

HOW TO BE YOUR VIRTUAL BEST

#MTPWalkPhilly20



What to do, see and share on June 28 to connect with your community and enjoy the ultimate Virtual Walk experience!

The COVID-19 pandemic may have prevented us from gathering in-person at the Art Museum this year—but we can and will still have a great time as one giant community walking on June 28 to save lives and bring an end to breast cancer. *The key to our virtual event—and your sense of empowerment and community—is having everyone share photos, videos and thoughts of their walk activities on social media and engage with your fellow walkers by reading and commenting on their posts, too!* This way, we'll keep the conversation, and the inspiration, going for 12 full hours on June 28—plus raise more critical dollars to keep our mission moving.

For more information on what a virtual event is and why our Walk is virtual this year, visit [KomenPhiladelphia.org/Walk](https://www.komenphiladelphia.org/Walk).

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WHAT TO DO—AND WHAT'S HAPPENING—ON THE DAY OF THE VIRTUAL WALK: JUNE 28

Someone will be walking *to keep our mission moving*—every minute on Sunday, June 28 from 8:00 a.m. to 8:00 p.m. We encourage you, your friends and your family to continue to engage with us as much as you can during that time—and believe us, Komen Philadelphia and your fellow walking community will be sharing **plenty** to keep you entertained, inspired and MORE THAN PINK! Remember: the more you engage, the more you'll enrich your experience and be an active part of embracing more people in the Komen Philadelphia mission.

Here's how you can be part of it all, and contribute to the experience of others, on June 28:

- **View** our videos, photos and posts.
- **Comment** on our posts to share your thoughts and thank sponsors.
- **Share** our posts on your social pages and tag friends you know will want to see them.
- **Add your voice** by posting your own thoughts and past Walk photos on your social media channels.
- **Use #MTPWalkPhilly20** every time you post or comment.
- **Search #MTPWalkPhilly20** to easily see the other Virtual Walk posts—comments, photos and videos—from us and the community in one convenient place.
- **Do it all day!** The more you post and comment, the more connected you'll be.

Kick-off Ceremonies 8:00-8:30 a.m.

“Join us” on our [Facebook page](#) for a live stream of our socially-distanced, coronavirus-safe opening ceremonies. Our Virtual Walk kick-off celebration will include an inspiring musical performance, messages from our survivor and sponsor communities, a ceremonial “first walk” from community ambassadors and more. Be sure to comment and share as it happens!

8:30 a.m. to 8:00 p.m.

- **Check in on our [Facebook page](#)** every hour on the hour! We will share a new video hourly that features opportunities from our sponsors, inspiring messages to show the impact you make by being MORE THAN PINK, tips for enhancing your Virtual Walk experience, and more.
- **Donate to our Facebook fundraiser and double your impact!** TruMark Financial® Credit Union will match every donation dollar-for-dollar during the Virtual Walk, up to \$10,000 .
- **Share, comment, post, repeat!** Remember, all day we look forward to having you engage with us. Remember to always use #MTPWalkPhilly20

WAWA VIRTUAL ALL-STARS CONTEST JUNE 28

Post your best photos and/or videos from your individual or group—as you walk or immediately after you walk—for a chance to win up to \$60 in Wawa gift cards! To qualify you *must*:

- Be **registered** for the Walk
- **Post** between 8:00 a.m. and 11:59 p.m. on June 28
- Include **#MTPWalkPhilly20** with your post
- **Share photos** of your June 28 Walk (no past Walk photos, please)

Komen Philadelphia and Wawa will award *three* \$20 Wawa gift cards to the winners in each of these categories. Moreover, we will pick a group of winners three times during the day—morning, afternoon and evening:

- Most scenic walk
- Most spirited group cheer
- Most vivid MORE THAN PINK attire
- Most creative interpretation of “walking”
- Best demonstration of keeping the mission *moving*

Our CEO will also pick her top two favorite from all photos/video to be rewarded with a \$50 Wawa gift card.



YOUR DAY-BY-DAY PLAY-BY-PLAY for JUNE 22-26! What to do and know the week before

June 22-26

Your virtual experience starts the week before the Virtual Walk.

- Be sure you are following us on [Facebook](#), [Twitter](#) and [Instagram](#), and indicate you are “going” in our [Facebook Virtual Walk event](#) so that you don’t miss a thing.

