GENERAL FREQUENTLY ASKED QUESTIONS

All other questions not answered here, please email us at Walk@FeedOC.org. Thank you!

1. HOW TO SUPPORT AND GET INVOLVED

It is easy to get involved! You can:
- "Register to Walk" (as a solo walker or as part of a team) – details below
- "Make a Donation"
- Ask your company to sponsor the event
- Spread the word with your network to support your fundraising efforts

After registering, you'll receive an email asking you to build your personal fundraising page by personalizing it with photos and your own message. Post it often on social media, and text/email it to friends and family asking them to donate in support of your efforts to Feed OC.

If walking in the September 9th event itself is not for you, you can make a general donation or donate to a walker or team by one of the following ways:
- Using the "Make a Donation" button from the dashboard which will opt you in to donate to:
    o A specific team's page
    o A specific walker's personal fundraising page, thereby supporting the team of their choice
- "Text to Donate" using the unique "keyword" found in the following places:
    o At the top of a team page to 71777 (it will say "Text FeedOC_ to 71777").
    o At the top of a specific walker's page to 71777 (it will say "Text FeedOC## to 71777"), thereby supporting the team of their choice. Example:
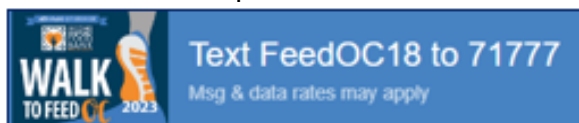
2. HOW TO REGISTER AS A WALKER/FUNDRAISER

*Registration is for those who wish to sign up as a walker and become a fundraiser.

- Click on "Register to Walk"
- You'll be forwarded to complete the online registration form. The form is defaulted to ONE (1) ADULT or ONE (1) ADULT + UP TO FOUR (4) CHILDREN.
- Complete the Walk to Feed OC waiver by checking the appropriate boxes. NOTE: Each walker aged 18 and over needs to complete their own registration.
  - *Example = If two spouses want to both sign up, they would each need to complete a separate registration, however they can join the same family team. More info below.*
- All children aged 17 and under must be registered under an adult/parent/guardian.
  - The fundraising component and incentives will be associated with the registered adult.
- Select shirt sizes and add child(ren)'s name(s) and age(s).
  - While we ask for shirt sizes upfront, shirts are provided as incentives to walkers who achieve the specified fundraising milestones.
- Enter your full contact information, a donation amount and payment info if kickstarting your fundraising gifts, check the box for "I'd like to sign up!" and click "Register."
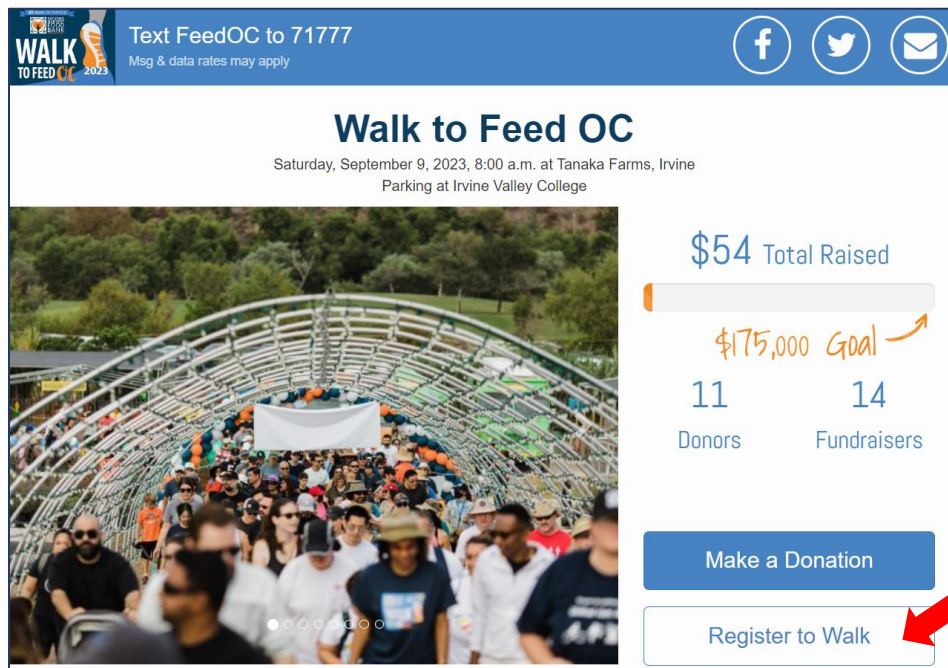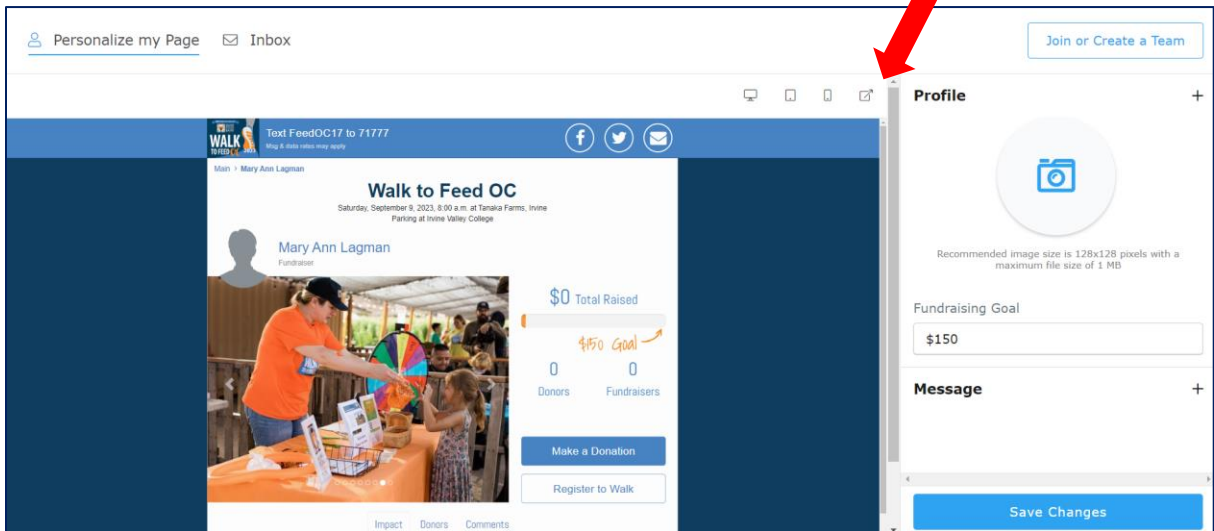

