

WALK FOR HOSPICE VIRTUAL TOOLKIT



2020 Virtual Edition

presented by
BROWN BROTHERS HARRIMAN

Walk for Hospice Toolkit

You have taken the first step in the Walk for Hospice!
Congratulations!

Inside this toolkit you will find information about the Walk,
fundraising tips, and other resources to make your **virtual** Walk a
success!

So, whether it's your first Walk or your 33rd, we hope that you will
find the same inspiration that we see in you every day.

What's inside:

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Welcome!

We are so excited that you have joined us for the Virtual Walk for Hospice! The Walk will look different this year, but, like you, we are committed to providing the best in hospice and palliative care to patients and their loved ones in Massachusetts.

We have prepared this toolkit to give you more information about the Walk, and to provide you with tips, resources, and inspiration to make this Walk a memorable one. Love knows no distance, and our loved ones are here, with us, guiding our steps as we continue onward. Through our memories, we draw comfort and inspiration from those who walked before us. Through the Walk for Hospice, we can honor our loved ones and ensure that others have the resources they need to navigate this difficult journey.

Walk on,

A handwritten signature in blue ink that reads "Patricia Ahern".

Patricia Ahern, RN, MBA, FACHE
President and CEO and Walker

"I'm walking to support Care Dimensions so that any family going through a loved one's serious illness can get whatever they need without accumulating bills," "I want families - and myself, when the time comes - to enjoy the benefits of hospice without the worry of financial stress."

Captain's Corner



You've stepped up to lead a team in the Walk this year! Whether it's your first Walk or your 33rd, you have taken an important step in ensuring that comprehensive, compassionate care is available for everyone, regardless of their ability to pay.

This year's Walk will look different, but you can bring your team together to create a meaningful Walk to honor loved ones and celebrate lives well lived.

Check out these suggestions to involve your team in the Walk!

- Encourage team members by texting, emailing, calling, or by dropping them a note in the mail.
- Host a virtual or physically-distant pep rally among your team members – encourage friendly competition by challenging each other to dress in themed attire!
- Spread awareness and ask for donations using a variety of channels – email, phone, text, and social media.
- Post updates of your team's progress to your social media pages or send periodic email updates

"People hear the word "hospice" and assume that means the very end of life or giving up, but Care Dimensions truly enhanced Grampy's life and allowed him to live independently doing the things he loved until the day he died. He was never a burden and remained the grandfather we all knew and loved. We will be forever grateful."

Your Impact

Donations to the Walk for Hospice provide vital resources to ease the burden on patients and their families. Whether it's \$5 or \$500, every donation makes the road a little easier for those navigating this journey.

Every step taken and dollar raised in the Walk for Hospice helps Care Dimensions improve the lives of patients and their families by providing the best, most compassionate, hospice and palliative care. Your donation to the Walk for Hospice makes a difference every day by supporting the following programs and services.



Providing expert and compassionate hospice and palliative care.



Need-based grants to patients for things such as groceries, rent, and utilities, that improve quality of life but are not covered by insurance.



Music Therapy



Education for staff, volunteers, and the community



Specialized bereavement and support resources for individuals of all ages as they grieve the loss of a loved one.



Pet Therapy

"I wanted to remember my friend and do something positive in her memory, so I thought, "What better way than the Walk for Hospice?"

Planning your Walk

1. Spread the Word to team members, friends, family, and past and present donors.

- a. Inform folks that the need for support is more important than ever. While we cannot gather as a large in-person group at St. John's Preparatory School, walking your own route, anytime before September 27th is a wonderful way to participate!
- b. Ask team members to register at CareDimensions.org/Walk and to join our Facebook group at <https://www.facebook.com/groups/WalkForHospice>.

