



**YOUR STEPS FOR LIFE**

# **WALKER TOOLKIT**

**TAKE A STEP WITH US!**



**STEPS  
FOR LIFE**

*In support of*

**threads<sup>®</sup>**  
OF LIFE



## WHAT IS STEPS FOR LIFE?

In May, we will walk through communities across the country, united, knowing that together we are changing the future for all those affected by workplace tragedies.

Every day, 3 families will receive the news that a loved one is not returning home from work that day. Their families, friends and co-workers will rally together to be there for one another.

The Association for Workplace Tragedy Family Support, known as Threads of Life supports the healing journey of families who have suffered from a workplace fatality, traumatic life-altering injury, or occupational disease. In fact, Threads of Life currently supports more than 3,600 family members across Canada affected by workplace tragedies.

In order to do this, every year Threads of Life will host its flagship fundraiser – Steps for Life, which is a fun, 5km walk that aims to educate the community about the devastating ripple effects of each workplace tragedy and how we can work together to prevent others being injured or killed on the job.

Joining a  
Steps for Life  
event - it's as  
**EASY as 1-2-3!**

**1**

### **Walk the Walk, Register Today**

Becoming a walker is simple. You've made the first step already by visiting our website and downloading your toolkit.

**2**

### **Share the News, Make Giving Easy**

Fundraising has never been so fun - now that you are able to create your own personal donation webpage to share with friends and family.

**3**

### **Prepare for Walk Day Events**

Getting ready is easy. Whether you collect pledges online or in person, we have checklists to help guide the way for event day.

**WE CONTINUE TO STRIVE FOR PAPERLESS WALKS. IN DOING SO,  
WE ENCOURAGE YOU TO REGISTER + FUNDRAISE ONLINE.**

# STEP #1: REGISTER

## Getting involved in **STEPS FOR LIFE**

EASY AS ONE-TWO-THREE

1



**CHECK THE STEPS FOR LIFE WEBSITE** TO SEE IF THERE IS A STEPS FOR LIFE EVENT SCHEDULED IN YOUR COMMUNITY.

2



**IF YES, THEN REGISTER YOURSELF OR YOUR TEAM** WITH THAT COMMUNITY.

Whether you participate in the community walk or from home all your support will show on your community thermometer.

3

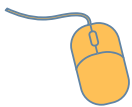


**IF THERE'S NO WALK NEAR YOU, NO PROBLEM.** REGISTER WITH OUR NATIONAL ONLINE COMMUNITY IN THE "WALK YOUR WAY" EVENT.

## THE INS AND OUTS OF GETTING REGISTERED FOR A WALK NEAR YOU



**TIP:** Do not log in prior to registering. Follow the registration instructions after selecting to "register now" on the website.



### 5 Easy Steps to Register Online

Registering online has never been simpler. No fee, registration is by donation. Visit [www.stepsforlife.ca](http://www.stepsforlife.ca) and select the community event (or virtual walk) you'd like to attend:

- 1 Select Options:** Select participant level. Enter team name if selecting "Create a Team". Choose to participate at the park if available or click participate at home. Registration is by donation - please select a donation amount. (If you are a returning participant, log in only when asked to do so.)
- 2 Provide Details:** Create your profile with mailing address, email address, user name and password. and emergency contact information.
- 3 Agree to Terms:** Read and agree to the terms of the event waiver. Note: if registering a minor you will need to do this step for them.
- 4 Registration Summary:** Review the registration details entered. If you are registering more than yourself, you can do so here. (Best to add children here)
- 5 Make Payment:** Enter your payment details here for any donations made. Click submit and receive your confirmation.



## WALK AS A TEAM MULTIPLY YOUR IMPACT

Steps for Life at its heart, is a community event, and an experience best shared with those important to you. Joining or forming a team is the best way to experience Steps for Life, from the moment you register to event weekend.

### Be Part of a Team

The Steps for Life Team Challenge is a fun and friendly competition for those who want to demonstrate their commitment to health and safety. Whether you're a socially-responsible company, a family with a personal connection to the cause, or a community group with a mission, you can join the challenge! Compete with other teams who "get it", in your city, your company and across the country!

#### Benefits:

- Build camaraderie as you work towards a shared goal.
- Contribute to supporting family members affected by a workplace tragedy.
- Demonstrate your commitment to health and safety to your employees, your community and the nation.
- Gain recognition and bragging rights!

### Registering as a Team is easy!

- Recruit:** Assemble your team of 3 or more walkers.
- Register:** Registering online is easier than ever before! Registration is by donation (no fee required).
- Raise Funds:** We encourage all participants to raise funds for Threads of Life's family support programs. As a Team Challenger, the goal is to raise \$100 or more for each team member. Here's all the information you need to start fundraising for Steps for Life, plus here's key steps to creating a successful Challenge Team!