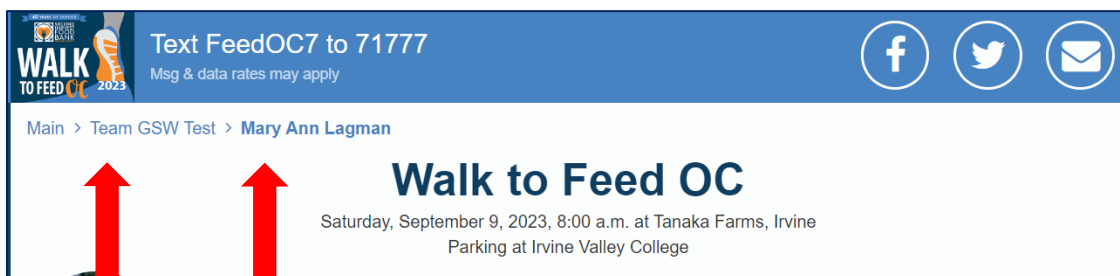## 3. PERSONALIZE YOUR FUNDRAISING PAGE

- Once you click, "Personalize My Page," customize your page by adding a photo (a selfie works great!) and creating your personal fundraising goal. The goal is defaulted at $150 to help you reach the first incentive level!
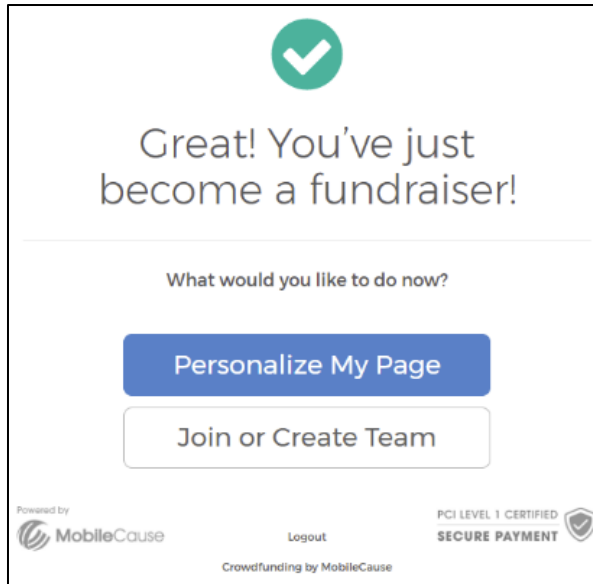
- You can also edit the default message to send to your family and friends to support your fundraising efforts.
  - o Add a personal message to say why walking to Feed OC is important to you.
  - o Click "Save Changes."
- Navigate to the pop out button in the top right corner to exit the page preview.

- You'll then be taken back to your personal fundraising page and can utilize the Facebook, Twitter, and email icons to send messages to your family and friends asking them to support your fundraising efforts.
 - o You should now see your name, and if you're connected with a team.

- See "Peer-to-Peer Fundraising" below to learn more about utilizing the tools for your fundraising efforts.
- <u>NOTE: If you don't want to personalize your page, you can click "Skip" to go to your personalized page with the default settings.</u>

4. JOIN OR CREATE A TEAM

- Once you have registered and you reach this window, click "Join or Create Team."
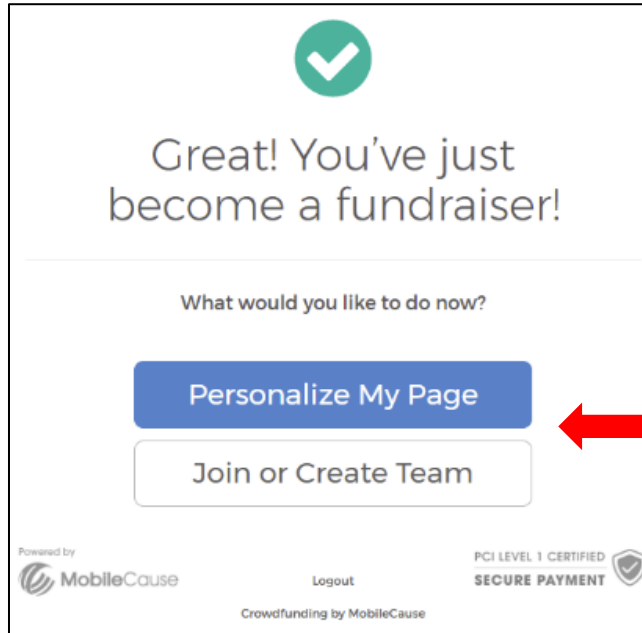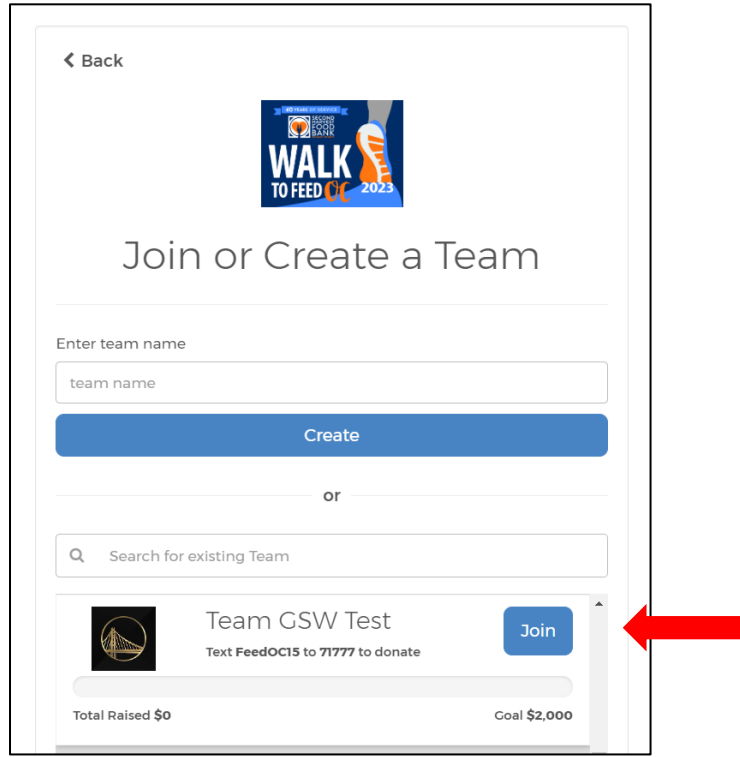

