



PRESENTED BY
GEICO
MILITARY

HEROES WALK TO FLY



VIRTUAL EVENT TOOLKIT

October 12th - 25th, 2020



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LUKE'S WINGS**



ABOUT LUKE'S WINGS

Luke's Wings was **founded in 2008** after learning that the government provides just three flights for immediate family to be bedside after a service member is injured. This is where Luke's Wings steps in to **fill the gap** for the months and years ahead.

Our mission is to provide complimentary airfare to reunite wounded, ill and injured service members with their loved ones during recovery and rehabilitation. These flights bring **mental, physical, emotional, and financial support**, empowering wounded service members to overcome challenges they face every step of the way.



The Luke's Wings Team

HOW IT WORKS: *DIFFERENT WALK,* SAME REASONS!

This year's Heroes Walk to Fly event will be **completely virtual** to ensure the health and safety of our walkers!

The world may look different right now, but one thing hasn't changed: **our commitment to reuniting our heroes with their loved ones.**

Join together with supporters from all over the country to **commemorate the 19th anniversary of 9/11 by walking 1.9 miles** between October 12 - October 25.

Help us reach our goal of **walking in all 50 states** by sharing with family and friends!



BECOME A VIRTUAL WALKER!

It's never been easier to join us in walking so others can fly!

- 1. REGISTER** as an individual or create a team for family and friends by [clicking here](#)! There is a **\$19 registration fee** (100% tax deductible) that includes a hand-held American flag & personalized fundraising page. For just **\$19 more, you can sponsor a wounded warrior** to walk free of cost!
- 2. WALK 1.9 mile walk** to commemorate the **19th anniversary of 9/11** anytime between **October 12th - 25th**.
- 3. TRACK & SHARE** your walk, by **tracking your mileage and/or taking a photo of you walking** to submit to Luke's Wings. Walkers who submit proof of their walk will be entered in to win a **\$500 Delta Air Lines gift card**!
- 4. TUNE IN on Sunday, October 25th** for our closing event as we come together to honor our heroes and amazing fundraisers on our **social media channels**!

REGISTRATION

REGISTRATION FEE:

Individual Registration **\$19** | Sponsor a Warrior **\$19**



FAQ's:

Q: What is included in my registration cost?

A: Luke's Wings will be sending each walker a hand-held **American Flag to wave with pride during your walk!** Additionally, you will have personal fundraising page set up.

Q: When can I walk?

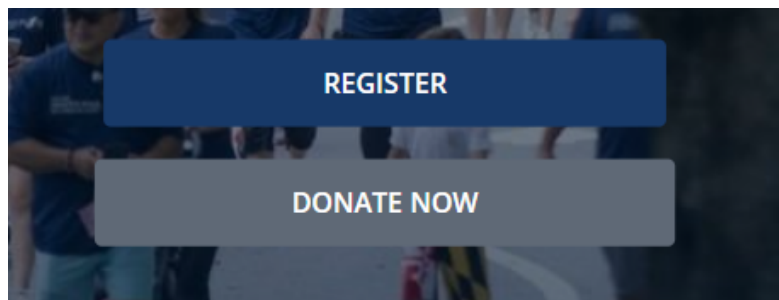
A: Walk anytime between **October 12th - 25th**. Make sure to share your walk on social media or by [clicking here](#) for a chance to win a \$500 Delta Air Lines gift card!

Q: Is my registration tax-deductible?

A: Yes, your registration registration cost is **100% tax-deductible** and will help reunite warrior families when they need it most!

STEP BY STEP REGISTRATION

Visit our site [here](#) and click register.



Select a registration option.



How would you like to register?



As an individual



Join a team



Create a team

If registering as an individual, select that option.

Individual Virtual Walk Registration

Join together with supporters from all over the country to commemorate the 19th anniversary of 9/11 by walking 1.9 miles between October 12 - October 25.

If joining a team, select your team from the populated list.

