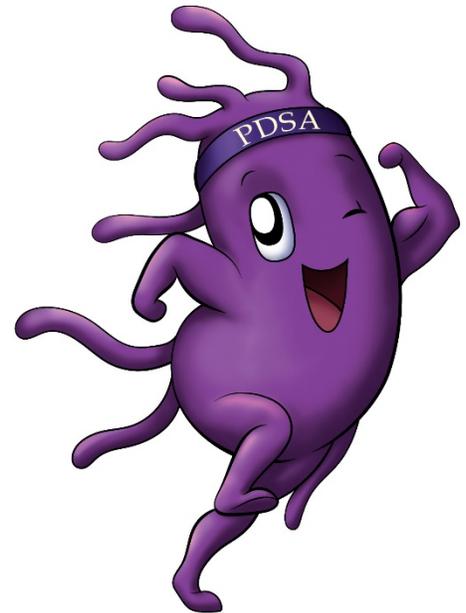


2020 **Virtual** Pump It Up For Platelets!

Champion Guide: Walk Your Way

COVID-19 may continue to keep us physically distanced, but at the Platelet Disorder Support Association we remain committed to bringing our ITP community together – wherever you are! ITP does not pause, and neither will we. So, get out your purple gear and put on your walkin' shoes. It's time to Pump It Up For Platelets!

Join us throughout the month of September as we come together as a community of hope, sharing our journeys, raising awareness and keeping our momentum in the fight against ITP strong during these unprecedented times. **Walk, run, bike or any other activity whenever it's convenient for you - on any or all days throughout September!**



It's Easy to Participate!

1. Register as a participant and set up your personal fundraising page.
2. Create a team – be creative, inspirational and fun!
3. Invite others to walk and fundraise from their location.
4. Print our Walk Location Bib, take photos of your team and share them with us by email to share@pdsa.org or on social media using **#VirtualWalkITP**.
5. Need help or have questions? Contact Jody Shy at jshy@pdsa.org.



PLATELET DISORDER SUPPORT ASSOCIATION

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All proceeds benefit PDSA programs & research.

2020 Virtual Pump It Up For Platelets!

Tips for Success

Celebrate You!

Your courage, your strength, your journey. Whether it's a walk around the block, jog on the beach, ride through the park, or a stroll from your kitchen to the living room, put on your finest purple gear and show us how you're celebrating by using [#VirtualWalkITP](#) on social media to share photos and videos or by emailing us at share@pdsa.org.

Check out last year's events in [Beloit, WI](#) and [London, ON Canada](#) for some inspiration!

Fundraise if you can

Register and take advantage of your online fundraising center! Post photos and share your story and what Pump It Up For Platelets! and PDSA mean to you.

Build your team

Challenge your friends and family to join you in raising awareness and building a support community. We're going virtual, so anyone from anywhere around the world can join your team.

Start a letter-writing campaign

Share your story, your personal Pump It Up For Platelets! goals and why supporting the Platelet Disorder Support Association is so important.

Reach out to someone you know living with ITP

These times of uncertainty can be even more isolating than walking the ITP journey alone. Stay connected, stay strong and spread hope for brighter days ahead.



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Ideas for Team Captains

Rally your team

Keep your team feeling connected to each other and the cause. Host virtual meetups (use apps like Zoom and Skype; video call functions on social media platforms; or FaceTime) to talk about fundraising updates and tips, what you'll do for the day of the Walk and more! Invite guest speakers to join your meetups – from engaged donors to someone with an inspiring ITP journey.

Build your team

There's still plenty of time. Challenge your friends and family to join you!

Create a Facebook group

Give your team a place to encourage each other, share information and stay connected.

Virtual Fundraising Ideas

Social Media and Email

- **Facebook Fundraising**
Share your fundraising page to Facebook.
- **Fundraising Link in Emails**
Remember to include your fundraising link on all outgoing emails, and texts. Also, re-record your voicemail to include a mention about Pump It Up For Platelets! and a request to contact you about donating.
- **Share on Social Media**
Ask friends to share your posts on social media and forward your emails.

Online Activities

- **Donor Incentives**
Offer donor incentives. For each \$50 donation, post a goofy video of you dancing in honor of the donor; for each \$20 donation post a thank you with the donor's name in your window; or, for each \$10 donation send a handwritten thank you to your donor.
- **Virtual Dinner Party or Wine Tasting**
Send participants a link to a virtual party once they donate to your fundraising page. Everyone can bring their favorite dish or wine and share why it's their favorite

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- **Netflix Party**
Host a Netflix party. Use the new [Netflix Party browser extension](#) and rally your teammates, friends and family to watch a movie together. Incorporate a fun game, too! For example, every time the word “walk” is said in the movie, everyone donates \$1 to your team.
- **Lip Sync Battle**
Encourage team members to record videos of themselves singing and then submit the videos to you. You then set a time to showcase all the submissions and let donors vote on their favorite with their donation dollars. The person with the most donations wins! Variations of this event include a pet photo or kid photo contest.
- **Virtual Candy-Grams**
Use a talent you have such as singing, playing an instrument, magic, or reading a children’s book, to deliver virtual candy-grams to friends and family stuck at home.
- **No-bake Bake Sale**
Host a no bake, bake sale. Have people donate what they would spend on making baked goods for a sale. Instead of baking, they donate to you.

Around Your House and Neighborhood

- **Grocery Pick-up or Delivery**
Offer to deliver or pick up groceries in exchange for donations to your fundraising page.
- **IOUs**
Offer “IOUs” for future things such as dinners, errands, chores, cleaning services, or crafts in exchange for a donation.
- **In-Home Scavenger Hunt**
Make a list of everyday objects you and your friends might find at home (a purple highlighter, purple shirt, purple nail polish, etc.). If someone doesn't have an item on your list, they can donate to bypass the item and move on to the next. Whoever gets through the list fastest gets a special written thank you message.
- **Purple Ribbons**
Cut purple ribbons and sell them to your friends and family. You can either mail the ribbons to donors or offer to hang them in your window with their name printed on them. Don’t forget to post photos to [#VirtualWalkITP](#).
- **Note for Your Neighbor**
Let your neighbors know you are participating. Leave a note in their mailbox and ask them to join your team and donate.

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Event Day Ideas

- **Video Testimonial**
Create a short video testimonial and post it on social media. Let everyone know why you're fundraising and why Pump It Up For Platelets! is important to you.
- **Use the Hashtag**
Post and share videos and photos using [#VirtualWalkITP](#).
- **Group Video Call**
Just because you can't meet in-person, doesn't mean you can't hang with your team! Use apps like Houseparty or Zoom to have a group video call. Take pictures and share using [#VirtualWalkITP](#) to show everyone your team spirit!
- **Quest with Prizes**
Start a quest for your team. Have a small prize such as a Starbucks gift card for whoever completes the quest first. To complete the quest, your team members must:
 - Personalize their fundraising page
 - Make a self-donation
 - Send an email from their fundraising page to their contacts asking for a donation
 - Share their participation on social media
- **Signs of Strength**
Make signs of strength to show why you're ITPstrong and support PDSA's Pump It Up For Platelets! Post them in your windows throughout the month of September to share with your neighbors and anyone passing by.
- **Make a Playlist**
Create a Pump It Up For Platelets! playlist and connect on the [Rave app](#) to party with your teammates and friends.

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VIRTUAL PUMP IT UP FOR PLATELETS!

WALK YOUR WAY TO ITP AWARENESS!

I'm Pumping It Up For Platelets! in:

