



**8000
STEPS**

FOR  HEROES

Your Complete Host Guide

TOGETHER TOWARDS TREATMENT

WELCOME

We are so glad you're here.

8,000 Steps for 8p is Project 8p's annual peer-to-peer fundraising event, where families, friends, and communities come together to walk, run, stride, and ride in honor of 8p heroes everywhere. Every step raises awareness and funds the research that brings us closer to treatments for chromosome 8p rearrangements.

Traditionally we walk in August, and we still love August, especially with August 8th being 8p Day. But we know life doesn't always fit a single month, so this year we're welcoming events anytime from June through September. Whenever you walk, we'll be right there with you.

This year we've also made some changes to how events are set up, and if you've hosted before, you'll notice things look a little different. We're now creating individual events for each in-person walk, which means your event gets its own page, your own link, and a fundraising page that's built around your hero.

This guide walks you through everything from start to finish. And as always, we're right here with you. Just reach out to events@project8p.org with any questions.



STEP ONE

1

Let Us Know You're Hosting

Ready to walk? Email us at events@project8p.org. We'll take it from there. The more you share upfront, the faster we can get your event live, but don't let missing details hold you back. We can always update things later.

THE BASICS

Your name and best way to reach you

Your 8p hero's name

Your event name (many families name it after their hero, like "Chloe's Crew" or "No Limits for Livie")

Event date and location (city/state is fine, or TBD)

YOUR STORY

A photo of your 8p hero (or a favorite team photo from a past year)

A few sentences about why you're hosting and who your hero is

YOUR GOAL

Do you have a fundraising goal in mind? Don't worry if not, we'll help you set one.

We'd love to have all event dates and locations finalized by July 31. That said, we know plans come together at different paces. Just keep in mind we'll need everything finalized at least one month before your event date so your page has time to do its job.

NOT SURE WHAT TO WRITE FOR YOUR STORY? HERE'S A STARTING POINT

Every step we take is for [Hero's Name]. [He/She/They] is [one line about who they are]. Like so many 8p heroes, [he/she/they] has shown us what courage, joy, and resilience really look like, and [he/she/they] inspires everything we do.

That's why [Team Name] is walking in [City] this [month] as part of Project 8p's 8,000 Steps for 8p. Every dollar we raise funds research, care, and community for families living with chromosome 8p rearrangements, bringing us closer to treatments that can change lives.

Walk with us. Donate. Share our story. Every step counts. Together Towards Treatment.

This is just a starting point. Feel free to edit it, add to it, or write something entirely your own.

STEP TWO

2

We Build Your Event

Once we hear from you, our events team gets to work. We'll create your dedicated event on RunSignUp with your walk name, your location, and your hero's story front and center. Your fundraising page will be built from everything you shared with us in Step 1 and ready to collect donations before you even log in.

Here's what you can expect from us:



A **dedicated event** for your walk on RunSignUp



A **personalized fundraising page** built around your hero, ready to collect donations



A **shareable link** that's yours to post, email, and share anywhere



An **invitation to register** so you can claim your co-captain access

We'll aim to have everything ready within 3-5 business days of receiving everything we need from you. Events can go live with a TBD date, and the sooner it's up, the more time you have to fundraise.



STEP THREE

3 Register + Claim Your Captain Access

Once your event is live, you'll receive an email from our events team with your link and next steps. You must register yourself first before you can claim your co-captain access.

- 1 Click the link in your email from the events team
- 2 You'll see a list of all 8,000 Steps for 8p events. Find yours by name and select it
- 3 Complete your registration (\$8). T-shirts are available to purchase for \$28 (optional).
- 4 Once registered, reach back out to events@project8p.org so we can send your co-captain invitation
- 5 Accept the invitation to unlock your co-captain access and connect to your fundraising page

A NOTE FOR YOUR WALKERS

When participants click to register they'll also see a list of all events. Make sure to let them know to look for your specific event by name. A simple heads up in your invite goes a long way.

