



## Frequently Asked Questions 20 Mile Walk September 2023 Facebook Challenge

### **About**

Breathe with MD, Inc. is the only 501(c)(3) nonprofit public charity raising awareness and educating about breathing muscle weakness in Neuromuscular Disease (NMD), a life-threatening and often poorly managed component to many forms of NMD. We are the only organization that offers peer support and free fingertip pulse oximeters and respiratory supplies to individuals living with NMD and residing in the United States (US). We help those who live with NMD and their loved ones recognize symptoms and understand intervention options, equipping them to be advocates for their own appropriate respiratory care. Our work is our passion, and we could not do it without the generous support of donors.

### **How can I tell this challenge is sponsored by Breathe?**

We understand that you want to be sure your funds are going toward Breathe with MD, Inc.'s mission. There are a few ways to ensure that you're supporting Breathe with MD, Inc. At the top of our 20 Mile Walk Challenge Facebook group <https://www.facebook.com/groups/589503513260452/>, at the left side of the banner image, you will see "Group by Breathe with MD, Inc.," which is linked to our official nonprofit Facebook page, <https://www.facebook.com/BreatheWithMD>. Additionally, under the "Members" area, you will see our official nonprofit Facebook page listed as a group admin. Lastly, we have a page about the challenge on our website at <https://breathewithmd.org/index.html>. The challenge page is located at <https://breathewithmd.org/wc>.

### **Registration**

#### ***Is registration free?***

Yes, registration is free.

#### ***Where do I register?***

Go <https://breathewithmd.org/wc> and complete, and submit the form at the bottom of the page. It tells us you intend to participate. Your registration is not complete until you create a fundraiser.

### ***Is there a deadline to register?***

Registration will remain open until September 4, 2023, just a few days after the challenge kicks off.

### ***Is there an age limit to take part in the challenge?***

No. There is no age limit, but if you are under 18, you need a parent or a guardian to agree you can take part in the challenge.

## **About the Challenge**

### ***Do I have to walk?***

No. We use the term “walk” loosely. *Walk, roll, scoot...*whatever method you have for outdoor mobility during any days within the month of September.

### ***Do I have to have a dog?***

No! You can walk any pet or no pet at all; just get out and move. However, if you **do** have a pet, we strongly encourage you to share photos and/or videos from walk preparation, taking the walk, and/or during the walk to share in your Facebook fundraiser and on your personal pages to promote the challenge. Photos and videos generate more views on social media and can draw added attention to our challenge. And everyone enjoys seeing pets!

### ***How do I start the challenge?***

You can start moving and tracking your miles on the first day of September. Be sure to post photos and/or videos from your walk preparation, the walk itself, and/or after your walk in your Breathe with MD, Inc. Facebook fundraiser.

### ***Can I start early?***

Our goal is for each person to move 20 miles during the month of September, but you can start and finish a bit early to hit your mileage goal.

### ***How do I track my distance?***

We want to give you options for logging miles. We have a tracking calendar you can download and print to record your miles. Find it at <https://breathewithmd.org/wc>, and in the 20 Mile Walk Challenge Facebook group at <https://www.facebook.com/groups/589503513260452/>. Another option is to use Apple Health, a pedometer, etc. (Approximately 2,000 steps equals a mile, and apps will track your movement, whether that be walking or using a scooter or wheelchair.) After you track your distance, record it on your Facebook fundraising page so that we can track your progress and your friends and family can monitor your progress and donate to support you.

### ***Can I go more than 20 miles?***

Of course! If you want to set your own mileage goal, go for it.

### ***What if I fail to complete the challenge?***

We would love to see everyone completing the challenge, but we understand that 20 miles might not be feasible for you. Every mile you complete and log gets us closer to our goal, so we appreciate you for participating.

### ***Do I have to provide proof of completion?***

No, we trust you. It is a great idea to post updates of your progress to your Facebook fundraising page to help encourage others to donate and to receive encouragement from others you have invited to your fundraiser page.

## **Fundraising**

### ***How much do I have to raise?***

Facebook fundraisers are automatically set up with a target amount, but you can change it from the start and throughout your fundraiser duration. Every dollar we raise helps.

### ***Are there incentives for the fundraiser?***

Yes! We have three incentive levels.

- **Raise \$100-\$150** on Facebook for Breathe with MD, Inc. between September 1, and October 1, 2023, and you will be eligible for a random drawing on October 1, 2023 where one person will be selected to choose any item valued at \$30 or less from our Charity Boutique on Bonfire at <https://www.bonfire.com/store/breathe-with-md-inc/>. You shop, give us the details, and we will order the item to be shipped at no cost to you. (*Bonfire ships worldwide.*)
- **Raise \$151-\$300** on Facebook for Breathe with MD, Inc. between September 1, and October 1, 2023, and you will be eligible for a random drawing on October 1, 2023 where one person will be selected to win a \$50 Amazon US e-gift card.
- **Raise \$301 or more** on Facebook for Breathe with MD, Inc. between September 1, and October 1, 2023, and you will be eligible for a drawing where one person will win a \$75 Amazon US e-gift card.

### ***How do I create the fundraiser?***

The link to use to create your fundraiser is

<https://Facebook.com/fund/Breathewithmd/>. You can create your fundraiser and start it as early as you want, but it must end on or before October 1.

***Is my fundraiser page public?***

Yes, once you set up a fundraising page, all your friends and family can donate and share.

***Can I edit the information to make it in memory of a loved one?***

Yes, there is an edit (or manage) button on your fundraiser page where you can add a tribute for your loved one and edit all information.

***Can I donate to my own page?***

Definitely! Then invite your friends and family to donate as well.

***Can one person donate more than once?***

Yes, there is no limit to the number of donations one can make.

***My friends don't have Facebook. Can they still donate to my fundraiser?***

Unfortunately, they cannot donate on Facebook. They can donate online to Breathe with MD, Inc. at <https://breathewithmd.org/donate.html>. Or, they can mail a check to:

Breathe with MD, Inc.  
924 Wedgewood Dr. NW  
Cleveland, TN 37312

***My friend or family member is in a different country and wants to donate. Is that possible?***

If the tools for Facebook are available in that country, yes, they can donate. If they can't donate through Facebook, they can donate directly to Breathe with MD, Inc. at <https://breathewithmd.org/donate.html>.

***Someone donated the wrong amount on my fundraiser. Can they get a refund?***

Please have the donor contact Facebook using this link:

<https://www.facebook.com/help/253387353072298>.

***My page still has no donations. How do I encourage people to donate?***

Have you invited friends on Facebook to donate? A great way to kick off your fundraising is by posting the fundraising link on your Facebook page and tagging friends to ask them to give. Each time you get a donation, be sure to thank the donor in your fundraiser by commenting on their donation. Also, post frequently in your fundraiser. Each of these things can boost the fundraiser's visibility in the feed.

***I have collected money offline. How can I send these donations?*** You can donate the amount to your own Facebook fundraiser via a credit card, or you can send a check to:

Breathe with MD, Inc.  
924 Wedgewood Dr. NW  
Cleveland, TN 37312

***My fundraising page has ended. How do I fix this?***

Unfortunately, once your page is finished, you can't reactivate it. You will need to start a new one.

***Can I share my page outside of Facebook?***

Yes, you can! All your friends and family should be able to follow the link and donate to your fundraising page.

***How do I find my fundraiser?***

Go to <https://www.facebook.com/fundraisers/manage> and search for your fundraiser.