As a reminder, here’s how you can engage with us on social media every day, from now until June 30—and especially for our Virtual Walk social media blitz starting on Monday, June 22. Every day be sure to:

- **View** our videos, photos and posts.
- **Comment** on our posts to share your thoughts and thank sponsors.
- **Share** our posts on your social pages and tag friends you know will want to see them.
- **Add your voice** by posting your own thoughts and past Walk photos on your social media accounts.
- **Use #MTPWalkPhilly20** every time you post or comment.
- **Search #MTPWalkPhilly20** to easily see the other Virtual Walk posts—comments, photos and videos—from us and the community in one convenient place.

Here are some highlights for the week:

- **Sponsor messages** of gratitude and support: starting June 1
- **Wawa Double Donation Wednesdays** (June 3, 10, 17 and 24): Wawa will match every dollar you donate!
- Pillars of our **mission videos** (June 22-25): Get a short yet powerful look at where and how your support makes an impact everyday through research, care, community and action.
- **More Virtual Tips** (Friday, June 26): a great last-minute refresher!
- **We Remember Virtual Tent** (Friday, June 26): A chance to honor the memory of loved ones you’ve lost with our entire community.
- **ShopRite Virtual Survivors Breakfast** (Saturday, June 27): Survivors and metastatic breast cancer forever fighters registered for the Walk will receive an invitation.
- **Virtual Zoo** (Saturday, June 27): Gather the kids for a cute, cuddly, educational and exhilarating video from the Philadelphia Zoo.

BUT WAIT, THERE'S MORE

Stay engaged June 29-July 3

Stay connected with us on social media for the entire week following the Virtual Walk. Just a few things we'll be sharing include: the names of our Wawa Virtual All-Stars winners, winners of our ShopRite Survivor Prize Packages, more sponsor thank-you and support videos, Virtual Walk participant photo album and more.



BEST PRACTICES

Sharing, engaging and being a virtual superstar

As you engage with us for the Virtual Walk, keep in mind these tips to help make sure you share appropriately, put your most hope-filled face forward, maximize your experience as well as your impact on inspiring others in our community and, above all else, help keep our mission *moving!*

- **Remember you will be seen far and wide.** Take care not to show “people, parts or things” you don’t want other people to see. Be respectful of parents who may not want their children’s photos on social media.
- **Get creative.** Try taking a video instead of an image, or adding stickers to an Instagram story.
- **Edit!** If you have multiple photos of the same “moment” pick the best one.
- **Comment respectfully.** Remember our Virtual Walk is an event of hope, celebration and community. Keep in mind participants may have lost loved ones to breast cancer or may be fighting it right now.
- **Less is more.** While we understand many of you have in-depth stories to share, social media is most effective in “bite size” pieces. Please try to keep your comments and posts to a few sentences or less.
- **Read before you post.** Before posting a comment, photo or video look it over carefully to make sure it communicates what you want to say and portrays you the way you want to be portrayed.
- **Tag us.** We want to see your photos! Please make sure you tag us on Facebook, Twitter and Instagram.
- **Tag them.** Also tag friends you want to specifically see and share what you post.
- **Hashtag everything.** Don’t forget to always include **#MTPWalkPhilly20** for Facebook, Twitter and Instagram.
- **Don’t be socially shy!** If you do not have a social media (Facebook, Instagram or Twitter) account, ask a friend or family member post for you. The best way to create—and be part of—the community is to share in this way.*

WALK THIS WAY

When to Walk

At least one group, somewhere in Komen Philadelphia's 15-county service area will be walking on June 28 every minute of the day from 8:00 a.m. to 8:00 p.m. But you don't have to walk for all 12 hours! Walk as long or as little as you'd like and pick the time that is best for you and your walking partners. Feel free to walk more than once during the day—but please share your photos every time you do!

Dress for Success

We want to see you in your MORE THAN PINK best! Dress for comfort and safety, but also for the people who share your passion for our mission. Wear and display whatever you would have included at Eakins Oval—from pink tutus to tiaras, fundraiser recognition shirts to team banners, in-memory of placards to in-celebration signs. Also remember, you'll be in your neighborhood, so decorate your doors, front yards, cars—get creative and show your hope!

Where to Walk

You can walk anywhere you feel comfortable and safe. Walk inside or outside, around your backyard or neighborhood, in a park or along a trail. You can even Walk on a treadmill. As long as you do it safely and observing social distancing guidelines, the sky's the limit.



**If you do not have any availability to post on social media and/or someone to assist you, you may send ONE photo to info@komenphiladelphia.org (subject line: My Virtual Walk photo) and we will include it in our post-Walk photo album. Please send ONE photo only and include your name, the names of anyone else in the photo, and the town in which you walked.*