

Autoimmune Association

HOPE

JOURNEY
WALK



2025 TEAM CAPTAIN FUNDRAISING GUIDE

YOUR GUIDE TO RAISING HOPE

— ON THE —

Autoimmune Association



Dear Team Captain,


Thank you for taking steps to give hope on the autoimmune journey and leading the fight against autoimmune disease! The Autoimmune Association's Hope Journey Walk relies on teams of friends, family, co-workers and neighbors, led by people like you to make a difference in every step of the journey. Every time we tie our shoelaces, we're lacing together the common thread of our stories, our strength, and our commitment. Each step forward is a reminder that we walk the autoimmune journey together, creating hope, support, and a brighter future. As a Team Captain, you build excitement, raise awareness, and help your team set and reach fundraising goals. Most importantly, you give hope to over 50 million people affected by autoimmune disease. Thank you!


STEP 1 GET STARTED


To start a team, first select **Register** to join us for the Hope Journey Walk either in-person or virtually. When proceeding, you will be asked **How would you like to register?**, to start your very own team, select **Create a Team**.

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How would you like to register?


As an individual


Join a team


Create a team

STEP 2

**TEAM
NAME AND
FUNDRAISING
GOALS**

From here you will create your team's name and set your team's fundraising goal!

Keep in mind as you're setting your team's goal, everyone on your team (including you!) who meets \$100, \$500, or \$1000 in fundraised dollars will receive exclusive Hope Journey Swag!

**Registration cost does not count towards fundraising incentives*

\$100–\$499	Shoelaces
\$500–\$999	Water bottle
\$1,000+	Hat

RNEY WALK

HOPE JOURNEY WALK



STEP 3

TEAM PAGE HEADLINE

Next, create your Team Page headline! This is where you can share a short blurb about why you are fundraising for the Autoimmune Association's Hope Journey Walk. Here are some ideas to get you started:

1. I'm walking for [Name/Cause] — every step brings us closer to a world without autoimmune disease!
2. I'm walking for [Name/Cause] to fund research, raise awareness, and give hope!
3. Taking steps to give hope to the autoimmune community, your donation gives hope and supports critical resources!

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Create your team

Team name *

0/127

Set Team Fundraising Goal *

Currency cannot be changed once a donation to your team has been made.

Team Page Headline *

0/255

CREATE TEAM

STEP 4

COMPLETE
YOUR
REGISTRATION

Once you select **Create Team** you will see your team fundraising page added to your registration cart on the righthand side.

Next, select whether you are registering to join us in-person at our walk site in Washington, D.C. or registering to walk virtually from wherever you are.

Once you select your registration type, proceed by clicking **Register**.

Select registrations

A fundraising page will be created for each registrant. Be on the lookout for a follow-up email from us containing details on how to manage your fundraising page.

In-Person Walk

Register to join us in-person at the Smithsonian National Zoo in Washington D.C. on Sunday, October 12, 2025 at 10:00am ET! Join fellow walkers, advocates, and changemakers to raise funds and awareness for the autoimmune community.

\$35.00

-

0

+

Virtual Walk

Unable attend the walk on-site at the Smithsonian National Zoo in Washington D.C.? This option is for you! Register for the Virtual Walk to join us virtually on October 12, 2025 —No matter where you are, you can walk with us. Join the movement from your treadmill, local park, or neighborhood!

\$25.00

-

0

+

Your Order

Team Fundraiser

Add some tickets to your cart to get started.

Free

Total\$0.00

REGISTER

STEP 4

PERSONALIZE YOUR TEAM PAGE

After you complete your registration, you will receive an email which will contain a link to your fundraising page.

From here you can personalize your page by adding a profile picture and sharing your team story.

If you're registering to walk virtually, customize your team page with information about where your friends and family can meet up to walk on October 12, 2025. You can walk in your neighborhood or choose a local public park to meet up and walk at your choosing.

STEP 5
**INVITE OTHERS
TO JOIN YOUR
TEAM!**

Once your team page is created, others can join your fundraising team when registering for the walk!

How to join a team: To join a team fundraising page when registering for the Hope Journey Walk, first select **Register**. When proceeding, you will be asked **How would you like to register?**, select **Join a Team**. From here, you can join a team by searching for the team's name!



Every person joining a team should also register for either the in-person walk attendance or virtual walk.

STEP 6

FUNDRAISE

Now that you're registered for the Hope Journey Walk and have created a Team Page, you're ready to start raising hope!

Share your team's page on social media, through email, or text, and call on your network to join you in making a difference through a donation! You'll have the opportunity to thank your donors personally and share updates on your journey to raise hope and make a difference.



