2022 KIDNEY WALK at the DETROIT ZOO
SUNDAY, MAY 15, 2022
The Detroit Zoo | Royal Oak, MI

Frequently Asked Questions
RAISING MONEY THROUGH THE KIDNEY WALKS

Q: Do I need to raise money?

A: The Kidney Walk is a fundraiser. The money raised through the Kidney Walks directly supports the mission of the NKFM and the more than a million adults in Michigan with kidney disease. With the money raised from the Kidney Walks each year, the NKFM is able to accomplish many goals, including the following:

- Educate thousands of school aged children about the benefits of good nutrition and physical exercise, with the goal of preventing or delaying kidney disease
- Help thousands of adults to live healthier lives
- Provide direct services to those living with kidney disease
- Send kids with kidney disease to our Kids Camp

Q: Is there a minimum donation or pledge goal I must meet?

A: All Kidney Walk at the Detroit Zoo walkers over the age of 12 must raise $50. Walkers ages 3-12 must raise $15. This fee includes parking and zoo admission.

This minimum expectation will be applied to the total raised by each walker and will ensure that the most funds possible will go directly to the NKFM’s programs and services.

Teams can raise money together to cover the minimum registration fee for all team walkers.

Q: Can children participate in the Walk? Do they need to raise money?

A: The Kidney Walk is a family event for all ages and everyone is invited to participate. The minimum donation expectation for the Kidney Walk at the Detroit Zoo applies to children ages 2 and above. With help from an adult they have the potential to be great fundraisers!

REGISTRATION INFORMATION

Q: Do I have to register?

A: We ask all walkers, regardless of age, whether walking individually or as a team, to register online prior to the Walk. This will help us in planning for the best Kidney Walk experience. When you register online, you are automatically assigned your own personal walk page which is designed to facilitate your fundraising efforts.

Q: How do I register for the walk?

A: Register at www.kidneywalk.org/detroitzoo
Q: I walked last year. Do I have to sign up this year?
A: Yes, but the registration site will remember your username from last year when registering. You will need to enter your password from last year, and your personal profile information from last year will appear. Having registration issues? Contact Karen Miller by email kmiller@nkfm.org

Q: I don’t have a computer. How can I register?
A: Call the NKFM at (734) 222-9800 and we will register you.

Q: Is there a deadline to register?
A: You may register online at www.kidneywalk.org/detroitzoo through Wednesday, May 11.

Note – credit card donations can be made after registration has closed. Please bring a copy of any donations made after the close of registration with you when you check in so you get credit for these donations at that time.

TEAM UP

Teams are made up of two or more. Corporate Teams are comprised of co-workers, vendors and other company employees. Family and Friends teams can include family, friends and neighbors. Dialysis teams include patients and unit staff.

Q: How do I join/register a Team?
A: All you need is two or more walkers and a team name. The Team captain must register first to establish the team and then team members may join. Register by visiting www.kidneywalk.org.

Q: How do I join a team?
A: To join a team go to www.kidneyalk.org/detroitzoo. Click the button on the left hand side of the page – Register - and follow the instructions.

Q: What if I have already registered as an individual and want to join a team?
A: If you have already registered, please contact Karen Miller by email kmiller@nkfm.org or phone (734) 222-9800.

Q: Are team members eligible for prizes?
A: Each team member who individually raises $100 or more will be eligible for prizes including a Kidney Walk T-shirt. Those raising $250 or more will be eligible for other prizes depending on the level they achieve. Walk T-Shirts will be available for pick up on the day of the Walk.
Q: Can I send in pledges for the entire team?

A: Yes. If you wish each team member to receive credit for a portion of the donations, please indicate the name and amount on the Walk Collection Envelope. If the pledges are for the overall team, please indicate that on the Walk Collection Envelope and they will be credited to the team as a whole.

Q: How can I see who is on my team?

A: Log in to your personal page dashboard, and click on the “My Team” tab. This will list all registered members of your team.

