

# VIRTUAL TOOLKIT



## IDEAS TO PARTICIPATE VIRTUALLY



**Walk or run a 5K.** Traditionally the Dash for Donation is a 5K, so keep the tradition going by doing a 5K (3.1 miles) in your neighborhood or on a local trail. Our virtual platform allows you to share your time, so make sure to record and report your time to see how you compare with other runners and walkers!



**Walk, run or bike any distance/anywhere.** Not into going the full 3.1 miles? No problem! Go any distance that suits you and your location. Walk around the block, go for a bike ride or skateboard in your driveway!



**Get pumped up!** Check out these two special playlists created by our race DJ — DJ For All Occasions

Download your race playlists today!

**80'S MIX**

**TOP 40 MIX**

## WANT TO DO MORE?

Walk or run a meaningful distance! Take 35 steps in honor of Lifeline of Ohio's 35th anniversary, or challenge yourself to 8.50 miles, symbolizing the number of lives one organ donor can save (8) and the number that one tissue donor can heal (50).

### Decorate your door or a window at your home.

Show your neighbors why you Dash. Support organ, eye and tissue donation and share your reason for participating by decorating for all your neighbors to see! You can even create a sign to put in your front yard too!

To get started, use one of these coloring pages.

[DOWNLOAD](#)

**Give back.** Do something good for a neighbor or your community and give back!



# AMPLIFY YOUR MESSAGE

Create a Celebration Wall sign. While we can't display them in person this year, we encourage you to submit a sign for our virtual Celebration Wall. Keep an eye on our Facebook page for the album to post on July 11.

Instructions to customize your Celebration Wall sign

[DOWNLOAD](#)

8.5 x 11 template

[DOWNLOAD](#)



## AMPLIFY YOUR MESSAGE, CONT.



**Create your own team t-shirt.** Don't have a team t-shirt? Wear a previous year's Dash shirt or a previous year's team shirt – or any shirt that promotes organ, eye and tissue donation.



**Share social media posts.** Lifeline of Ohio will be posting about the Dash for Donation on our social channels in the coming weeks and months. Be sure to share our posts with your followers and let your networks know why you're participating and why you believe in our cause.

**Create your own sign to use in your video/photos for race day.**

Some examples to get you started

**I WALK IN HONOR OF ...**

**BLANK SIGN**

Even better, check out our [social media asset kit](#) to update your timeline and create your own posts about why you Dash. Be sure to tag us and use #Dash2020 when posting.

## FUNDRAISING

All participants of the Dash have the option to fundraise on behalf of Lifeline of Ohio. While it's not required, you can set a goal for yourself or your team, and share with family and friends!

Your generous contributions will help us to provide bereavement and aftercare services to the families of our organ, eye and tissue donors. You can be confident that your gifts are used with compassionate consideration to best serve those in need.

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# FUNDRAISING,, CONT.

## **These are some of the ways we serve our donor families:**

**Grief Materials** Mailings are sent to our donor families for a two-year duration, and include various grief brochures, journals and other items to support and guide them in their time of mourning.

**Donor Memorial** Lifeline of Ohio offers every one of our donor families the opportunity to have their loved one's name engraved on our Donor Memorial wall; this is one of the many ways we honor our heroic donors and keep their legacy alive. These engravings are funded solely through generous contributions within our community.

**Shadowboxes** Shadowboxes are displayed for donor families to pay tribute to their loved ones and honor the gifts that were given.

**Quilts** Donor families can create a quilt square that tells the story of a generous individual who gave the gifts of life and healing to others.

**Events** Bereavement Services offers a variety of events for donor families throughout the year. One of our most anticipated events is our Donor Family Reception and is an opportunity for families to share, remember and honor their loved one's life with those who have walked a similar path.

**Shawls of Support** The Shawls of Support program honors local organ, eye and tissue donors by providing their families with the gift of a handmade shawl to comfort them in their time of loss. The shawls are made by volunteers, including transplant recipients and donor family members.

