



## **Frequently asked questions about the Big Wow**

**Thank you for your interest in our national fund raising event on October 7, 2017. Here are a few of the typical questions city organizers ask us.**

### **Do I need a crowd to be successful?**

NO! You will be considered successful if you have as few as a handful of people.

### **What makes a Big wow successful?**

We consider a big wow successful if you volunteer and invite who you know from your family, neighbors, church, workplace and friends. If they come great. If they don't, they still heard about Wilson's Disease which raises awareness and they can always donate if they don't come.

### **What will I need to do?**

You will need to submit a story about how the disease affected you or your family member. We will have examples from previous years for you to see. It needs to be only a few paragraphs and we can help edit or make suggestions. A photograph makes your story more real to people and less abstract. We want people to know that this disease goes undetected and undiagnosed today.

Then you will need to find a location like a park or private grounds. Our insurance company will not insure us if it's on a city sidewalk, however. There is a bigger liability walking people across driveways and crossing streets. You might have to get a permit depending on the location. We will provide the certificate of insurance. We make your website/on Eventbrite where tickets are sold and people can donate. You need to tell people you know through emails, Facebook or texts. That's probably the hardest part. As a marketing rule, it usually takes three reminders for a person to act on something like this. You need to show up at your event.

### **What help will I get?**

We send you the t-shirts that were ordered for your event. We insure the event. We process the payments on our website/Eventbrite. We have a google ads advertising program in place if people Google the walk to get them to information on our website. We also publish it on Facebook. We help you compose emails or provide guidance on posting on your own social media if you have it. If you don't your kids might. They are usually terrific social media marketers. We get corporate sponsors. In the past we had La Croix donate sparkling water to each city. We can provide you with a press release if you have any press connections. If not don't worry about that. Your own email contact list will bring in people better than anything. If you happen to have a local business that wants to sponsor your city's event we can put their logo on your Eventbrite page when they supply it.

### **Will it be better if I get 1,000 people to register?**

No, that kind of scares us. We want you only to get the number of people that you can manage so if you got 1,000 people to walk with your event we would want you to have lots of volunteers to assist that day. You are doing just as good if you tell people that can't come that they can still donate or order a shirt.

### **How do I pick a location?**

City and county parks can be very nice. You don't need to organize runs but just simple walks. Watch for these things because people will want to know:

Are there paved sidewalks or packed stone?

What kind of parking is available?

Is the park large and if so, how will people find your location in the park?

Are you able to accurately describe where people should meet?

Is the park dog friendly?

Is it handicap accessible?

Are there bathrooms?

How long is the walking route?

What time do you want people to meet?

We will need the name and address of the park.

**Will I have to handle cash?**

Almost everyone will buy their ticket online. Sometimes checks are given at the event as an additional donation. Checks will be sent in to the Wilson's Disease Association and applied to your event.

**What sizes will the T-shirts come in?**

We have been ordering unisex t-shirts in adult sizes and youth sized t-shirts. We also order doggie bandannas for walks that allow dogs on a leash to walk with their families.

**What if the park we choose doesn't allow dogs?**

That's okay. Let us know.

**Why do people volunteer to do this?**

Family members of patients and patients finally have an opportunity to do something about Wilson's Disease after realizing that many doctors don't recognize it to treat it. This is one way to help the Wilson's Disease Association get what's necessary for the research to find a cure.

**Where does the money raised go?**

All ticket sales are run through the Wilson's Disease Association, a 501(3) c organization. That means every ticket sold or every donation is tax deductible. When a ticket is sold online or a donation made online through our Big wow Eventbrite pages, the buyer receives a receipt that can be used for a tax deduction in the United States. Money raised is earmarked for the future patient registry. The registry is needed to collect crucial information about WD patients for research. Our five year budget is \$1,000,000 for the registry.

**More Questions?**

For questions not addressed here you may call 414-961-0533 extension 3000. You may also email the chairperson Dr. Chris Simopoulos at [Chris@thewilsonsbigwow](mailto:Chris@thewilsonsbigwow) or [judi.keller@wilsonsdisease.org](mailto:judi.keller@wilsonsdisease.org)