



Fundraise Virtually

The Walk4Hearing is a wonderful celebration that brings our community together! And we are so happy you're with us!

When you participate in the Walk4Hearing, your fundraising dollars support education, advocacy and essential resources for people with hearing loss. By walking with an HLAA chapter or a Walk4Hearing alliance organization, you help us reach even further into communities with programs and support.

Here are some tips to get your fundraising started and to keep your efforts going through Walk Day. Whether you're walking virtually this spring or planning for a Walk Day this fall, there's a lot you can do to support people with hearing loss and keep our community together.

We're here to help you every step of the way!

Get Started

- **Lead by example.** Make a personal donation to show your commitment.
- **Tell your story.** Update your personal and team page to share why you Walk4Hearing. Donors want to know how hearing loss impacts you and your family.
- **Send emails** from your [My Walk Center](#) to ask for support from family and friends.
- **Text your family and friends**, include your fundraising page.
- **Connect your fundraising page** as a [Facebook Fundraiser](#).
- **Benefit from matching gifts.** Find out if your employer has a matching gifts program and invite your co-workers to participate.
- **Tell 5 new people about Walk4Hearing.** Tell them why you participate and ask them to join your team.

Connect Online

- **Host your own online event leading up to Walk Day.** Use a teleconference or video platform to gather supporters who donate \$20 online. Consider a theme like a virtual pajama party, happy hour, dinner, celebrity dress up, or team rally party.

- **Create a 30 second video for social media.** Wear your team t-shirt, ask for support, and post to your channels. Don't forget to include your fundraising page! Topics to cover:
 - Ask them to join your team to support you
 - Share your hearing loss journey
 - Importance of raising awareness for hearing loss
- **Educate supporters and followers about hearing loss.** Tell them what it's like to have hearing loss or what it's like to be a parent or friend of someone with hearing loss. How does this impact your life?

Share a day in your life. Include your fundraising page with videos or photos:

- **Morning hours:** Do you use a special alarm clock or smart watch?
- **School/work hours:** How does technology help you to better communication (CART, caption telephone, Zoom, assistive listening devices)?
- **Dinner hours:** What gets in the way of talking with family at the dinner table? Highlight common communication barriers and how you advocate to increase your access in social settings. For ideas, check out our [communication tip card](#).
- **Evening hours:** How do closed captions help you stay in the loop with important news or your favorite show?
- **Late evening hours:** Talk about how you overcome the challenges of the day.
- **Stay fit while fundraising.** Ask a trainer, yoga, or Zumba teacher you know to provide a virtual workout session and invite friends to participate for a donation.

Get Outside in your Neighborhood

- **Chalk up and decorate your sidewalk.** Leave a collection jar outside for neighbors to show support for your team as they pass by.
- **Coordinate a Walk4Hearing team parade.** Plan a meet-up location, decorate your cars, and drive through the neighborhood to bring smiles to everyone.
- **Have a virtual talent show.** Gather your friends online and perform for grandparents and others you know. Ask them to donate in honor of their favorite performance.

Fun Raise

- **Have a bake sale** and ask supporters to donate \$20 on your fundraising page. Don't forget to include front-door delivery!
- **Challenge your team or friends to find coins in their homes.** Have them add the total in coins they find to their fundraising page.

- **How many miles can you bike, walk, or run?** Set a goal you want to achieve by Walk Day and ask your social media followers to donate. For example, for every donation, you'll bike, walk, or run three miles.
- **Set up an online gallery or silent auction** showcasing several of your own drawings, paintings, or other creations. Kids, ask your parents to help set-up and share your art gallery by email or social media and collect bids via private message.

Use Social Media

Share your activities online and stay connected to our community!

Walk4Hearing Social Channels

Facebook, [Walk4Hearing](#)

Twitter, [@walk4hearing](#)

Instagram, [@hearinglossassociation](#)

Hearing Loss Association of America

Facebook, [Hearing Loss Association of](#)

[America \(Official Page\)](#)

Twitter, [@HLAA](#)

When you post, don't forget to tag us! Include hashtags so your posts are shared even further.

[#Walk4Hearing](#)

[#HLAA](#)

Share your Ideas!

Share your ideas with us and submit photos to walk4hearing@hearingloss.org.