# STEP #2: FUNDRAISE



Now that you're registered, you are ready to start collecting donations and fundraising for your local Steps for Life walk. Check out your walker toolkit + the fundraising information to follow to help you reach your goal.

## LOG INTO YOUR PARTICIPANT CENTRE DASHBOARD



Creating your own fundraising page is a fun way to engage your friends, family, colleagues and teammates to participate and/or pledge support. Making it personal is even better - insert a picture, tell a story, and challenge others. It only takes a few minutes to setup - log in and hit "what's next" in your participant centre. You can track your progress, enter your cash/cheque donations from your paper pledge sheet (left) as pledges, send emails to your contacts, and send thank you notes to your donors using or customizing the templates available to you. Best of all, share your personal fundraising page with others so they can donate directly to your team and/or you all online (donation receipts asap). Everything you need is at your fingertips.



**TIP:** Only after you have registered for the current year's walk do you log into your participant centre.

## GONE OLD SCHOOL - COLLECTED CASH/CHEQUES?

### TIPS + TRICKS



**do not mail cash**

Never send cash through the mail. You have many other options to submit your donations.



**receipts = \$20+ & full address**

Will be automatically issued for amounts of \$20 or more, where full postal address is provided legibly. All other tax receipts will be issued upon request.

#### Pledge Form Checklist

- Gather all your cash and cheque donation in an envelope
- Double-check your pledge form to ensure everything matches with what you collected
- Highlight any uncollected pledges on your sheet
- Fill in the missing addresses, postal codes, etc.

#### Important to note:

- FOR 2024 - WE ARE AIMING TO HAVE LESS PAPER EXCHANGE HANDS ON WALK DAY EVENTS - THEREFORE WE ENCOURAGE YOU TO FUNDRAISE ONLINE OR ON PAPER PLEDGE SHEETS + SUBMITTED AS PER GUIDELINES ABOVE.**
- Every cash or cheque donation/pledge you collect must be recorded on this form. **Do not include paid online donations on this form.**

### How to submit your Pledge Form + Donations

#### If you have cheques

- Examine to make sure they are all signed and not post-dated.
- Ensure that they are payable to **THREADS OF LIFE**.
- Mail to the Threads of Life office with your completed pledge form.

#### If you have cash

**Option A:** Email the Threads of Life office (kbondame@threadsoflife.ca) your completed pledge form + call the office to pay the total with your credit card, and keep the cash. (Or write a personal cheque for the cash and use method above).

**Option B:** Email the Threads of Life office (kbondame@threadsoflife.ca) your completed pledge form + send an e-transfer, in the amount of the cash, to the office at accounts@threadsoflife.ca with community name and the name on the pledge form, i.e., London - Jane Doe

**Option C:** Day-of event, if you still have paper, you can hand in your completed pledge form and pay for the donations via "The Square" with your credit card. Please keep in mind, we are encouraging a "paperless walk" to provide a safe process for all.

#### Using your credit card to pay for donations

Noted on the front of this form, you do have the option to pay for all your cash donations with your credit card on the pledge form. If you do fill out this portion, you may either mail/scan the form to the office or follow Option A above.



**Mailing Address**  
Threads of Life  
P.O. Box 9066  
1795 Ernest Avenue  
London, ON N6E 2V0



**Need help?**  
Toll-free:  
1.888.567.9490  
Email:  
steps@threadsoflife.ca



**threads**  
OF LIFE

# FUNDRAISING 101

## EVERY DOLLAR COUNTS!

It's important. It's essential. It can also be a little intimidating. Have 100% faith that YOU can reach your fundraising goal!

**Did you know that if every Steps for Life walker, approximately 5000 of us, raised just \$200 each, we would raise \$1 million!** See below on how to make it happen.

Plus, here's some tips of the trade to help you personally develop a step-by-step fundraising plan that perfectly fits your busy life!

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## STEPS FOR LIFE FUNDRAISING FUNDAMENTALS

**1 Setup your personal page online**  
Share your story. Upload your picture. Tell people about your progress! You'll be driving people to this page to get online donations. You want it to represent who you are!

**2 Set your goal high**  
Challenge yourself to surpass the minimum! You can do this and you're not alone!

**3 Get your first donation today**  
Get the ball rolling! That first donation is a feeling you'll never forget and motivates you to make a difference. Start NOW. Ask someone you're sure won't say no. (Like to collect donations the old fashioned way? Use our pledge form!)

**4 Send an email to everyone you know**  
Friends, family, co-workers, everyone! Reach out and tell them why you're taking on Steps for Life. We'll make it even easier for you. There are pre-written emails waiting for you in your Participant Centre once you've registered online. Now you're all set.

**5 Use technology to share, share, share**  
Log-in to your Participant Centre and download your online fundraising tools!

