



# Welcome, Walkers!

You're making a real difference. Here's why your steps matter:

---

In 2025, we raised over \$51,000! Help us beat that in 2026!

A fun, family-friendly 2-mile walk bringing our community together!

## Who You're Helping

The Concord Hospital Recovery Clinics in Franklin and Laconia serve approximately 650 individuals living with mental health and/or substance use disorders. Your support funds counseling and medication-assisted treatment that helps people achieve long-term recovery.

Our Mission:

Raise Awareness | Reduce Stigma | Provide Hope

---

Thank you for walking, fundraising, and building a healthier, stronger community for all!

## Fundraising Tips & Ideas!

---

### THE #1 FUNDRAISING TIP IS... ASK!

If you don't ask for a donation, you won't receive one.

- Start a Facebook fundraiser directly and share your fundraising page through your social media channels. You can directly connect your Facebook fundraiser to your RunSignup Fundraising page!
- Theme dress-up day: Have employees/co-workers donate to dress up according to a fun theme or have an outfit contest, (ugly sweater, dress down day)
- Organize an office game or events where participants donate to enter all the proceeds support your team. You can also organize a raffle, contest, challenge or fundraising dinner
- Have a bake sale! Everyone one loves tasty treats
- Host a car wash
- Email friends and family through your RunSignup fundraising page asking for donations. For a low-tech option, pen a letter asking for their support

---

Your excitement is contagious - share it!



## What It Means to Be a Team Captain!

---

A team captain recruits and organizes team members to fundraise individually and collectively. Invite friends, family, colleagues, and neighbors to walk together!

### Creating Your Team

- Set a fundraising goal and encourage team members to set their own
- Register first at RunSignup
- Be the first to make your own donation
- Distribute informational material to potential team members
- Display BTRW info around office, campus, break rooms
- Use email and social media
- Let your team know the best way to communicate with you

**MOTIVATE** your team! Excitement is contagious. Your dedication and enthusiasm will inspire others to join!

---

Use RunSignup tools to track progress and promote your efforts!

## Registration Instructions

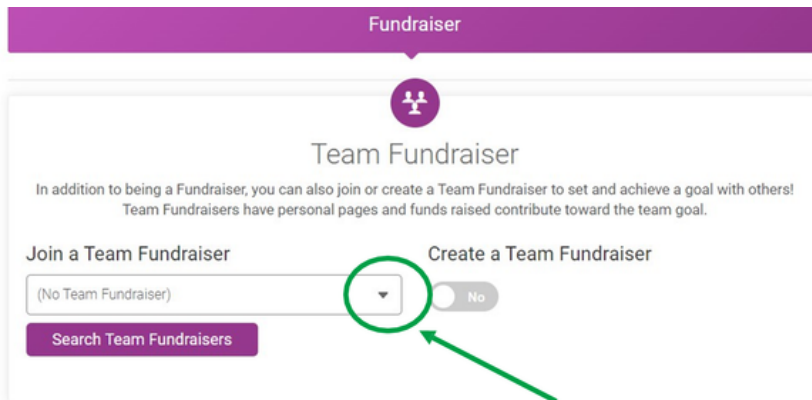
To register as a participant, visit [www.bridgetorecoverywalk.org](http://www.bridgetorecoverywalk.org)

### Helpful Tips

- Registration can be completed on a desktop computer, tablet, or mobile device
- While registration is available on mobile devices, many participants find the process easier to navigate on a desktop computer
- You may create or join a fundraising team during registration or return later to do so

### Creating or Joining a Fundraising team

- Click **Sign Up** to begin the registration process
- Enter your participant information and select **Continue**
- Review and sign the participant waiver, then select **Continue**
- Select the participant giveaway item (BTRW daypack) from the dropdown menu
- Enter your emergency contact information and click **Continue**
- **You will automatically be registered as an individual fundraiser**
- Next, choose whether you would like to join an existing team or create a new team
  - **To join an existing team:** Select the team's name from the dropdown menu
  - **To create a new team:** Select **Yes** under *Create a Team* and enter a name for your team
    - Enter your team's fundraising goal amount