Looking for inspiration? [Check out our fundraising toolkit here](#), where you can find sample text and graphics you can use when sharing your Hope Journey Walk fundraiser!

STEP 5
WALK!




On October 12, 2025, we're collectively walking the Hope Journey to raise funds and awareness for the more than 50 million people living with an autoimmune disease, and countless more who are impacted.



Every step taken and each dollar raised fuels research, advocacy, and support programs—creating real hope.

IN-PERSON REGISTRANTS

If you're registered to attend the Autoimmune Association's Hope Journey Walk in-person at the Smithsonian National Zoo in Washington D.C., the walk begins at 10 AM EDT. Be sure to arrive early (the park opens at 8 AM), check-in (check-in begins at 8:30 AM), and join us for the Opening Ceremony (the Opening Ceremony begins at 9:30 AM)!

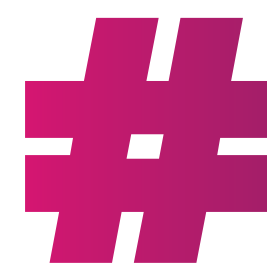


8:00 AM EDT	Park Opens
8:30	Check-in Begins
9:30	Opening Ceremony
10:00	The Hope Journey Walk begins

VIRTUAL REGISTRANTS

If you're registered to attend the Autoimmune Association's Hope Journey Walk virtually, plan to walk at place of your preference — on your treadmill, in your local park, or even at your local zoo. Wherever you are, you're part of our movement.

Don't forget to wear your printed bib and take pictures of your journey! Printable bibs will be emailed to all virtual walk registrants a few days before the event.



We encourage you to take pictures and post them on social media — tag us and use the hashtag **#HopeJourneyWalk**! Share why you are walking and ask others to join you by donating.

DOUBLE YOUR IMPACT WITH A MATCHING GIFT.

Many employers sponsor matching gift programs and will provide matching charitable contributions for donations made by their employees.

A matching gift is an easy way to double your donation to the Autoimmune Association, making an even bigger impact on the fight against autoimmune disease.



Contact your payroll or human resources department and ask if your company offers a workplace giving campaign.

TEAM FUNDRAISING FAQs

**WHY SHOULD I
CREATE OR JOIN A
TEAM?**

Walking and fundraising with a team brings a sense of camaraderie to your Hope Journey Walk. When we come together, we're bringing awareness and raising hope for the autoimmune community.

**CAN I INVITE
SOMEONE TO JOIN
MY TEAM?**

Yes! After creating a team page, encourage others to register for the walk and join your team by selecting **Join Team** during registration and searching for your team's name.

**DOES MY REGISTRATION
FEE COUNT TOWARD
MY TEAM'S TOTAL
FUNDRAISING
AMOUNT?**

Your registration fee does not count toward your total fundraising amount.

WHAT DOES THE REGISTRATION FEE INCLUDE?



If you're joining the Hope Journey Walk virtually, your registration fee includes a printable bib that will be emailed to you, your very own fundraising page, and raises hope for millions impacted by autoimmune disease.

If you're joining the Hope Journey Walk in-person at the Smithsonian National Zoo, your registration fee includes a printed bib, Hope Journey Walk T-shirt, and Autoimmune Association tote bag that will be given to you at check-in. For this reason, only a portion of your registration cost will be considered tax-deductible. Please reference your registration confirmation email for details.

**CAN I REGISTER ON
THE DAY OF THE
EVENT?**

You may register for the Hope Journey Walk on the day of the event, but we highly encourage you to register in advance. If you're joining us on-site at the Smithsonian National Zoo, please register in advance to guarantee your t-shirt size.

**IS THERE A
REQUIRED DISTANCE
TO WALK?**

No, everyone's journey is different! You may choose to walk a distance of your choosing or be a part of the movement while not walking at all. If you're joining us in person, you can choose between a 1-mile or 3-mile route- you may walk as much or as little as you'd like!

**DO TEAM
MEMBERS HAVE
TO WALK THE
SAME DISTANCE?**

No. The choice is up to each individual.

**CAN I REGISTER AND
CREATE A TEAM BUT
NOT WALK?**

Yes! Everyone's journey is different, and we understand not everyone can physically join the walk. You can still make a difference by registering and fundraising for the Hope Journey!

**ARE DONATIONS
MADE THROUGH
MY FUNDRAISING
PAGE TAX
DEDUCTIBLE?**

Individuals who make a gift through your fundraising page will receive a donation receipt. The Autoimmune Association is a 501(c)(3) non-profit corporation and donations may be tax deductible to the extent provided by the law.

**WHO CAN I REACH
OUT TO WITH
QUESTIONS?**

If you have any additional questions, please reach out to us directly at hello@autoimmune.org. We're here for you every step of the way!