. Social media is also a great way to recognize those who have supported you.

### **Fundraise On the Go.**

Text messages are a great way to communicate quickly with potential donors. Send them a link to your fundraising site, or text a challenge to the group each day to keep them engaged.

### **Fundraise At the Event.**

On-site fundraising at your team station is great "icing on the cake" for your team and helps create a fun atmosphere for your walkers and cheerleaders. Activities and raffles are a great way to fundraise before the race begins!

## **Questions?**

Contact Aimee Frey at 314.531.1115 ext. 5230 or [events@ywcastlouis.org](mailto:events@ywcastlouis.org)

**GOOD LUCK! Thank you for your support.**



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## 8th Annual Virtual Walk A Mile In Her Shoes

### WAIVER OF LIABILITY

In consideration of my entry into YWCA Metro St. Louis' "Walk A Mile In Her Shoes" event—Monday, October 19 through Friday, October 23, 2020—I hereby release and discharge the organizers and sponsors of this event, including without limitation YWCA Metro St. Louis and the City of St. Louis, and each of their directors, officers, owners, employees, affiliates, representatives, volunteers or successors from any and all liability, claims, demands, actions and causes of action whatsoever arising out of or related to any loss, damage or injury, including bodily injury and/or death, that may be sustained by me or to any property belonging to me as a result of my participation in this event, including traveling to and from the event.

I understand that the nature of the event involves strenuous physical activity, performance in an uncontrolled environment, contact with unfamiliar people and other potential risks. I am fully aware of the risks and hazards connected with the event and elect to voluntarily participate in the event. I attest and verify that I am physically fit and have sufficiently trained for participation in this event, and I have not been advised otherwise by any qualified medical personnel. I hereby assume the risk for any accident or injury to person or property which I may sustain or cause in conjunction with my participation in the event. Further, I hereby grant full permission to any and all of the foregoing organizers and sponsors to use my name, likeness, and image in any public broadcast, telecast, video, print or social media of this event and without compensation.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_