- NOTE: You can do this at a later time as well by going to "**Edit your page**" at the bottom right corner of your personal fundraising page.

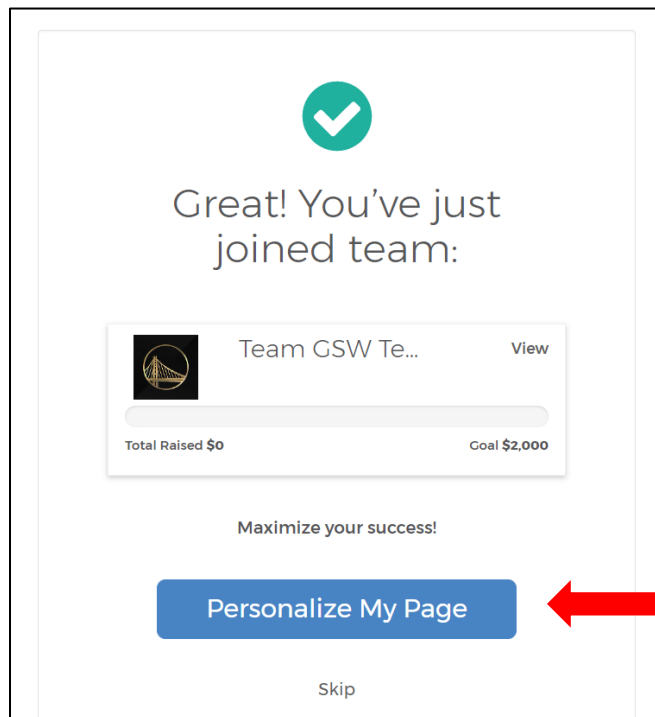- Create a new team or join an existing one from the list.
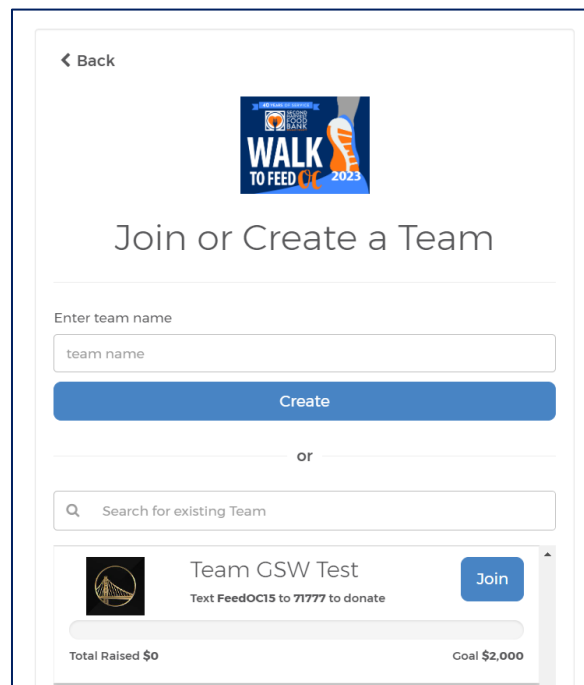
If joining an existing team

- From this view, either type in the name of the team you would like to join or scroll through the available options and click "Join".

- You have then joined the team and can personalize your page.

- Follow information above to "Personalize Your Page" and begin peer-to-peer fundraising.
- You can also join a team after you initially register.
  - The best way to do this is by accessing your personal fundraising page.
    - See information below in #5 "Editing Your Personal Fundraising Page."

Creating a Team

*Teams can be made up of families, corporate groups and their families, sports teams, school groups, church groups, etc.