A screenshot of a web form titled 'Select a team to join'. It features a search bar with a magnifying glass icon and a text input field. Below the search bar is a list of two teams. The first team is 'Classy' with a red circular logo containing the letters 'cl', 9 members, and \$400 raised. The second team is 'Hope for Haiti Staff' with a circular profile picture of a woman, 5 members, and \$105 raised. Each team entry has a right-pointing arrow.

If creating a team, fill out the form below.

A screenshot of a web form titled 'Create your team'. It contains three main sections: 'Team name' with a text input field and a character count '0/127'; 'Set Team Fundraising Goal' with a text input field containing '2,500'; and 'Team Page Headline' with a text input field and a character count '42/255'. At the bottom of the form is a grey button labeled 'CREATE TEAM'.

I'M REGISTERED, NOW WHAT?

Take these easy steps to amplify your impact!



- **Personalize** your fundraising page to let people know WHY you are walking with Luke's Wings.
- **Set a goal** for your fundraising page! The average cost of a flight is \$350 - how many flights will you fund?
- **Invite** your family & friends to join you in walking so other's can FLY.
- **Share** your fundraising page on social media and ask your friends to support your efforts!

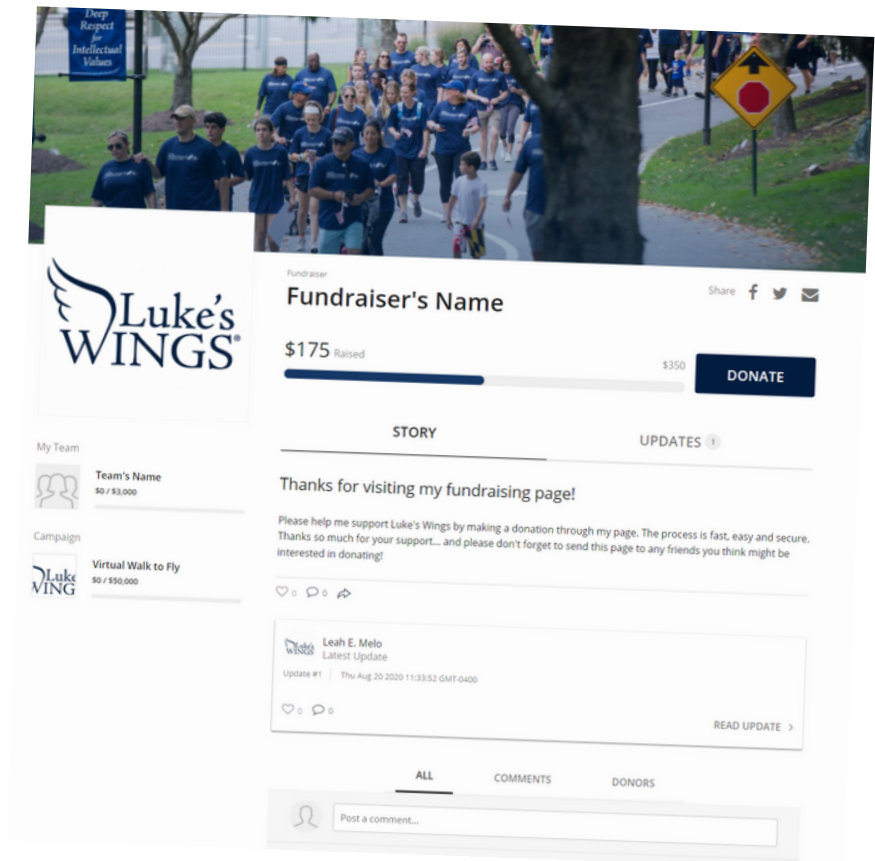
PERSONALIZING YOUR PAGE

Personalize your fundraising page to share why you are participating in Luke's Wings Virtual Heroes Walk to Fly!

