



Planning Packet

## *What is a Share Walk for Remembrance & Hope?*

The Share Walk for Remembrance & Hope (formerly Walk to Remember) has touched hearts nationwide. It is a meaningful event for friends, families, and caregivers that allows for a place to remember and honor our precious babies that have died, and also to gather support and hope from each other. Many parents strive to remember their babies and to bring awareness to others of the impact losing a baby has on their lives. For groups and individuals, planning a Walk takes preparation and time. We recommend forming your own local committee and seeking volunteers, as well as keeping records such as a timeline, list, and budget. In an effort to better coordinate and communicate about the Share Walk for Remembrance & Hope this planning packet was created. Whether you have coordinated a Walk in the past or would like to in the future, we strongly encourage you to fill out the Walk Commitment Form so we can better serve you. The National Share Office will compile a list of all scheduled Walks that will be printed on the Share website and in the *Sharing* Newsletter. Please provide us with specific information on the Commitment Form about your Walk so it will be included. This will help bereaved families who would like to participate in a *Share Walk for Remembrance & Hope* find a Walk nearest to them.

## *What do I need to know to plan a Walk in my area?*

- I. Request a Walk Packet and Commitment Form from the National Share Office. You will need expressed written consent from National Share to coordinate a Share Walk for Remembrance & Hope in your area and to receive Walk logos and communications, including registration and informational support. Please check for a Walk in your vicinity before sending in your form. If you are next to a city holding a Walk you may be redirected to volunteer with that coordinator.
  
- II. Decide upon a date and time for the Walk
  - A. October is Pregnancy & Infant Loss Awareness Month
  - B. October 15 is Pregnancy & Infant Loss Awareness Day
  
- III. Decide upon a location for the Walk – For example, a park, remembrance statue, cemetery, etc. Inquire about the location and find out if you have to reserve it. There may be rules and regulations and/or restrictions. Gather this information early so you can plan your event accordingly. Some venues even require insurance. You will need to get this donated or purchase it with your Walk funds. The National Share Office insurance does not cover your Walk.
  
- IV. Reserve location
  - A. Find out how a reservation can be made
  - B. Write a letter including facts
    1. Who – Bereaved family members and friends, as well as others acknowledging and supporting Pregnancy and Infant Loss Awareness Month. Anyone and everyone is invited to participate!
    2. What – Share Walk for Remembrance & Hope, benefiting Share, a local and national support group for bereaved parents.
    3. When – Date and time (Include the time that the Walk begins, but also provide reference to the time frame you will need the area, from the time someone will be there to set up until they leave following clean up).
    4. Where – Location you are requesting to reserve.
    5. Why – The purpose of a Share Walk for Remembrance & Hope.
      - a. To remember babies who have died during pregnancy and infancy.
      - b. To spread awareness about Pregnancy and Infant Loss.
      - c. To raise money for Share nationally and locally, so they may continue offering free services to bereaved families.

*I have footprints on my heart...*

**V. Make plans for a Share Walk for Remembrance & Hope**

- A.** Distance – How far do you plan participants to walk?
- B.** Registration – Will you have pre-registration and/or on-sight registration? The National Share Office is available to help you with your registration questions.
- C.** T-shirts – Do you wish to offer them? Where will you purchase them? How much will they cost? How many will you need? Will you put the babies' names on them? Have you set your deadline for the use of the babies' names early enough to print t-shirts? Contact the National Share Office for graphics and color suggestions.
- D.** Merchandise-Walk logos can be used for Walk items. Please contact the National Share Office for merchandise available for purchase at cost.
- E.** Memorial programs – Will you offer them, if so, what will you include? Will you offer extra programs for sale?
  - 1.** List of sponsors
  - 2.** Share information - local and national
  - 3.** Map of location or Walk route
  - 4.** List of babies that participants are remembering and/or significant dates (birth/death)
  - 5.** Memorial messages submitted by participants
  - 6.** Poetry section
  - 7.** Quotes
  - 8.** Bibliography of appropriate reading material
  - 9.** List of internet resources
- F.** Recognition of babies – print in program, on t-shirts and/or read them aloud
- G.** Music
  - 1.** Background music
  - 2.** Live music
- H.** Singing as a group
- I.** Reading appropriate poems
- J.** Balloon release
- K.** Dove release
- L.** Refreshments

**VI. Walk Expenditures – It is important to keep in mind there are costs to setting up a Walk. Secure as many sponsors or underwriters for all of the costs to help increase the revenues of your event.**

- A.** Venue - Some venues require deposits or rental fees.
- B.** Refreshments - Depending of the time of your Walk you may need to find provisions sponsors or purchase them with your Walk funds
- C.** T-shirts and/or Sweatshirts – T-shirts come in various price ranges. You may have to purchase the shirts before receiving all of your registration income. Some shirt providers may sponsor your Walk or help find ways to reduce your cost for shirts.
- D.** Programs – cost of paper and copies
- E.** Registration forms – cost of paper and postage
- F.** Letters & Donation/Sponsor Requests – cost of paper and postage
- G.** Decorations – You may want to include a color theme and have table colors, balloons, helium, ribbons, etc.
- H.** Signs – If you are holding a large Walk or if finding your location may be challenging you may want to consider having directional signs to get to your location and/or walk route directional signs if you are offering more than one walk route.