- Enter your team name. NOTE: If your company or corporation would like to have multiple teams, you'll need to create a team for each. (ie: *CapGroup Floor 1*, *CapGroup Floor 2*)
- Personalize the team page.
- Save changes.
- Navigate to the pop out button to get out of the profile preview area.
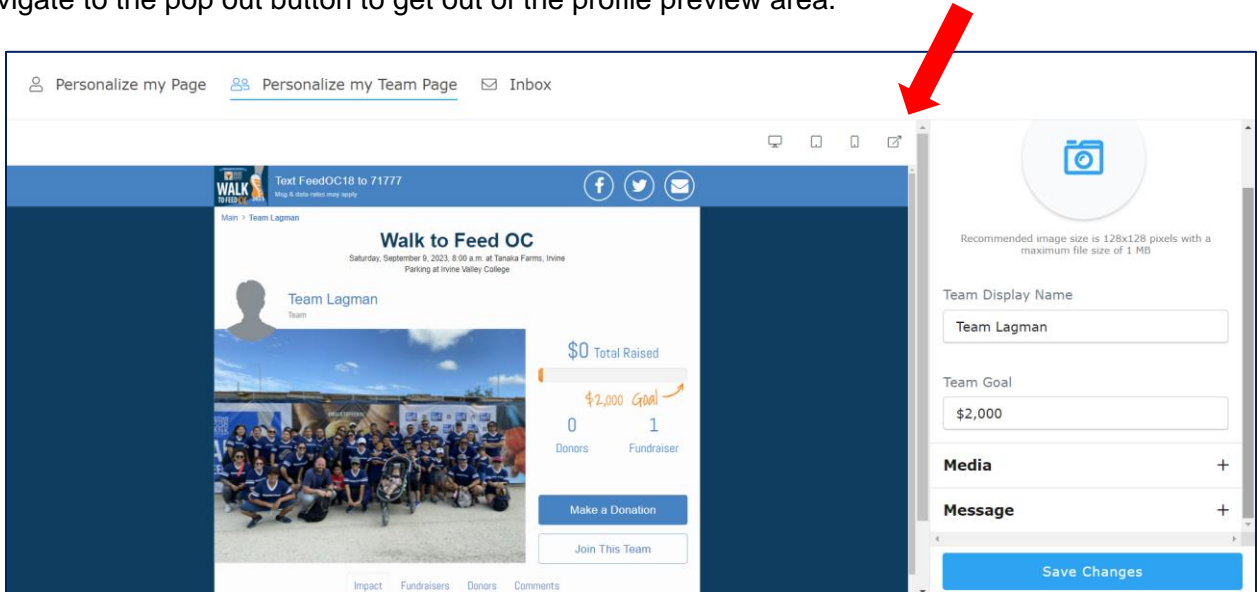
- You are then taken back to your personal fundraising page as part of the team.
- You can click the social media and email icons on the top right to begin reaching out to your network to join your team or donate to your fundraising efforts.

- o By creating a team, you are the Team Captain. Your role as the Team Captain is to:
  - Set your team's fundraising goal.
  - Get people to join your team.
  - Rally and keep up fundraising momentum to reach your team goal.
  - Communicate with your team members through the email feature on your personal fundraising page that allows you to email within the platform to all members of your team.
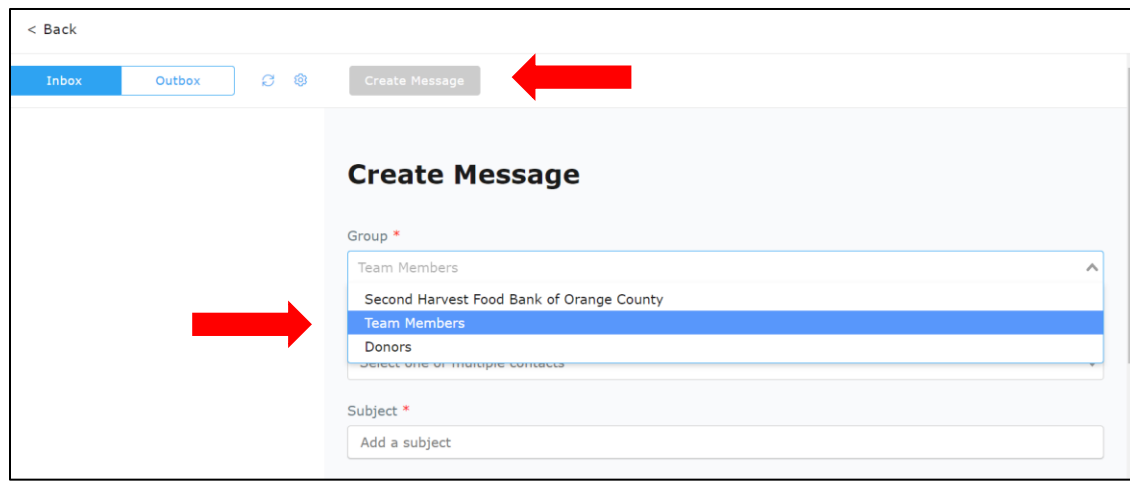
- What's the difference between a personal fundraising page and a team page?
  - Every participant who registers as a walker can choose to walk solo or as part of a team.
  - If you become part of a team, you'll still be able to customize your personal fundraising page with photo, goal, and message to your supporters.
    - You'll use this personal fundraising page to fundraise for your team and it provides a tally of the money you raise.
    - As part of a team, funds you raise will be counted for your personal goal and will be rolled up to the team goal.

