

# FRIENDS OF THE POOR® WALK

## Virtual Walk Event FAQs



In 2020, for the first time, the National Council is offering walk coordinators the opportunity to host their Friends of the Poor® Walk/Run as a traditional event, or as a virtual event. Below are some Frequently Asked Questions about hosting a Virtual Walk.

### What Is a Virtual Event?

The biggest difference between a traditional and virtual walk is that in a virtual event, the walkers/runners participate from the safety of a location they choose. For example, a walker might choose to walk in their neighborhood, along a community path, in a nearby park, at a local school track, or even on their own treadmill.

### Why Host a Virtual Event?

Because of the current pandemic in our country, we are offering a socially distant, safer alternative, to a traditional walk event. A traditional event might have everyone gather for an opening message and prayer, socialization, and then walk together as a group. Afterwards, there might be a drinks and snacks, or even a BBQ for participants to gather together and socialize.

However, with social distancing being so important during the pandemic, we are offering a virtual walk, where everyone participates from their own location, making it a safer alternative.

### Can We Still Collect Money Through the Online Walk Website?

Yes. The walk website will work as it has in the past, with walker donations going back directly to the beneficiary selected by the individual walker, and general event donations going to beneficiary selected by the walk event.

### How Do I Get Walkers to Attend My Virtual Event?

The first thing to do is re-invite all of last year's attendees. If you have hosted a Friends of the Poor® Walk/Run before, you can access previous years' walkers online. Follow the steps provided on the walk website in the "Coordinator Resource Toolbox" under the header "Virtual Event Toolbox" — the document is labeled "Inviting Past Walkers."

In addition to using traditional walk methods to get people to attend, you can use geofencing on Facebook's paid advertising to reach your geographical target audience. Advertising costs with this method start at \$1/day. Please see an additional document in the "Coordinator Resource Toolbox" under the header "Virtual Event Toolbox."