



PARTICIPANT TOOLKIT

Thank you for committing to being a part of the 2020 Virtual Walk Against Hate! We want you to make the most out of your participation in this year's event, so we have included several resources to help you grow your team, raise your visibility, and make a difference in the fight against hate. If you have any questions, please e-mail walkagainsthate@adl.org and be sure to share with us how you're speaking out against hate by using **#WalkAgainstHate**. "See" you on the 18th!

Print-at-home collateral

Use our posters in multiple designs to show why you Walk Against Hate! Click [here](#) for 8.5x11 and [here](#) for 11x17.

Social media templates

We've put together a few posts [here](#) to get you started promoting the event, ADL, and how someone can get involved!

Education plan

ADL's Education team has put together an engagement plan for schools which we are excited to present to you [here](#) as well. Offering guidance on learning, ways to educate your family about various types of discrimination, and providing a pathway to understanding – this plan is a fit for anyone who wants to learn more about how to fight hate from home.

Ways to Speak Up, Share Facts, and Show Strength

This may be the tenth annual (and first virtual) Walk Against Hate – but there are so many more ways to participate than just walking! Below are a few suggestions if you'd like to consider alternate ways to fight hate for good with us.

Speak Up – This is the perfect opportunity to show your friends, families, and coworkers what you care about – fighting bigotry, bias and bullying wherever it may appear.

- Start a book club
- Have a discussion group with your friends or colleagues
- Print out a Walk Against Hate Poster and display it in your window or another prominent location

Share Facts - With misinformation abounding online; now is the time to share the truth about the insidiousness of hatred - by calling out bigotry on social media, holding others accountable to their values, and countering hate speech with good speech.

Show Strength - ADL knows we are stronger together. Over the month of October, and particularly the week of October 12th, this is your chance to join with participants across the country in a show of strength. This could mean walking (safely!) with neighbors, hosting a meetup with friends to discuss how you can directly impact the fight against hate, or showing solidarity with communities across the country by posting why you have committed to fighting for justice and equality for all.

Fundraising Tips and Tricks

Thank you for participating in ADL's Walk Against Hate! It is because of partners like you that we are able to continue to carry out our work fighting antisemitism, racism and all forms of hate. Please see below for some tips and tricks we've developed to help you make the most out of your fundraising page.

Register as a team captain.

- Your team can be any size! From a couple of neighborhood friends to dozens of co-workers – every team formed is critical in the fight against hate.

Set a team fundraising goal.

- Having something to work towards means your team will have an achievement to celebrate on October 18th!

Consider making a personal donation to kick things off.

- By setting an example, you are letting your supporters know that this cause, and this Walk, are important to you.

Recruit participants.

- Think about who would join you as you walk for equality and justice—friends and neighbors, relatives, colleagues, members of your civic or religious community

Kick-off your team-building with a personal note - let everyone know why you are walking!

- Everyone has their own reason for standing up to hate. What's yours?

Fundraising Tips and Tricks

Post on social media about why YOU Walk Against Hate. Don't forget to use #WalkAgainstHate.

Customize your personal page.

- Your page includes language, but it's even better to add your own photos, videos, and text to tell people why you're walking. Let everyone know they're not just supporting the fight against hate, they're also supporting you! It doesn't have to be long, just authentic.

Ask your network to consider supporting your campaign.

- Don't be afraid to try different ways of asking. It takes an average of 3-5 asks for someone to donate, and some people respond better to texts, e-mails, phone calls, in-person requests. See what works!

We have included a sample email [here](#).

Thank your donors.

- All it takes is a mention on Facebook, an appreciative text, or a shoutout amongst friends to let your donors know how much you value their support.

Incentives

- Remember – not only does fundraising advance ADL's work, it also makes you eligible for some great prizes!
 - \$50 – Walk Against Hate bandana
 - \$150 – 2020 Walk Against Hate t-shirt (post-event)
 - \$500 – Limited Edition Walk Against Hate mug