5. EDITING YOUR PERSONAL FUNDRAISING PAGE

- After registering, you'll receive an email with the subject line, "Your Fundraising Page is Ready."
  - There is a link at the bottom to "Edit My Page."
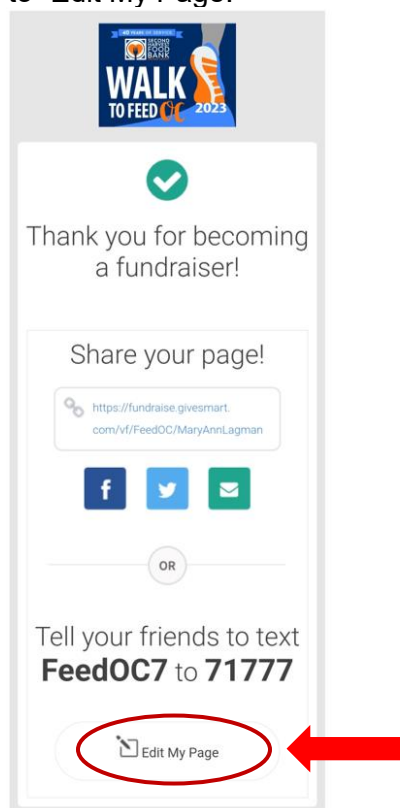
- Or you can access your personal fundraising page from the Walk to Feed OC main page by clicking the "Fundraisers" tab.
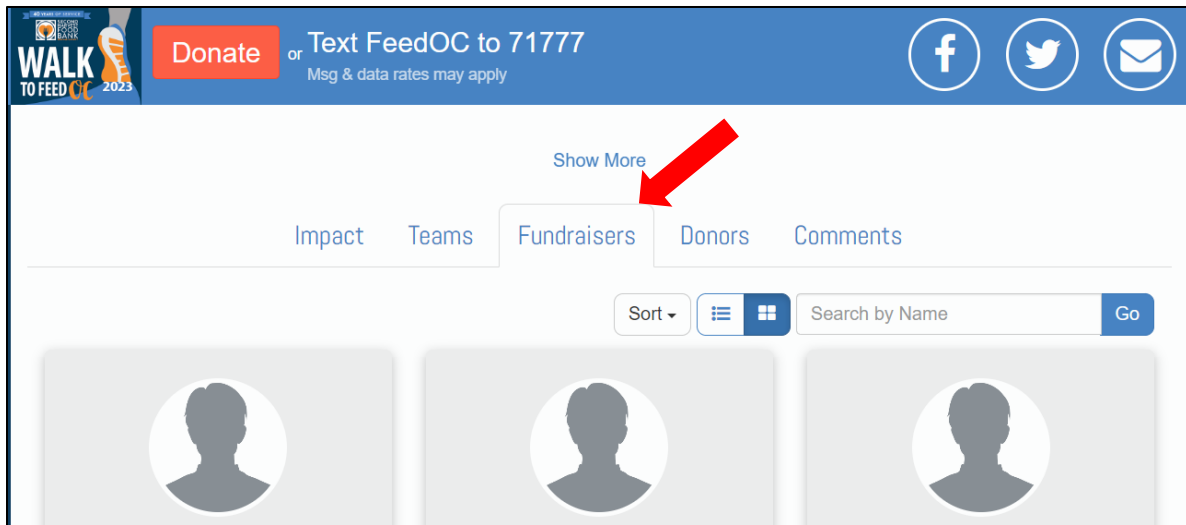
- You can search by name or scroll down to find your page.
  - Once on your page, scroll to the bottom and click "Edit your page."
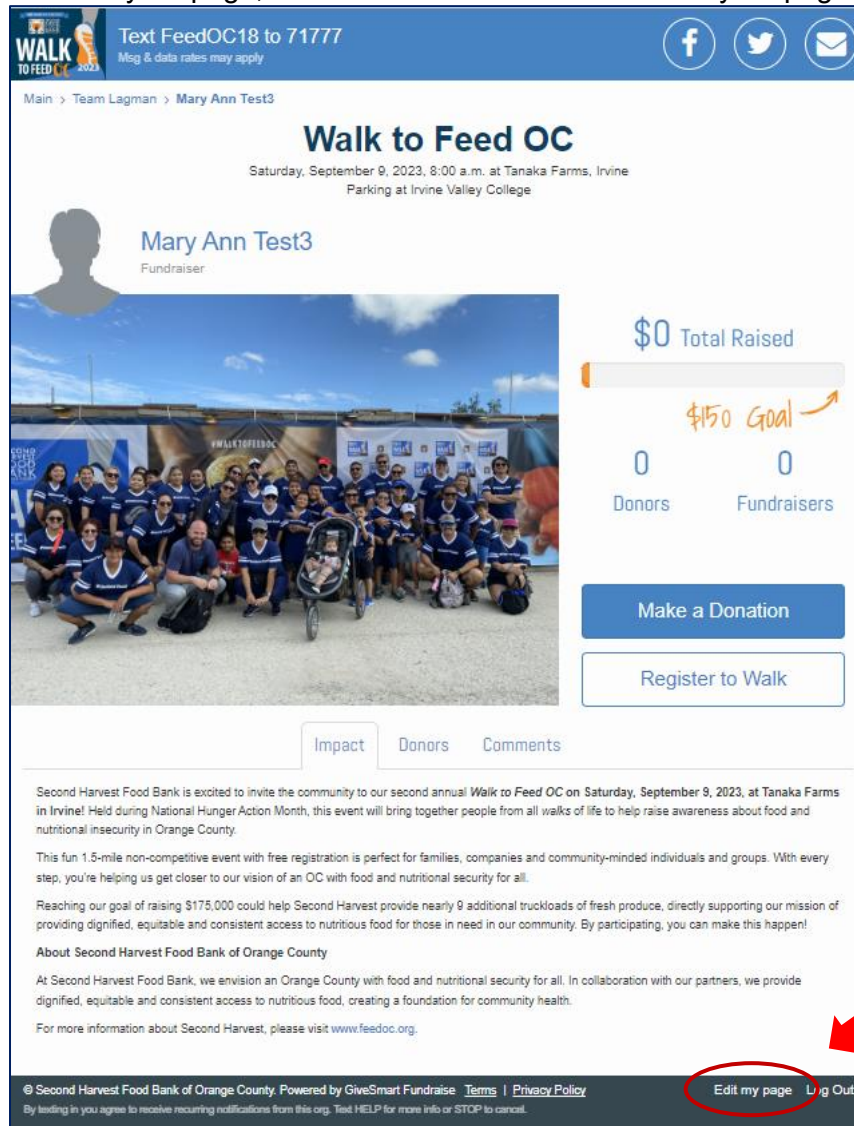
- You'll be prompted to verify your identity and **a code will be sent to the email you registered with**.