**Support Groups** The Bereavement Services team provides monthly group meetings for our families to share their grief experience with one another and offer support. These group meetings take place on an as-needed basis, and as resources allow.

**Lasting Legacy** A memory box is delivered to the funeral home, and includes a suncatcher, donor family lapel pins and bracelets. This can be displayed during the service to recognize the donor's generous gifts.

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A man with a dark beard and mustache, wearing a light blue button-down shirt, is looking upwards and to the left. He is standing in front of a memorial wall. The wall consists of several vertical panels, each with a name engraved on it. The names are listed in a column on the left side of the image.

Dorrie Berkeley McCoy  
Robert N Phillips  
Kenneth R Hampton IV  
Thomas W McClellan  
Daryle Lee Simms  
Tom Milne  
Kimberly JM Liporsak  
Brittany L. Suesse  
Paul H Wiese  
Ashion Corinne Jank  
Dail A. Jodez  
John E. Daburina  
Tony Phillips  
James E. Lacey  
Sarah E. Thomas  
Todd J. Guiner  
Laino Rodney Barnett Jr  
Lauri J Bradford  
Jon H. VanNington  
Richard S. Gibson II  
Matthew Trent Tracker  
Ernest Webster Tubbs  
Jeremy Dean Haines  
Donald H. Hampe  
Bob Forsythe  
Jon C. Reasner  
Michael D. Donnic  
Carolyn Sue Hollowell



## **Here are some suggestions to help you get started on your fundraising journey, while still maintaining social distance:**

**Update your fundraising dashboard** to include your personal reasons for raising money. Share your fundraising link on your social media for friends and family to see, and give directly. Don't be afraid to post it more than once! Let everyone know what your goal is, and how close you are to reaching it.

### **How to update your fundraising dashboard:**

- When you registered for the Dash for Donation, you should have received a confirmation email with the subject "New Fundraiser for Virtual Dash for Donation". This email contains your fundraiser direct link, and the link to update your account.
- When you follow the link to your account settings, you'll be able to update the following:
  - » Fundraiser name (you can change this if you'd rather use a nickname for fundraising purposes)
  - » Custom fundraising URL (change this if you want to make your page easier to find)
  - » Personal message (this is where you can share your personal story, and why you choose to participate in the Dash for Donation)
  - » Fundraiser goal
  - » Fundraising image

**Send letters to friends and family.** Letters are more personal, and you'll have a chance to write a more personal message to someone who may have a special interest in your cause. Make sure you include information about how to give to your fundraiser!

Here's a template to help you get started!

[DOWNLOAD](#)

**Make a pledge to encourage more donations!** Let your friends and family know that if you reach your fundraising goal you'll dye your hair pink, or you'll run double the distance you planned to run during the Dash for Donation. Picking something that's unique to you and has a special meaning can give your friends and family an extra reason to support your cause.

**A true example:** When I was a freshman in college, I participated in a fundraising event for the local cancer treatment facility. I pledged that I would shave my head if I raised \$500 – sure enough, I met my goal! While many of my friends and family wanted to support the cause anyway, I think that some of them just wanted to know if I would go through with it! My pledge encouraged support of the cause, and had a special advantage of representing solidarity with those who experience cancer treatments.

-Natalie Dunn, Development Specialist

## FEELING COMPETITIVE?

We will be giving out awards/prizes to provide incentives to encourage people to be creative and do more! See some of our award categories below.

- Most Spirited Individual/Team
- Most Creative Finish Line
- Best Sign
- Best Video
- Largest Team
- Most Funds Raised
- Best Pet

For team captains, stay tuned for more fundraising incentives and contests leading up to the Dash from our development specialist Natalie Dunn!

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To answer some of your most commonly asked questions, visit our FAQ page at [dashfordonation.org/FAQ](https://dashfordonation.org/FAQ) or contact us at [dash@lifelineofohio.org](mailto:dash@lifelineofohio.org) or 614.384.7375.