Are you walking because you or someone you love has served, know someone who has been supported by Luke's Wings, or just because you love being active? Share your reasons on your fundraising page for others to see!

To learn more about editing and personalizing your page, we encourage you to read Classy's support article on setting up a campaign page [HERE](#).

Should you require additional assistance setting up your page, please reach out to our team at information@lukeswings.org.



FUNDRAISING INCENTIVES

Take your virtual walker experience one step further by asking your family and friends to make a donation, of any amount, to your page. Share your page, raise critical funds for our warrior community, and win cool prizes!

INDIVIDUAL PRIZES

Fund 1/2 a Flight: \$175

- One Entry to Win \$500 Delta Gift Card

Fund One Full Flight: \$350

- One Entry to Win \$500 Delta Gift Card
- Luke's Wings Hat

Fund Two or More Flights: \$700+

- One Entry to Win \$500 Delta Gift Card
- Luke's Wings Hat
- Luke's Wings Under Armour T-Shirt
- BONUS ENTRY to Win \$500 Delta Gift Card

TOP FUNDRAISER PRIZES

Individual Fundraiser

- Receive a \$500 Delta Gift Card

Fundraising Team

- Receive Heroes Walk to Fly Trophy
- Website & Social Media Shoutout

WAYS TO GET YOUR WALK IN

- Enjoy the fall weather by taking a **walk outside** in your neighborhood or on a local track
- Go for a **hike** on a local trail
- Count your steps while walking **around your home**
- Use a **step machine** or **treadmill** if safe and accessible
- Create an **at-home workout**
- For those local to DC, take a walk around the **National Mall** - it's about 2 miles from the Lincoln Memorial to the U.S. Capitol



MAKE THE MOST OF YOUR WALK

Set a reminder to get out and walk between October 12 - October 25.
Here are just a few ways to make the most of your walk!



During your walk wear your Luke's Wings swag, or your most patriotic gear, and proudly carry your American Flag included in your registration

Invite friends from your community or from a different state to walk with you to help us reach our **50 state goal**

Try one of these add-on challenges:

- Walk 9.11 miles
- Add a ruck sack to your 1.9 mile walk
- Do 19 push-ups to start and end your walk

Upload a photo of your walk for a chance to win a \$500 Delta Air Lines gift card - photos can be submitted by [clicking here](#)

SHARE ON SOCIAL MEDIA

Heroes Walk to Fly Hashtags

#walktofly2020
#keepthemflying
#LWvirtualwalk

Tag Luke's Wings Social Media Handles



@lukeswingsusa



@LukesWings



@LukesWingsUSA

Print Out Our "Why I Fly" Sheet and Share



[available for download here](#)

Please share your photos on social media, tag Luke's Wings and use the hashtags above to share your commitment to the military community. Always remember to include a **link to your personal donation page**.

SAMPLE POSTING TIMELINE

Sept. 14 - Oct. 11

Announce your participation in this year's Virtual Heroes Walk to Fly

Sept. 14 - Oct. 25

Share your fundraising goal, reach out to your network, share your fundraising progress and encourage your friends/family to join your team or donate

Oct. 12 - Oct. 25

Complete your walk and share your photos with Luke's Wings and your community of supporters with a thank you message

Oct. 25th

Remind your network it's the last day to support your fundraising efforts

Oct. 26 - Oct. 31

Send a thank you to everyone who supported you

SAMPLE POSTS



We encourage you to share your fundraising page on social media using one of these sample posts! You can also create your own to add a personal touch.