- Enter the code from your email and click "Login."
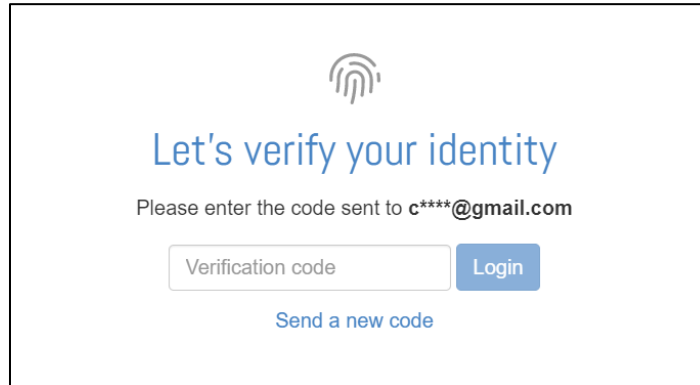
- Once on your page, you can edit your profile picture, fundraising goal, and message to your network.
  - You may also choose from here to join or create a team.

- Click "Save Changes"

- Navigate to the pop out button to get out of the profile preview view.

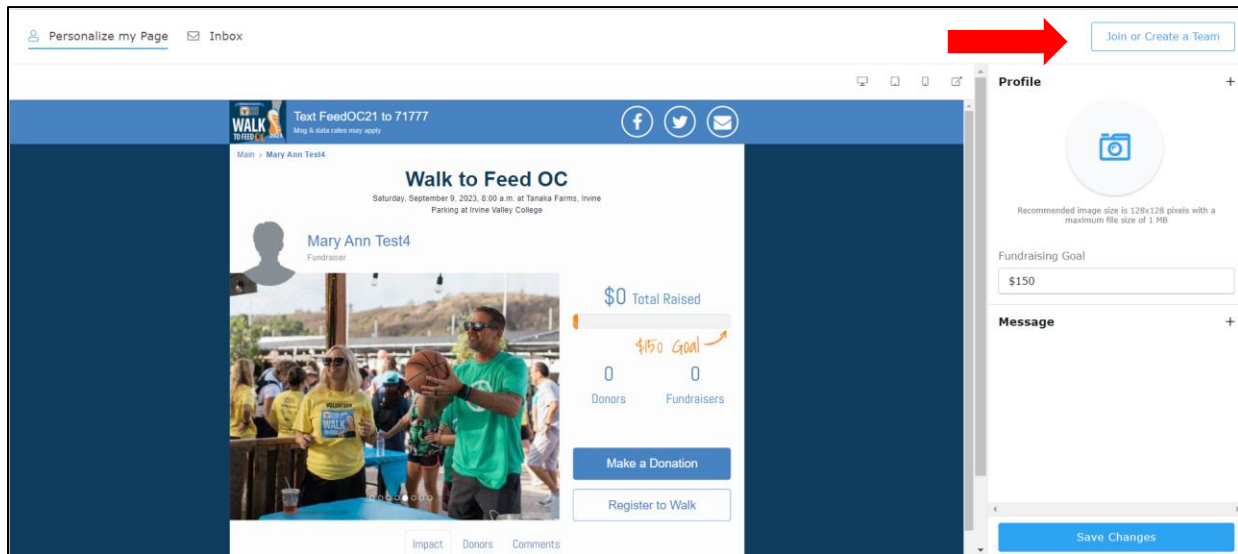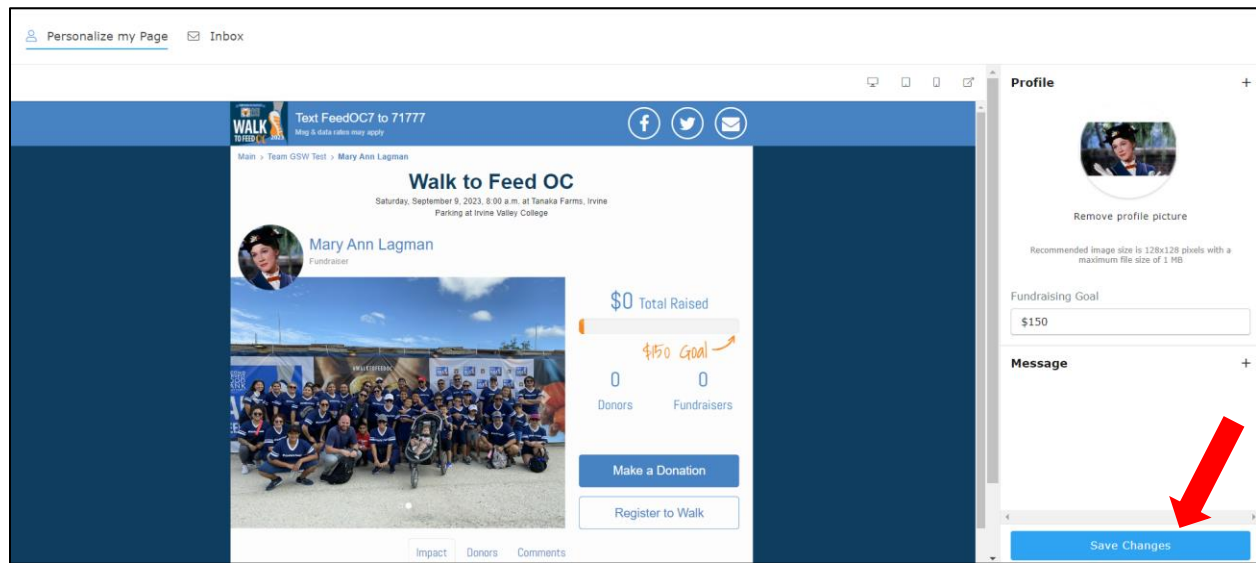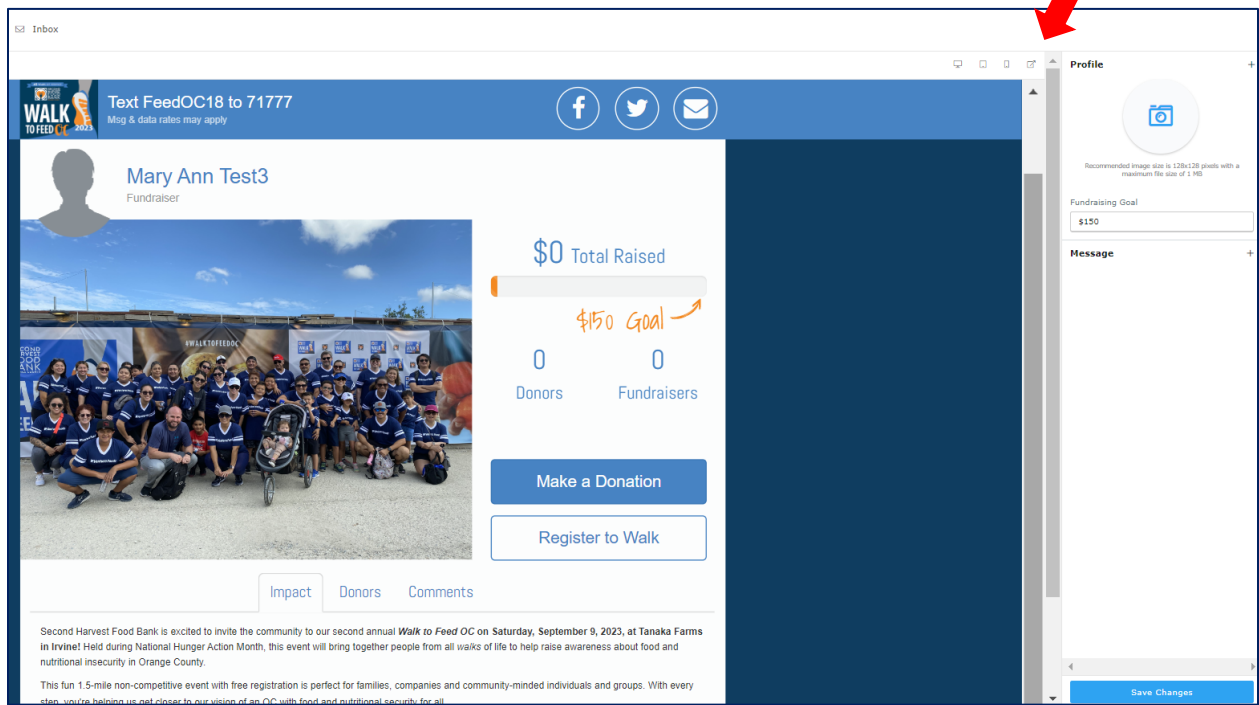- See "Peer-to-Peer Fundraising" below to learn more about utilizing the tools for your fundraising efforts.