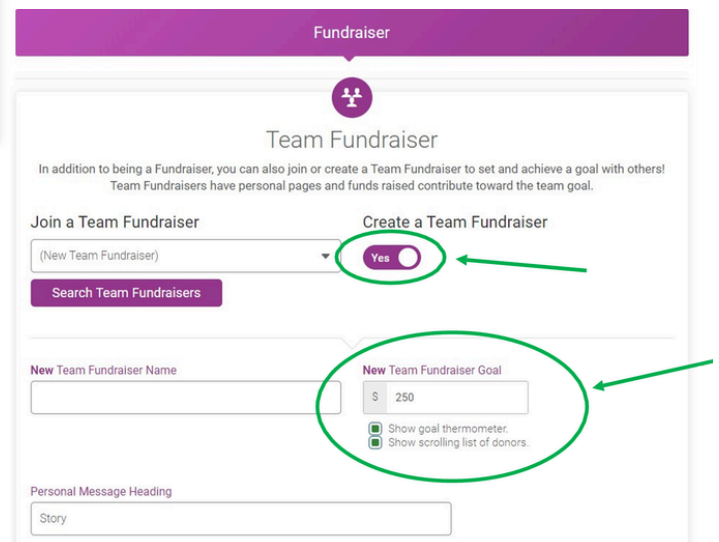


Fundraiser

Team Fundraiser

In addition to being a Fundraiser, you can also join or create a Team Fundraiser to set and achieve a goal with others! Team Fundraisers have personal pages and funds raised contribute toward the team goal.

Join a Team Fundraiser (No Team Fundraiser)     No



Fundraiser

Team Fundraiser

In addition to being a Fundraiser, you can also join or create a Team Fundraiser to set and achieve a goal with others! Team Fundraisers have personal pages and funds raised contribute toward the team goal.

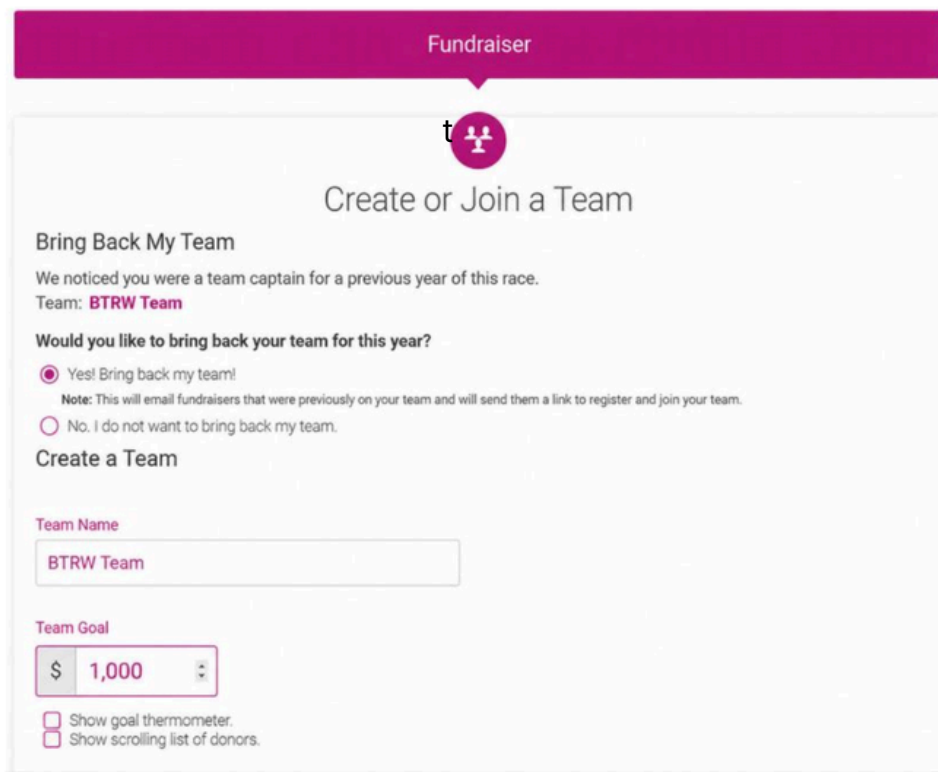
Join a Team Fundraiser (New Team Fundraiser)    Yes

New Team Fundraiser Name

New Team Fundraiser Goal   Show goal thermometer.  Show scrolling list of donors.

Personal Message Heading

- Captains from last year will be asked if they want to “bring back your team”, if you click Yes, your team will be established again and all members from last year will be automatically emailed and asked to participate again this year