Did you know that military families are given just three flights to be bedside when their loved ones are injured? After that, they are completely on their own, often leaving wounded warriors separated from their families and support system. I have signed up for @Luke's Wings Virtual Heroes Walk to Fly to help support their mission of reuniting warrior families during recovery and rehabilitation - will you join me? Visit [INSERT PERSONAL FUNDRAISING PAGE] to register or make a donation, of any amount, to my page! #walktofly20

Help me fundraise the cost of one flight (\$350) for the Luke's Wings Virtual Heroes Walk to Fly! I will be walking 1.9 miles to raise funds for wounded warrior families all over the U.S! [INSERT PERSONAL FUNDRAISING PAGE] #walktofly20

Calling on my friends from all over the United States - I am walking in the Luke's Wings Virtual Heroes Walk to Fly! Their goal is to have walkers from all 50 states to support their mission of reuniting wounded warriors and their families during recovery and rehabilitation. I would love if you would join me and help raise enough money to fund one flight (\$350). Go to [INSERT PERSONAL FUNDRAISING PAGE] to join me in my walk! #walktofly20

****With picture of you walking**** I am walking my 1.9 miles in support of Luke's Wings Virtual Heroes Walk to Fly. My steps will help reunite wounded warriors with their families during recovery and rehabilitation. Want to help? Visit my personal fundraising page to make a donation, of any amount! #walktofly20 [INSERT PERSONAL FUNDRAISING PAGE]

Join me and supporters from all over the country to commemorate the 19th anniversary of 9/11 by walking 1.9 miles for Luke's Wings Virtual Heroes Walk to Fly! Your support will help raise critical funds and make a difference in the lives of our heroes and their families! #walktofly20



SAMPLE IMAGES



The Impact of Your Donation!

		
Booking Fee \$15	One Flight \$30/month Over 12 months	Half a Flight \$175
		
One Flight \$350	Two Flights \$700	





[photos available for download here](#)

SAMPLE EMAIL

Use this email template to send to your family and friends asking them for their support as you walk so other's can fly! This email template will be loaded into our site, allowing you to send to your contacts directly from your fundraising page, should you choose.

Dear Family & Friends,

I am writing to you today about an organization and effort that is close to my heart: Luke's Wings, an organization dedicated to reuniting wounded, ill, and injured service members with their loved ones by providing complimentary airfare during recovery and rehabilitation.

As we commemorate the 19th anniversary of 9/11, Luke's Wings has decided to hold their annual Heroes Walk to Fly event virtually, meaning people from all 50 states will be walking to support our warriors in need.

Now more than ever, Luke's Wings' beneficiaries and their loved ones are eager to be reunited. Important medical-related travel and comfort visits have been put on hold for far too long due to COVID-19 and the money raised through this year's Heroes Walk to Fly will provide those critical, long overdue flights for our most deserving heroes.

In solidarity with our service members, I am participating in the virtual Heroes Walk to Fly event this October, walking 1.9 miles between October 12th – 25th. **Will you join me by registering or making a donation, of any amount, to support my walk?**

Luke's Wings has set a goal of raising \$50,000 through this year's event and I have personally set a goal to raise [\$XXXX]. With the average cost of a flight valued at \$350, \$50,000 will provide an average of 142 flights and my goal of [\$XXXX] will provide [GOAL DIVIDED BY \$350 avg flt cost]. My donation page can be found by clicking here: [INSERT PERSONAL FUNDRAISING PAGE]

Thank you in advance for your support, I am incredibly grateful!

Sincerely, [NAME]



THANK YOUR NETWORK

After your campaign is finished, it's important to individually thank each of your donors and let them know how much their support meant to you. This template will be available on our site to send out to your donors.

Dear [NAME],

The Heroes Walk to Fly event has wrapped up, but the impact of your contribution lives on. I am humbled and very grateful for the support you have shown me as I virtually walked this past month in solidarity with our injured heroes.

With your support, I have raised [\$X] to help Luke's Wings provide complimentary airfare to wounded, ill and injured service members and their loved ones during recovery and rehabilitation. I encourage you to follow Luke's Wings on Facebook, Instagram, and Twitter to stay up to date on their work, and I thank you again for your generous support.

Sincerely,
[NAME]



Thank you for joining us!

For more info, please contact
information@lukeswings.org

Thank You Sponsors.
SAIC