



**National Psoriasis Foundation
Walk to Cure Psoriasis**

Walk With Your Doc

Walk to Cure Psoriasis* Overview

The Walk to Cure Psoriasis is the fastest-growing fundraising event in the history of the National Psoriasis Foundation. In just two years, this nationwide program has raised more than \$1.1 million for vital research projects.

Walk to Cure Psoriasis events are fully developed and executed by volunteers. Committee members who organize these walks are dedicated, enthusiastic volunteers who believe in the National Psoriasis Foundation's mission—to find a cure for psoriasis and psoriatic arthritis and to eliminate their devastating effects through research, advocacy and education.

Walk With Your Doc is an effective way to extend our reach to the psoriasis and psoriatic arthritis community by involving more people affected by these diseases. People who are invited to the walk by their doctors and who know their doctors will be there are more likely to participate. They're motivated to raise money to fund research to find a cure and appreciate having their doctors there supporting their efforts.

Thank you for your commitment to finding a cure for psoriasis and psoriatic arthritis!

*Formerly known as National Psoriasis Walk for Awareness

Why the National Psoriasis Foundation organizes walks to raise money

There are a number of ways that nonprofit organizations raise the funds they need to operate. Walks are one of the most efficient events to raise money. More than 90 percent of the money raised goes directly to the Foundation, with an average of only 10 percent used for walk expenses. No other event can be conducted so efficiently. The walk is also a chance to bring people together to create awareness, to celebrate successes and to generate media coverage with pictures of hundreds of supporters walking through downtown streets in support of psoriasis research.

Why we need your support

Over 66 percent of our walkers hear about Walk to Cure Psoriasis through communications from the National Psoriasis Foundation. Our communications are limited to current and previous Foundation members and, for some walks, previous walkers. We rely on your support to reach people living with psoriasis and psoriatic arthritis who are not members of the National Psoriasis Foundation <and their families and friends?>. Please help us recruit more people to participate in this worthwhile cause.

What you can do to help

1. Form an office team and encourage your staff to raise funds and participate in the walk.
2. Encourage your patients to participate by either joining your office team or by forming their own team.
3. Display posters about the walk in your waiting room.
4. Hand out walk brochures to your patients
5. Display a fundraising 'thermometer' in your waiting room and encourage patients to contribute to your team's fundraising efforts.
6. Sponsor the walk (contact the National Psoriasis Foundation at walk@psoriasis.org for a sponsorship package that details the cost and benefits of sponsoring the walks).
7. Talk about the walks at local Dermatology Society meetings—let other psoriasis dermatologists & rheumatologists know about the walk. Challenge them to create a team and raise more money than your clinic.
8. Send a letter to your patients inviting them to the walk.

Why people affected by psoriasis should participate in Walk to Cure Psoriasis?

1. They help raise money to fund research to find a cure for psoriasis and psoriatic arthritis and eliminate their devastating effects.
2. It's a great opportunity to meet and network with others living with psoriasis and psoriatic arthritis.
3. They help raise awareness about psoriasis and psoriatic arthritis. Psoriasis isn't contagious but awareness is.
4. Physical activity plays an important role in overall well-being.

Walk details

1. Visit www.psoriasis.org/walk for walk locations and dates.
2. Registration is free.
3. A Walk to Cure Psoriasis T-shirt will be provided to each person who raises \$100 or more.
4. Other prizes available depending on how much each individual raises. In addition, for every \$500 raised, walkers receive one entry into a drawing for a trip to Iceland's famed Blue Lagoon with airfare provided by Icelandair.
5. All ages are welcome and many of the walks are dog friendly (check Web site to verify).
6. Walks have both a 1K (.62-mile) and 5K (3.2-mile) route.
7. Coffee, tea, bagels, fruit and water are available before the walk.
8. Walks include local entertainment.
9. Each walker receives a goody bag filled with great samples.

Walk Resources

1. National Psoriasis Foundation Walk Web site: www.psoriasis.org/walk
2. Foundation will provide:
 - a. Sponsorship packages
 - b. Walk With Your Doc template letter (invites your clients to join the walk)
 - c. Letter to other dermatologists and rheumatologists inviting them to join the walk
 - d. Local walk brochures
 - e. Local walk posters
 - f. Fundraising thermometer poster