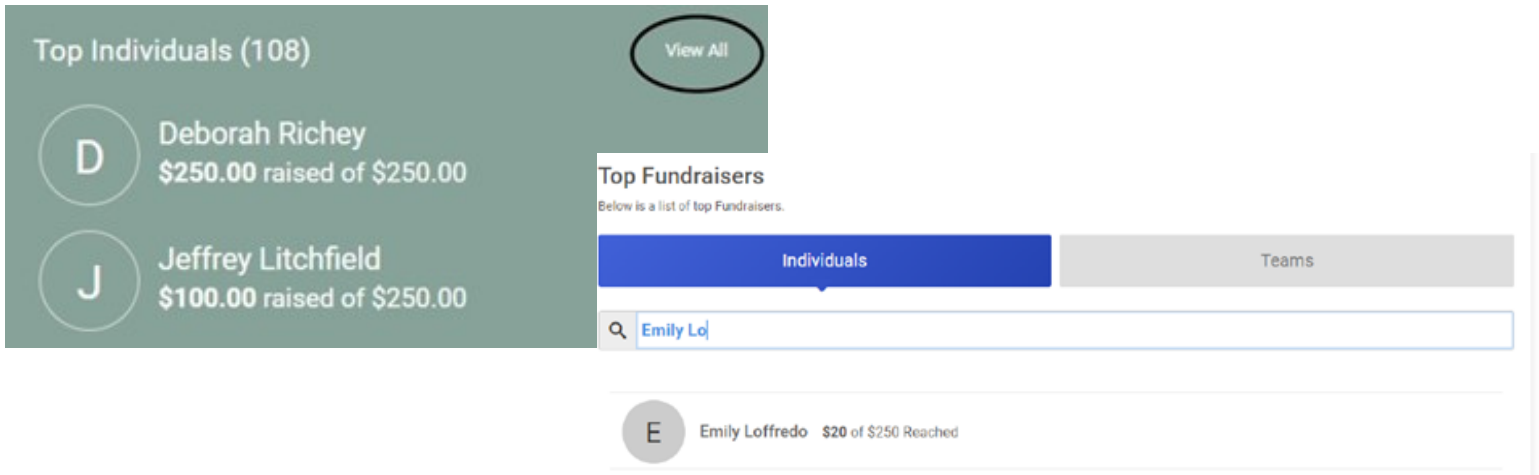


The screenshot shows a web form titled "Fundraiser" with a sub-header "Create or Join a Team". The main heading is "Bring Back My Team". Below this, it says "We noticed you were a team captain for a previous year of this race." and "Team: BTRW Team". The question is "Would you like to bring back your team for this year?". There are two radio button options: "Yes! Bring back my team!" (which is selected) and "No. I do not want to bring back my team." A note states: "Note: This will email fundraisers that were previously on your team and will send them a link to register and join your team." Below the question is a "Create a Team" section with a "Team Name" input field containing "BTRW Team" and a "Team Goal" input field set to "\$ 1,000". At the bottom, there are two checkboxes: "Show goal thermometer." and "Show scrolling list of donors.", both of which are currently unchecked.

- Next select a donation level that you would like to personally donate towards you Fundraiser
- Select who this donation will be on behalf of
- Click Continue
- Purchase Add-on swag during registration and proceeds benefit the beneficiary
- Enter payment information and complete registration.
- After registration is completed, you may see a popup asking if you want to create a Facebook Fundraiser
- If you click the Facebook Fundraiser option and you are simultaneously logged into Facebook on the device/computer you're using, you will be guided through Facebook Fundraiser setup

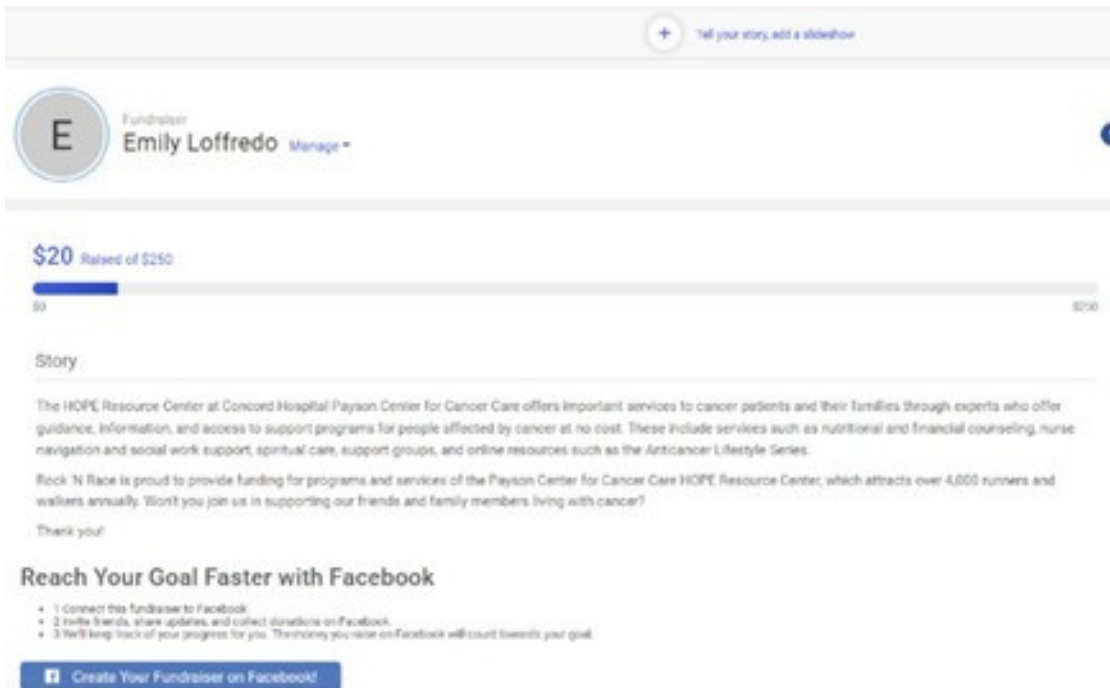
## How to link a Facebook Fundraiser after Registration