FUNDRAISING

Q: How can I get a brochure and Walk collection envelope?

A: Please call Karen Miller at the NKFM at (734) 222-9800 to obtain Walk materials.

Q: Is my information, as well as that of my donors, safe?

A: The www.kidneywalk.org website and its provider have made every effort to protect your information. We use Veri Sign Trusted to ensure that your password, personal information, and your donors’ personal information travel securely over the Internet.

Q: Are donations tax-deductible?

A: Donations are tax-deductible as allowed by law. Unless otherwise specified, donations of $50 or more will receive an acknowledgment letter.

Q: How do funds raised at the Kidney Walk benefit the National Kidney Foundation of Michigan?

A: Almost ninety cents of each dollar raised benefits the NKFM’s prevention programs and patient services. For information on the programs and services the NKFM offers to the people of Michigan, visit the Patient Services, Communities & Families, and Kids & Teens sections of our website.

Q: Who can donate to me?

A: Anyone. Walkers can sponsor themselves. Ask friends, family and co-workers to support your efforts.

Q: How can donors support me online?

A: They can make a credit card donation online by visiting your personal page. All online donations will receive a confirmation/receipt of their donation.
Q: What is a Matching Gifts program?

A: Many companies match employees’ charitable donations through a Matching Gifts Program. This is a great way to double donor’s gifts and increase your fundraising efforts. Ask your donors if their company has a matching gifts program. Please check out the Matching Gifts link for more information.

Q: Where can I get a pledge sheet?

A: Find the Helpful Materials link on the Kidney Walk webpage. This is a great way to keep track of your donors.

FUNDRAISE ONLINE

Q: How can I Fundraise Online?

A: Once you register online, you can access your personal page by using your password. This page is a quick and effective way to reach out to your friends and family to ask them to support your walk efforts. Customize your page with a personal message, photos or video and email. It’s a great way to offer donors the immediate opportunity to support your efforts by making a credit card donation online. On average, walkers who ask for donations by email raise eight times more than walkers who don’t use email for their fundraising efforts. The personal contacts you upload will not be accessed by Neon Fundraise nor NKFM staff. It is only available for you to use as a fundraising resource.

Q: Is my personal page private or public?

A: By default, a personal page is public, which means your name will appear in the participant search list and anyone accessing the site will be able to support you. If you don’t wish to have your name on the participant search list, you will need to set your page to private and only people you personally invite will be able to support you.

Q: How can I fundraise through Facebook?

A: First, make sure you are registered for the Kidney Walk. If you are not yet registered, visit kidneywalk.org/walks to register for a Walk near you.

To start fundraising, go to kidneywalk.org and log in to your personal account

Once you log in, go your Walk Center
In the Walk Center, clock the “Go Social” tab
In the “Social” tab, click “Facebook Fundraiser”
In the “Facebook Fundraiser” section, click “Create a Facebook Fundraiser”. Note this will open a new Facebook tab
Follow the prompts to set up your Facebook fundraiser
You can also download the Kidney Walk app for your phone. Search “Kidney Walk” in the App Store or Google Play store. Log in with your Kidney Walk username and password.
Become a fan of the NKFM on Facebook to hear the latest walk news. Please visit www.facebook.com/KidneyMI. There are also Facebook pages for each of the Kidney Walks, which can easily be accessed by searching for the name of the Walk when logged into your personal Facebook account.

**FUNDRAISING HAS ITS REWARDS**

**Q: Are there prizes?**

**A:** Stay tuned for the 2022 Incentive Information!

**PLEDGE COLLECTION**

**Q: Who should the checks be made payable to?**

**A:** National Kidney Foundation of Michigan or NKFM

**Q: Where can donations be mailed to?**

Kidney Walk at the Detroit Zoo  
National Kidney Foundation of Michigan  
1169 Oak Valley Dr.  
Ann Arbor, MI  48108

When sending in donations (no cash) please include a note indicating who should receive the credit (walker or team) for the donation(s). Upon receipt, the NKFM will add them to the walker or team as designated.