Running into trouble? Reach out to events@project8p.org and we'll get you sorted.



You're all set!

Your event is live, your fundraising page is ready, and you're officially a co-captain. Now comes the best part, rallying your community around your hero. Let's get walking.

STEP FOUR

4

Recruit Your Walkers

The heart of 8,000 Steps for 8p is community. The more people walking beside you, the more powerful your event becomes. Start with the people closest to you and work outward from there. And don't forget friends who live out of town, they can still be part of your hero's story through a donation.

Aim for at least 10 walkers. A team of 10 creates real momentum and multiplies your fundraising reach significantly.

WHO TO INVITE

- Family and close friends
- Neighbors and coworkers
- Teachers, therapists, and care providers
- Faith or community organizations
- Anyone who loves your hero
- Friends who can't attend but can donate

READY-TO-USE SOCIAL CAPTIONS

We're walking for **[Hero's Name]** this **[month]** and we'd love for you to join us. Every step, every dollar brings us closer to treatments for chromosome 8p. Sign up: **[link]** **#8000Stepsfor8p**

[Hero's Name] inspires us every single day. This **[month]** we're turning that inspiration into action. Join our team or donate to help us reach our goal. **[link]** **#8000Stepsfor8p**

Our team is walking for our 8p hero and we need you. Come walk with us, donate, or just share our story. It all makes a difference. **[link]** **#8000Stepsfor8p**

Feel free to use these as-is or make them your own. Personal posts always perform best.



STEP FIVE

5

Plan Your Event

The beauty of 8,000 Steps for 8p is that your event is yours. A walk in a neighborhood park with 10 people is just as meaningful as a gathering of 100.

Pick Your Date

Weekends work best. Give yourself at least 4-6 weeks to promote and fundraise. Finalize your date at least one month out so we have time to support you.

Choose Your Location

Look for an accessible public park or trail with parking nearby, a paved surface, and accessible restrooms. Some families walk to a local restaurant after to celebrate!

Check Permit Requirements

Your local park may require a permit for organized events. A quick check with your parks department is worth it. Most permits are straightforward to obtain.

Share Logistics With Your Walkers

At least one week before, send registered walkers your start time, parking info, and route. A simple email or group text does the job.



STEP SIX

6 Walk Day

You did it. Today is the day. Here's everything you need to make it a great one.

BEFORE YOU HEAD OUT

- ☐ Arrive 1 hour early to welcome walkers and get everyone organized
- ☐ Wear your 8,000 Steps t-shirt and encourage participants to do the same
- ☐ Bring water, sunscreen, and weather-appropriate gear
- ☐ Pack a small first aid kit with bandages and antiseptic wipes

ON THE WALK

- ☐ Take lots of photos and videos of your hero, your team, your route
- ☐ Celebrate every milestone, every step, and every person who showed up
- ☐ Have fun. This day is for your hero and the community that loves them.

AFTER YOU CROSS THE FINISH LINE

- ☐ Tag @project8p and use #8000Stepsfor8p on your posts so we can amplify them in real time
- ☐ Drop your photos and videos into the Google Drive folder our events team shared with you

Whether you walked with 10 people or 100, you made a difference today. Every step counts.



STEP SEVEN

7 After the Walk

The walk may be over but your fundraising isn't, and that's a good thing.

Keep Your Page Open

Your fundraising page stays live after walk day. Post your best photos, share your progress toward your goal, and make one last personal ask to anyone who hasn't given yet. People love to give when they see the energy of what just happened.

Send Us Your Photos

Add your favorite photos and videos to your Google Drive folder after the event. We'd love to feature your walk in our communications and on social media, and we'll check your folder after walk day.

Thank Your Donors

Take a few minutes to personally thank everyone who donated. A quick text or comment goes a long way and keeps your community connected to your hero's story beyond walk day.

Celebrate

You rallied your community, honored your hero, and raised funds for research that matters. That's worth celebrating.