**6 Create a possible donor list**  
Take action on your to-do list! Write down the names of the people and businesses that are part of your life. Take the time to speak to them face-to-face about the importance of Steps for Life.

**7 Repeat, remind, rewind**  
Your friends are busy! Remind them to donate! Most people need to be reminded a few times before they find the right moment to complete a donation.

**8 Say THANK YOU**  
Those are two powerful little words. Thank donors personally, and then through emails, and on social media. They will LOVE the recognition and feel that your journey is now theirs as well.

*"The first pledge is always the most important one..."*

## FUNDRAISING TIPS

**Face-to-face meeting.** Asking a potential donor for a contribution in person is always more impactful.

**Team Up!** Send a quick email alerting friends, family and co-workers that you've registered for Steps for Life and invite them to join your team!

**Bring Steps for Life to Work.** Encourage co-workers to contribute or join your team! Many companies also offer donation matching programs. You won't believe how eager your work-family will be to support you!

**Reach Out to Your Local Committee Chairs.** For ANY reason! If you need inspiration, suggestions, tools, or someone to just brainstorm with, CALL, EMAIL, send a smoke-signal! We want to hear from you! You can find your local chair's contact info by visiting your community's event page.

## RAISE \$200 IN 7 DAYS



All you have to do is ASK!

So you want to fundraise for Steps for Life, but you're not sure where to start? Well, here are seven simple steps to get your fundraising started -- in just one week!

### 1 SPONSOR YOURSELF

When you register to walk, sponsor yourself for \$15.



### 2 ASK 3 RELATIVES

Ask 3 relatives to sponsor you for \$20.



### 3 ASK 6 FRIENDS

Ask 6 friends to sponsor you for \$10.



### 4 ASK 3 CO-WORKERS

Ask 3 co-workers to sponsor you for \$10.



### 5 ASK 3 NEIGHBOURS

Ask 3 neighbours to sponsor you for \$5.



### 6 ASK YOUR SPOUSE OR PARTNER

Ask your special someone to sponsor you for \$20.



### 7 CELEBRATE YOUR SUCCESS!

Time to do your happy dance. You have just successfully raised \$200!



# STEP #3: WALK

## BE PREPARED. BE IN THE KNOW.

With an ever-changing landscape, we want to ensure Steps for Life is ready for anything, including our participants. Whether you walk in the community or remotely, here are the key things to help you prepare for this year's event:

### COMMUNITY WEBPAGES

The best way to stay current on plans is to check in with your community's Steps for Life page. If a walk moves location and cancels due to weather, changes event festivities, or has notes on activities, we'll post the information online.

### ONSITE REGISTRATION

When you arrive at the walk you will be welcomed by a volunteer greeter who will point you in the right direction. Registration will be open right up until the walk starts, so if you have any last-minute walkers for your team, they can register online ahead of time or on site using their mobile device. Less paper on walk day makes for a quicker check-in process. When you do this, there is a perk - the onsite registration will have an express lane for those who have registered and fundraised online - it's quick and easy.

There will also be a general check-in for walkers handing in paperwork and funds. If you have collected cash and/or cheque pledges, please ensure they are marked on your pledge sheet and you have followed the instructions on the cash and cheque tip sheet. You can also fundraise online right up until the end of May, so it's no problem if someone wants to donate to your page after the walk.

### T-SHIRTS

All participants who register for a park event will receive a t-shirt on walk day while quantities last - priority is given to those who registered online. And for participants on teams of 4 or more who register online to walk at home, by April 1 and who have fundraised, we'll ship your t-shirts to your team captain.

### MEMORY LANE

We hope you have a meaningful and recharging walk day, while you join other safety-minded folks and families who are walking their own path following a workplace tragedy. Take the time to visit Memory Lane to 'meet' some of Threads of Life's families and loved ones.

### REMINDER

Be sure to remember to dress for the weather, as the walks will go ahead -- rain, snow or shine -- so be ready for it! Dress in layers, wear your most comfortable walking shoes, and remember sun protection, too. Check your community walk page to confirm location, time, and what to bring (if any).

Thank you for your support in this year's Steps for Life. We look forward to walking with you and seeing your photos and shares from your walk. Be sure to tag Threads of Life on social media and use our hashtags to help us find you!

**#STEPSFORLIFE**





# HAVE QUESTIONS? CONTACT US TODAY!

## Steps for Life

1-888-567-9490

[steps@threadsoflife.ca](mailto:steps@threadsoflife.ca)

## National Manager – Steps for Life

Heather Lyle, [hlyle@threadsoflife.ca](mailto:hlyle@threadsoflife.ca)

## Association for Workplace Tragedy Family Support – Threads of Life

[www.threadsoflife.ca](http://www.threadsoflife.ca)

## Phone

Toll free: 1 (888) 567-9490

Local: (519) 685-4276

## Fax

(519) 685-1104

## Mail

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London, Ontario, N6E 2V0

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