Frequently asked questions about the Big Wow

Thank you for your interest in our fund raising event. 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. You will need a minimum of 5 t-shirt sales for your site to be fully launched and shirts shipped.

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. Please encourage donations if they cannot come. In past years we took in more money from donations than from the walk.

What will I need to do?

You will need to submit a story about how the disease affected you or your friend or 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. You will have a coach make your page with your story where t-shirts are sold and people can donate. The most important part is to tell people about it. You need to tell people you know through emails, Facebook or texts. Now you can order a shirt in advance of the event and when people ask what it's about you can tell them. Marketing is 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.

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**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. We also publish it on Facebook and on our website. 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. 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 or social media will bring in people better than anything. Many local businesses will donate things like food or refreshments.

**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 (shirts count as tickets) 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?
There are multiple style, color and size options. There are some walk specific customizations available also.

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 in the United States. All money raised is pledged to the patient registry. The registry is needed to collect crucial information about WD patients for research. Our original five year budget was $3,000,000 for the registry but other indications have us believing that the amount may pass $5,000,000 and last longer than 5 years.

Not sure about a public walk?
We have had some circumstances in the past where families held their own family walk and people came by invitation only. Just contact us.

More Questions?
For questions not addressed here you may call 414-961-0533 extension 3000. You may also email judi.keller@wilsonsdisease.org