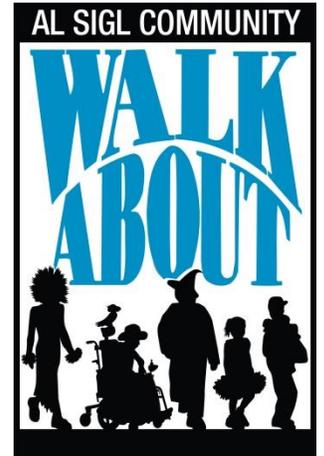


2017 AI Sigl Community WalkAbout Timeline



- Send company announcement letter
- Share event poster in work community spaces
- Create Crowdrise Team Page
- Set team fundraising goal
- Identify walker and donor prospect list



- Encourage walkers to leverage their networks with #WhyIWalkAbout
- Motivate walker fundraising with company recognition/incentive
- Follow-up with any donation leads
- Update Team Page with any photos, video, or offline donations received

Six to Eight Weeks Out

Two to Four Weeks Out



August

September

October



Four to Six Weeks Out

- Recruit company walkers
- Promote fun third-party events supporting Walk with your team
- Send donation requests to prospects
- Make a personal contribution to your WalkAbout page
- **Encourage leadership at work to highlight your company's involvement**

One Week Out

- Share all logistical information for WalkAbout
- Set meeting time at WalkAbout – designate a team photographer for action shots
- Encourage team members to follow up with donation requests
- **Encourage leadership at work to highlight company involvement**