6. PEER-TO-PEER FUNDRAISING

- **Utilizing the tools to fundraise**
  - From your personal fundraising page, you can share the social media and email icons (top right) with your network.
    - **Facebook** = Post to your wall to share your personal fundraising page with your network.
    - **Twitter** = Tweet to your followers.
    - **Email** = Email your network to participate in your fundraiser and ask that they forward your message to their contact list.
    - **Instagram** = Share your unique "keyword" at the top of your personal fundraising page (it will say, "Text FeedOCXX to 71777") on Instagram so people can "text to donate." (Generally, Instagram doesn't allow links on posts or stories, so make sure to add the link to your bio.)
    - **Text =** Share your unique "keyword" at the top of your personal fundraising page (it will say, "Text FeedOCXX to 71777") so people can text to donate.
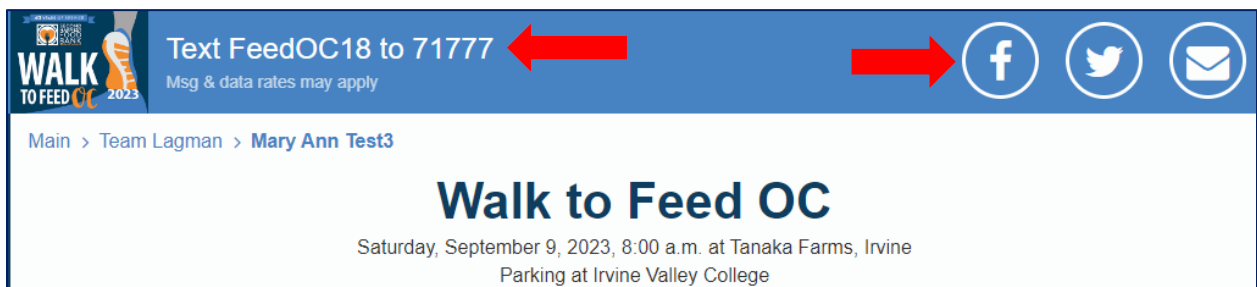
○ If accessing the Walk site from your phone, you'll be able to directly text your friends/family and they will be directed to your personal fundraising page to donate.
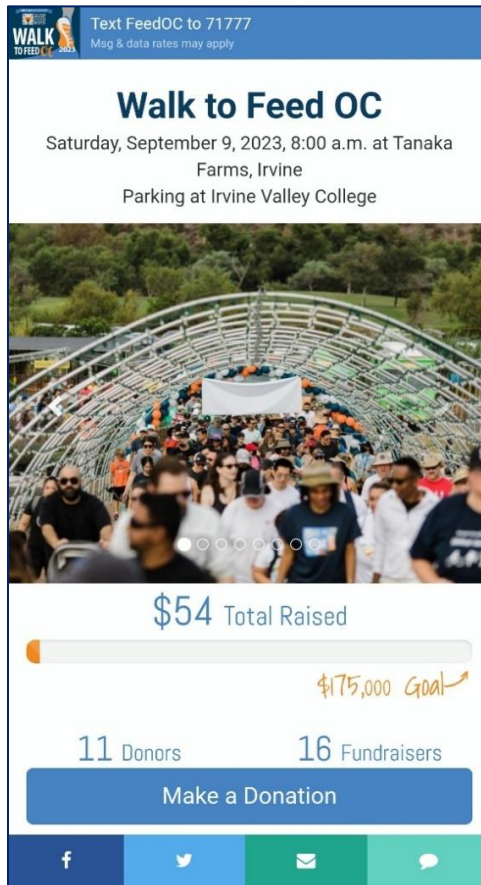
○ Funds raised by your family/friends will be accounted for on your page and will contribute to your fundraising goal.
○ For example, if emailing your friends to support you, they will be directed to click your unique URL and their gift will be directed to supporting YOU!
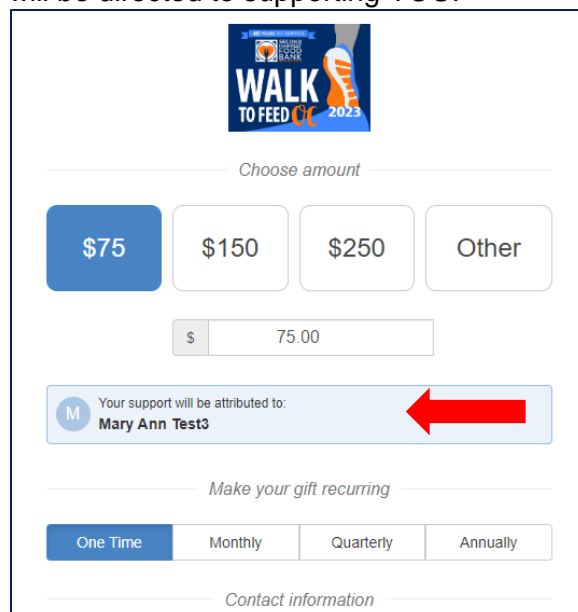
o You can see who has supported your efforts by clicking the "Donors" tab.