- VII.** Walk Income – Budgeting is important to a successful event. Consider both your expenditures and incomes while planning your Walk.
- A.** Participants – You will want to charge a registration/entry fee. Participants can be encouraged to form teams and collect and contribute pledges in honor of their baby.
  - B.** Donations – Any business can be a sponsor. Consider business you frequent like your insurance agents, realtors, hair salon, etc. You may want to solicit your local businesses for supplies needed, gift cards to purchase supplies, or for monetary sponsorships. Physicians, Nurses/OB Units, Grocery Stores, Restaurants, Office Supply Stores are additional businesses to consider for sponsors.
  - C.** Merchandise – Merchandise is available to you from the National Share Office, which can be purchased at cost. Merchandise offered may require early purchase, and may change annually.
- VIII.** Advertising/Marketing – Get the word out to individuals who have been touched by the loss of a baby
- A.** Business – Cooperating businesses may allow you to hang flyers in their window, on an employee bulletin board, or have them available to the community.
  - B.** Libraries – Many libraries have community bulletin boards for your information.
  - C.** Church - Hang information up on church bulletin boards and request that information be included in newsletters and service bulletins.
  - D.** Newspapers – Some local newspapers may consider publishing your announcement for free. Contact the editor or advertising specialist to see what advertising opportunities they may have for you and what their guidelines are for submission.
- IX.** Registration forms—Encourage pre-registration. This will give you an idea of the size of your Walk and help you determine the number of programs, balloons, and/or t-shirts you will need. You may want to create them as mailers to send out. Work backwards from your Walk date to ensure your deadline for use of babies' names is early enough to have them on the registration forms, t-shirts, or programs printed.
- X.** **Pledge to National Share**
- The Share Walk for Remembrance & Hope helps raise awareness and funds for both your local group and the National Share Office. By giving back to the National Share Office, Share can continue to be a resource for Share groups around the world and help bereaved families in the future.**

# *Sample Donation Letter*

Date

**RE: Become a Sponsor of the Share Walk for Remembrance & Hope**

Dear \_\_\_\_\_,

Share Pregnancy & Infant Loss Support, Inc, is planning the Share Walk for Remembrance & Hope to be held on DATE at LOCATION. Registrants participate in a memorial service and 1 or 3 mile walk, and receive a memorial program and t-shirt. Last year over 1000 participants helped raise \$AMOUNT to continue Share's mission serving those touched by the tragic death of a baby. Unfortunately, 1 out of 4 babies will die due to pregnancy loss, stillbirth, or infant death. We need your help to continue serving and supporting our community, raising awareness, and collaborating research and legislative efforts.

Share has served bereaved families and caregivers locally, nationally, and worldwide for over 30 years, sharing how to cope with grief and caring for bereaved families and friends. We are a non-profit, 501(c)3, and often look to the community for their much needed support. We would like partner with you for this year's Walk and ask for your sponsorship. We need your support by donating \_\_\_\_\_. Your generosity can help Share continue providing *free* peer counseling, information, education, and care for the families, caregivers, and hospitals that have experienced the tragic death of a baby.

We appreciate your consideration of Share for charitable support. Our success relies on the community's generous gifts, and we are counting on you to be a part of our Walk in LOCATION. Please help us raise awareness and honor our precious babies.

Thank you for making an impact in your community!

Sincerely,

Name  
Title  
Contact Information



National Share Office · 402 Jackson Street · St. Charles, MO 63301  
(636) 947-6164 · (800) 821-6819 · Fax (636) 947-7486 · [www.nationalshare.org](http://www.nationalshare.org)  
[info@nationalshare.org](mailto:info@nationalshare.org)

# Share Walk for Remembrance & Hope Commitment Form

Contact \_\_\_\_\_ Share Group (if applicable) \_\_\_\_\_

Address \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Date \_\_\_\_\_ Time(s) \_\_\_\_\_

Location \_\_\_\_\_

Registration/Special Instructions/Additional Walk Information \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I understand...

- The National Office is available to support me by phone, 800-821-6819, or email at [joleary@nationalshare.org](mailto:joleary@nationalshare.org).
- Each year I host a walk, I will need to fill out a commitment form to confirm my affiliation with the Share network.
- The above information will be used to promote your Share Walk by the National Office in literature and on the national website, [www.nationalshare.org](http://www.nationalshare.org).
- I may email [joleary@nationalshare.org](mailto:joleary@nationalshare.org) walk pictures, downloadable forms/ flyers, etc. to be placed on the national website.
- The Share logo and related walk logos are property of Share and will only be used to promote Share or Share Walks.
- The Share Walk is a fundraiser that supports Share Pregnancy & Infant Loss Support, Inc., and I agree to pledge a minimum of 25%, or more, of the proceeds of the walk I am hosting to National Share.
- Walks must not be held concurrently within a 30 mile radius. If there are multiple Share groups in a community, collaborate and host your event together or host your walk at least 6 months apart.



\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please return signed form to:

National Share • 402 Jackson • St. Charles, MO 63301  
800-821-6819 • 636-947-6164 • Fax 636-947-7486  
[www.nationalshare.org](http://www.nationalshare.org) • [info@nationalshare.org](mailto:info@nationalshare.org)



*National Share, its sponsors, volunteers, and employees, and any other affiliates, will not be held liable for accident, injury, or damage occurring at Share Walks held by an individual or Share group around the nation. National Share and its said affiliates will be held harmless in the event of a claim or lawsuit occurring with a Share Walk held by an individual or Share group around the nation.*