2. Decide what your Walk will look like.

- a. Where will you Walk? Do you want to walk in your neighborhood, near the team captain's house, a centralized location, or at a location that has a special place in your heart?
- b. Will you walk on sidewalks, paths, a trail, a treadmill? Is everything accessible for all members of your party?
- c. Who will be included?
- d. Will you have a post-walk gathering, such as a brunch, backyard BBQ, potluck, or pizza party? Where will this gathering be held?

3. Consider Physical Distancing

- a. First and foremost, we want all of you to be safe. Please only invite those you are comfortable with to join you.
- b. If you have a big group, consider doing a staggered start, mini group Walks or a walk over video chat.

"Care Dimensions consistently embraces the most seriously ill patients and their loved ones with compassion and care during the most difficult of days, we are proud to support its efforts to provide the support that families need, whether it's today or in the future."

Your Personal Walk Day

Although the Walk will look different this year, you can still make this year's Walk a meaningful event.

Make the Walk your own by doing the following:

- Design t-shirts for your family or team. Nothing identifies a group more easily than a uniform!
- Make posters or signs to carry with you during your Walk. Better yet, hold a virtual "party" and make signs together.
- Don't forget snacks! Fill your "snackpack" with your favorite treats. And don't forget the coffee!
- Walk a route or distance that is meaningful for you. For example, if your loved one was born on July 15, consider walking 1.5 miles. If you are walking in honor of multiple people, dedicate a certain distance of your Walk to each of them.
- If members of your group are in different locations, send pictures to each other or post updates on social media as you walk along your respective routes.
- And finally, don't forget to tune in to your Walk for Hospice Celebration on Sunday, September 27 on our Facebook page, www.Facebook.com/CareDimensions.
- Mail offline donations to Care Dimensions, Attn: Walk, 75 Sylvan Street, Suite B-102, Danvers, MA, 01923.

However you walk, we ask that you abide by CDC, state and local regulations concerning physical distancing, open spaces, and hygiene.

Donations

How can people make donations?

Online: Credit card donations are accepted at caredimensions.org/walk. Donors can donate by going directly to your Walk page or by searching for your name on the Walk site. If you link your Walk Participant Center to Facebook, your friends can donate through a Facebook Fundraiser.

Cash and Checks: Checks can be made out to Care Dimensions. To ensure proper credit, make sure that your name is included in the "Notes/Memo" line. Mail to:

Care Dimensions, Attn: Walk for Hospice
75 Sylvan Street, Suite B-102
Danvers, MA 01923

Cash can be dropped off at our Danvers office at the address above, M-F 8 am to 5 pm.

Use these steps for fundraising success!

BE A TRAILBLAZER: sometimes the first donation is the hardest. Inspire your donors by being a trailblazer and donating to your page.

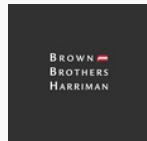
SHARE YOUR STORY: every Walker is unique. We all have our own stories to tell about why the Walk is important to us. Update your Walk page with your story and upload a photo.

GET SOCIAL: Set up a Facebook Fundraiser through your Participant Center and your friends can donate seamlessly through Facebook. If you use other social media sites, post a link to your Walk page and tell your network about why you are Walking.

ASK, ASK, ASK: Reach out to your friends, family, neighbors, and coworkers to let them know about your mission. People will surprise you with their generosity. We know that this is a challenging time for all of us. If someone can't donate, ask them to cheer you on and share your efforts with their own networks.

Stuck? Need some help? Contact us at
Events@CareDimensions.org or at 978-223-9787, or message us on Facebook and we will be happy to help!

Thank you to our Sponsors!



BrooklineBank

Print this sign to hold in your photos or carry along during your Walk! Write your team name or the name of your loved one(s) name at the bottom of the page.



Thank you!

No matter your path, we are both humbled and excited that you have chosen to include the Walk for Hospice on your journey. You are an important part of this event, and your efforts help us to ensure that everyone's walk of life concludes with peace, love and dignity.

We wouldn't be here without you!

Contact Us

If you need help, feel free to contact us!

By Phone: 978-223-9787

Email: Events@CareDimensions.org