- **Incentives**

FUN *WALK TO FEED OC* INCENTIVES!!		
Any individual walker/fundraiser who raises **$150** will receive a Walk to Feed OC t-shirt. Incentives beyond that are based on whether you have minor children associated with your registration.		
LEVEL	**REGISTRATION W/ CHILDREN**	**REGISTRATION W/OUT CHILDREN**
$250	1 adult shirt + up to 4 kids shirts	1 adult shirt + 1 pair of Walk socks
$500	All of the above + 1 Walk hat	All of the above + Walk hat
$750	All of the above + 1 Walk insulated water bottle	All of the above + Walk insulated water bottle
$1,000+ (Top 25 Fundraisers*)	Second Harvest Swag Bag and pre-Walk celebration breakfast for 2 in our Champions Circle! *Qualification cut off 9/8/23 by 10:00am	

o Parent/child example = If you are registered along with your 15-year-old son and 10-year-old daughter and would like to earn t-shirts for all three of you, then a total of $250 would need to be raised on the adult's fundraising page
o **Top 25 walkers/fundraisers who raise over $1,000** will receive a Swag Bag!
o * All incentives will be distributed at check-in day-of the Walk.
o There is no minimum amount to fundraise in order to participate in the Walk to Feed OC; however, all fundraising efforts will be a great benefit to the food bank and community.

1. **What is the *Walk to Feed OC* and who is Second Harvest Food Bank?**

   At [Second Harvest Food Bank](), we envision an Orange County with food and nutritional security for all. We accomplish this in collaboration with our partners by providing dignified, equitable and consistent access to nutritious food, creating a foundation for community health.

   Presented by Ralphs Grocery Company and Food 4 Less, this annual event held during Hunger Action Month will bring together people from all *walks* of life to help raise awareness about nutritional and food insecurity in Orange County. Anticipating 2,000 walkers with a goal of raising $300,000, this is a free, fun event to engage families, companies and community-minded individuals and groups.

2. **How long is the course and is it a competitive race?**

   The Walk to Feed OC is not a race nor is it a competitive event. It is a walk that is intended to bring community members together to learn more about the work of Second Harvest Food Bank and raise awareness and funds to ensure food and nutritional security for all in our community. The course is approximately 1.5 miles through the fields at Tanaka Farms.

3. **Where is the event located?**

   Tanaka Farms, 5380 3/4 University Dr, Irvine, CA 92612

4. **What time does it start?**

   Check-in begins at 8:00am, Opening Ceremonies at 9:00am and the Walk to Feed OC begins at 9:15am.

5. **Where is parking?**

   Parking will be available at Irvine Valley College 5500 Irvine Center Dr, Irvine, CA 92618, with shuttle service to Tanaka Farms. Maps from Tanaka Farms to IVC will be provided. Premiere and select sponsors will have special parking passes for Tanaka Farms.

6. **Can I bring a stroller or wagon for my kids?**

   Yes; however, it is not completely smooth ground so anticipate some bumps along the way!

7. **Is the route wheelchair/handicap accessible?**

   Yes; however, it is not completely smooth ground so anticipate some bumps along the way!

6. **Can I sign-up day of?**

   Yes; however, we strongly encourage early registration especially for those interested in fundraising.

We have a lot of fun incentives when certain levels are achieved.

7. **Will there be food?**

Yes, food trucks/vendors will be on-site and food will be available for purchase.

8. **Are restrooms available?**

Yes, there are porta-potties and handwashing stations in several locations around Tanaka Farms including the Walk route.

9. **Can I bring my dog?**

With the exception of service dogs, absolutely no dogs or other animals are allowed at the event. Thank you for understanding.

10. **I have other questions – who at Second Harvest can I talk to?**

Please email Walk@FeedOC.org and we will be happy to help you.