- Go to [www.bridgetorecoverywalk.org](http://www.bridgetorecoverywalk.org) and login in
- Scroll down to the fundraiser listing on the home page of BTRW and click **View All**
- Search for yourself under individuals



The screenshot shows the 'Top Individuals (108)' section with a 'View All' button circled in black. Below it are two fundraiser entries: Deborah Richey (\$250.00 raised of \$250.00) and Jeffrey Litchfield (\$100.00 raised of \$250.00). To the right, the 'Top Fundraisers' section is active, with a search bar containing 'Emily Lo' and a filter for 'Individuals' selected over 'Teams'. A search result for 'Emily Loffredo' is shown with '\$20 of \$250 Reached'.

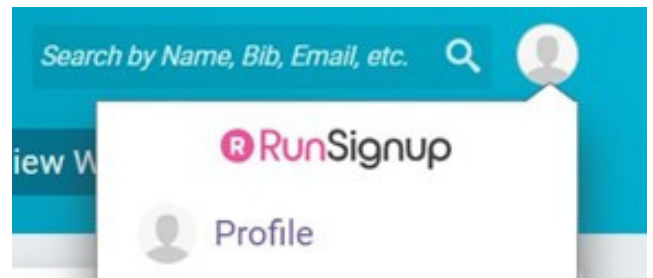
- You will be brought to your fundraising page where you will see a button to create your Facebook Fundraiser
- If you click on this button and you are logged into Facebook on the device you are using, you will be guided through the Facebook Fundraiser setup



The screenshot shows a Facebook fundraiser page for 'Emily Loffredo' with a 'Manage' button. The progress bar shows '\$20 Raised of \$250'. Below the progress bar is a 'Story' section with text about the HOPE Resource Center at Concord Hospital Payson Center for Cancer Care. At the bottom, there is a section titled 'Reach Your Goal Faster with Facebook' with three steps: 1. Connect this fundraiser to Facebook, 2. Invite friends, share updates, and collect donations on Facebook, and 3. We'll keep track of your progress for you. The money you raise on Facebook will count towards your goal. A blue button labeled 'Create Your Fundraiser on Facebook!' is at the bottom.

## How to Create or Join a Team After Registration:

- Log onto RunSignup [www.bridgetorecoverywalk.org](http://www.bridgetorecoverywalk.org) and go to your profile icon
- Click **My Registrations**
- Click **Manage Registrations** where you see your registration for this year's BTRW
- Click **Fundraiser** in the sidebar menu
- You'll be brought to the **Edit Fundraiser** page where you can create a new team or join an existing team through the dropdown menu



## Captains: Invite people to join and donate to your team

- Log onto RunSignup
- Click **“Top Fundraisers”** at the bottom of the page
- Type your team's name into the search bar to pull up a list of BTRW Teams and Your Team page will pop up
- Click on the **Manage** button near your team's name
- Click on **links & sharing**. You will see your fundraiser URL that can be copied and pasted into your own emails. You can also send emails using the menu on the left-hand side of the page
- Additionally, you can copy and paste your fundraiser URL into a Facebook post. People will be able to click on your post and link directly to your fundraising page on RunSignup

## Note:

Once your friends get to your team page, they can register and join your team by clicking on the **JOIN** button. You can send your potential donors to this page through an email, and they can donate directly to your team by clicking on the **DONATE** button. Click on **Send Emails**, scroll down to write your email or choose one of our email templates from the drop-down menu. You can also import contacts from a CSV file using the RunSignup importer.



### Offline donations:

Check should be sent to our office for processing and recording towards your fundraising goal.  
Please write the team or fundraiser in the memo.

Checks should be made payable to:  
**Concord Hospital Trust**

Mailed to:  
**Concord Hospital Trust**  
**Attn: Liz Fay - BTRW**  
**250 Pleasant Street**  
**Concord, NH 03301**

Please contact the Concord Hospital Trust with any questions at all!

You can call us at **603-227-7162** or email us at **chtrustevent@crhc.org**

