

**Susan G. Komen Greater St. Louis  
Virtual MTPWalk Kickoff Event  
Wednesday, August 26, 2020  
6 p.m.**

**RUN OF SHOW**

<b>Segment</b>	<b>Person</b>	<b>Time</b>	<b>Talking Points</b>	<b>Visual</b>
Welcome	SUZANNE	1 MINUTE	<ul style="list-style-type: none"> <li>• Welcome/Thanks/Intro Self</li> <li>• Purpose:               <ul style="list-style-type: none"> <li>○ Explain Virtual Walk</li> <li>○ Convince you to register</li> <li>○ Inform you how to stay engaged</li> <li>○ Inspire you to fundraise</li> <li>○ Celebrate top supporters</li> </ul> </li> </ul>	Opening Slide until start, then Speaker View
What is a Virtual Walk?	DAWNA	10 MINUTES	<ul style="list-style-type: none"> <li>• Pandemic impact</li> <li>• Walk Day different               <ul style="list-style-type: none"> <li>○ Online Ceremony</li> <li>○ Walk Where You Are</li> </ul> </li> <li>• MTP app               <ul style="list-style-type: none"> <li>○ Step tracker</li> <li>○ Fundraising tools</li> </ul> </li> </ul>	Speaker View, then slides with app images
Why Should I Register?	JENNIFER	1 MINUTE	<ul style="list-style-type: none"> <li>• Reg fees cover event costs</li> <li>• Two reasons to register:               <ul style="list-style-type: none"> <li>○ Build community</li> <li>○ Fundraising</li> </ul> </li> </ul>	Speaker View
Why Should I Fundraise?	SURVIVOR	2 MINUTES	<ul style="list-style-type: none"> <li>• Share breast cancer story</li> <li>• Ask to register, encourage to fundraise</li> </ul>	Speaker View

How Do I Fundraise?	JENNIFER	7 MINUTES	<ul style="list-style-type: none"> <li>• Pandemic created challenges - overcome fear of asking</li> <li>• Start with setting a meaningful goal</li> <li>• Six easy ways to raise \$</li> <li>• Consider starting team – they raise more \$</li> <li>• Tools in participant center and app</li> <li>• Help reach our goal!</li> </ul>	Speaker View, then slides with Fundraising Tips
How Will We Celebrate Our Top Supporters?	SUZANNE	5 MINUTES	<ul style="list-style-type: none"> <li>• Early fundraising recognition gifts (Aug. 30)</li> <li>• Raise \$100 for official event T-shirt</li> <li>• Other recognition gifts</li> <li>• Yard signs</li> <li>• Thank current top 5 fundraisers</li> <li>• Thanks current top teams</li> <li>• Thank sponsors</li> </ul>	Speaker View, then slides with Recognition Info
Wrap Up	SUZANNE	1 MINUTE	<ul style="list-style-type: none"> <li>• Thanks</li> <li>• Please register</li> <li>• Remind of action steps</li> <li>• See you October 4!</li> </ul>	Speaker View