**Q: Do you have receipts I can provide to my donors?**

**A:** Yes. Those can be found under the helpful materials link.

**Q: Can I turn in my donations prior to the day of the Walk?**

**A:** We recommend turning in your pledges prior to the day of the Walk. This can be accomplished by:

- Mailing donations to NKFM. Please include a note indicating who should receive credit for the donation(s). You can mail them in as you receive them. It’s not necessary to send them altogether.
- For Kidney Walk at the Detroit Zoo only. Turn in donations at one of the Bank Days held prior to the Walk. Bank Days are usually held about two weeks prior to the Walk. Not only can you turn in your donations but you can pick up admission ticket(s) and Kidney Walk T-Shirts voucher(s). Please visit the Kidney Walk at the Detroit Zoo: www.nkfm.org/walks for dates and locations.

*Team Captains – It’s recommended you collect your team members’ cash and checks donations and turn them in prior to the Walk. Bank Days are ideal for facilitating this and will eliminate the need for you and your team to check in the morning of the Walk as you can also pick up admission tickets and Kidney Walk T-Shirt vouchers to distribute to team members prior to the day of the Walk.*
WALK DAY HAS ARRIVED. WHERE DO I GO?

Pre-Registration

If you have pre-registered online, please check in at the Pre-Registered Check-In tent. At that time, you will receive your admission ticket (for Kidney Walk at the Detroit Zoo only) and your Kidney Walk T-shirt voucher (for those raising $100 or more).

Check-In Exception – Kidney Walk at the Detroit Zoo only. The only exception would be for those who attended the Bank Days. Those walkers don’t need to check-in as they received their voucher, if applicable and admission ticket ahead of time. If you are one of these walkers please proceed to the start of the Walk to enjoy the festivities.

If you:

- Have donations of checks and cash? Please turn them in using the Walk Collection envelope. The NKFM will have a list of your online donations which we will confirm at the time you check-in.
- Did all of your fundraising online? We will confirm your online donations at the time you check-in.
- Once you have checked in – enjoy the festivities and get ready to walk!

Day-of Registration

- Those who did not register online or missed the registration deadline, visit the Day-of Registration tent.
- Complete the Walk Collection envelope.
- Present your donations.
- At that time you will receive your admission ticket, and if applicable, and Kidney Walk T-shirt voucher (for those raising $100 or more).
- Once you have checked in – enjoy the festivities and get ready to walk!

EVENT DETAILS

Q: What time does check-in and the Walk begin?
A: Check-in begins at 7 a.m. and the Walk festivities begin at 7:30 a.m.

Q: What happens if it rains? Will we still walk?
A: The Kidney Walk is a rain or shine event.

Q: How long is the walk?
A: It’s approximately one mile in length and is a marked, non-competitive route.
Q: Are there maps of the Walk route?

A: The routes will be clearly marked with signs. In some cases, maps are available Walk day.

Q: Are there restrooms?

A: Restrooms are located throughout the Detroit Zoo.

Q: Will food and beverages be provided?

A: Food and drinks available for our generous sponsors as well as dialysis friendly food in the Champions Tent. The Detroit Zoo will have a variety of snacks and beverages available to purchase as well.

Q: Are strollers allowed?

A: Yes.

Q: Can I bring my dog?

A: Due to the high volume of walkers, we ask that you not bring your dog. Dogs are NOT allowed at the Kidney Walk at the Detroit Zoo with the exception of service dogs.

Q: Will photographs be taken?

A: Yes, all of our Kidney Walks are held at public locations and therefore photography and videography is allowed. The NKFM will be taking photographs and videos of our events to be used on social media, print media, websites, etc. These photographs and videos are used to further support our mission by promoting future events, educating the public about kidney disease, and letting people know of the programs and services offered by the NKFM. By attending the event, you consent for us to use a photo and video you may appear in. Thank you for helping us further our mission!