



Challenge week is a super fun way to engage participants in fundraising before Walk. The basic concept is to have one challenge a day that everyone can participate in and potentially earn fun prizes. Use text messages and social media to communicate your plan. Each challenge only lasts one day (ending at midnight) and then the next challenge begins.

Work with your Friendship Walk Committee and Advisory Boards to gather fun incentives for each day.

The below are just examples. Encourage your committee to help come up with your own fun challenges and incentives that work best for your local participants.

Example Challenge Week:

Day 1: The Monday prior to Walk (two challenges to two different groups). Use or order small swag items for participants who meet this challenge and/or enter them to win a \$100 gift card.

- Group 1: Text goes to participants who have raised \$1 or more
 - Text Message: Best Buddies Friendship Walk Challenge Week! Day 1 – Raise an additional \$10 before midnight tonight to be entered to win Best Buddies Swag!
- Group 2: Text goes to \$0 participants
 - Text Message: Best Buddies Friendship Walk Challenge Week! Day 1 – Raise \$10 before midnight tonight to be entered to win a \$100 Visa Gift Card!

Day 2: The Tuesday prior to Walk (have fun with this one). The below example was shared by our Houston Walk but this does not have to be what you do. There are plenty of ways to make this day's challenge fun without anyone getting a pie in the face. Feel free to be creative and come up with your own fun idea!

- Text goes to every participant
 - Text Message: Best Buddies Friendship Walk Challenge Week! Day 2 – Raise an additional \$25 before midnight tonight for a chance to pie BB staff <insert name(s) at the Walk!
 - *Only use this example if your Program Managers truly want to do this*

Day 3: The Wednesday prior to Walk (Team Incentive – 1 for school teams and 1 for community and corporate teams)

- Text goes to participants of school teams.
 - Text Message: Best Buddies Friendship Walk Challenge Week! Day 3 – The 1st team to raise an additional \$250 today gets a Pizza Party!
- Text goes to community and corporate teams



- Best Buddies Friendship Walk Challenge Week! Day 3 – The 1st team to raise an additional \$250 today gets <insert restaurant name> gift card!

Day 4: The Thursday Prior to Walk (Photo Op Challenge)

- Text goes to all participants
 - Text Message: Best Buddies Friendship Walk Challenge Week! Day 4 – Raise an additional \$100 by midnight tonight for a photo op with <insert local celeb name> at the Walk!

Day 5: The Friday before Walk (Save the biggest incentive for this day)

- Send to every participants
 - Text Message: Best Buddies Friendship Walk Challenge Week! Day 5 – Raise an additional \$100 by midnight tonight to be entered for a chance to win <insert tickets>!