

# Clarity Solutions 2021 Walk for Life

Saturday, September 11, 2021

## “Clarity for the Unexpected”

God LOVES each life He creates! You are doing your church a spiritual service and favor by engaging His people in making an eternal difference. Inspire your congregation to be actively on God's team by either walking or sponsoring someone in the 2021 Clarity Walk for Life.

Lives will be saved and improved ALL year because of you in the next few weeks.

**2021 Walk Goals: 250 (Sponsored) Walkers, 75 churches/groups, \$85,000**

### Walk Details:

**WALK LOCATION:** 116 E. Memorial Drive, Elizabethtown, KY (parking at South Central Bank and the rear parking lot of the Helmwood medical building)

The walk is easy. It's only two, family-friendly miles

Walk is come and go from 10am - 1pm. Rain or shine!

Walkers are encouraged to create their own FundEasy 2021 Walk Page. This is very easy to create and use! (FundEasy will be available the end of July at [www.supportclarity.org](http://www.supportclarity.org))

We collect the money – so walkers are not responsible to do so.

Can't walk on the scheduled Saturday? Choose to walk on a different day.

Can't easily walk? Choose a different method of transportation.

Each Church Liaison receives a free t-shirt!

**Each walker who raises \$250.00 or more will receive a free t-shirt!**

### REGISTRATION OPTIONS for 2021

Please pre-register! Early registration helps us plan well.

Complete the registration ASAP either online or use another method to pre-register (see options below):

Registering before the Walk will help our data input after the Walk be much faster! Thank you!

- 1) Please encourage people to register with a Clarity FundEasy page. Visit [www.supportclarity.org](http://www.supportclarity.org)
- 2) OR Call Clarity at 270-234-1122 with your name, church, and t-shirt size;
- 3) OR Register the day of the Walk.
- 4) Contact Maegon Bennett if you have any questions: 270-234-1122 or [maegon@clarityky.com](mailto:maegon@clarityky.com) .

\*Please seek approval from your pastor and/or church leadership before promoting the Walk.\*

\*Please encourage your Youth Minister to have the youth at your church participate!\*

**Your job is to faithfully communicate and recruit – God is in charge of the results.**

**Thank You for Making an Eternal Difference!**

## Ideas for Promoting the 2021 Clarity Walk for Life

The ultimate promotion entails all of the below. You may not, however, be able to complete each of the ways suggested to promote the Clarity Walk for Life in your church this year. We ask that you do your best to gather a team of responsible people to faithfully promote the Walk in your church, using as many of the ideas as you can this year, planning to build on that base next year.

**Most importantly...Pray!** It is God who sustains the ministry of Clarity Solutions.

**Get started right away!** It's best to have the information in bulletins, website, newsletter, etc., **AT LEAST four weeks** before the Walk. Then, weekly notices in the bulletin, in Sunday School classes, and announced from the pulpit help remind people to walk participate. **August 14 is the Sunday four weeks before the Walk.** Start now to get your plan in place for successfully promoting the Walk to your church members.

**Create a team** to help you get the word out and promote the 2021 Walk for Life in your church. With your team, make a plan and then divide and conquer! Determine to find at least 5-10 Sponsored Walkers from your church. (Recommendation: 5 Walkers from smaller- to medium-sized congregations and a minimum of 10 sponsored Walkers from larger congregations.) **Also, ask your friends** at church, in your neighborhood, your workplace, and community clubs to join you at the Walk and to participate in collecting pledges. If they are not interested in Collecting Pledges, ask them to sponsor you. = )

**Set a Goal** for a number of sponsored walkers (those collecting pledges) from your church (see above info in "Create a team" section). If each participating church has just 5-10 walkers, we would have a record-breaking year! Maybe your church will bring more than 10 (from your youth group, Sunday School classes, etc.)! Every walker is valuable- the average walker will raise \$200+. **Encourage Walkers to use FundEasy.**

**Present Walk info** and offer immediate registration to small groups within the church. These might include home fellowships, Sunday School classes, Youth Groups, etc. Have lots of Walk brochures available when speaking to groups. Give one to each person, if feasible, and encourage them to try to collect pledges. They will probably be pleasantly surprised at how positively people respond.

**Schedule a presentation** from the pulpit on Sunday morning (if your church allows this). This presentation may be done from the pulpit by you, your pastor, or a representative from Clarity. **Please let each of your church liaisons know that someone is available from Clarity to come to their church to give a very brief informational promo for the Walk.**

**Create Bulletin inserts and table displays**, with registration available right there. If they can't walk, ask them to sponsor you. **Have your church team take turns manning this table each Sunday of September.**

**Schedule the Walk Promo Slide/Video** (when available) with your church's ministers and tech team. Find this link on the Clarity - Solutions Facebook page. Look for the link for this brief promo video at the end of July at [www.supportclarity.org](http://www.supportclarity.org).

**Communication Suggestions:** Create a list of people (and their contact info) who are planning to walk from your church –

- The week of **August 14th** or before, send a group email (blind copy) to those you know who are walking (and also those you'd like to see be sponsored walkers) from your church to encourage/remind them to collect pledges. Suggestion: send to LOTS of people!
- The weeks of **August 22nd and 29th** send another short reminder email to those who are walking and those you'd like to see be sponsored walkers, encouraging them to shoot for personally collecting at least \$250 in pledges or choose another goal from the Walk Brochure's back page.
- And finally, the week of **September 5th**, send a last email reminder about the Walk. At this stage of the game, some people, when asked, will give enough \$\$\$ to help the walker reach a designated goal! Also, communicate a plan to meet those in your group on the day of the Walk so you can walk together.

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**Thank You for Making an Eternal Difference!**