

FREQUENTLY ASKED QUESTIONS

Don't see your question answered below? Email kelsey@first-image.org or call 503.256.0808 x158

Donations/Sponsorship

All sponsorships that participants receive are tax deductible. First Image is a 501(c)(3) organization (Tax ID: 93-0854417)

Any sponsorships that are not received online through the fundraising website can be mailed to or processed over the phone. In order for individual participants or teams to be credited, please indicate who is being sponsored.

First Image

Attn: Steps for Life

7931 NE Halsey St, Ste 200

Portland, OR 97213

To make a gift over the phone, call 503.256.0808, Mon-Fri, 9am-4pm PST

Q: What if someone gives me cash/a check or pledges to give later?

A: If multiple people give you cash donations, you are welcome to write a personal check covering the full amount payable to First Image. Print and fill out an [Offline Sponsorship Form](#) with the corresponding sponsors and we will be able to credit those sponsors individually OR you can turn in any cash/checks with corresponding sponsorship forms at SFL. First Image can also invoice your sponsors if they pledge to give, but we'll need a correct mailing address. *We will not be able to invoice for gifts under \$10.*

Q: Can I turn in my offline sponsorships before SFL?

A: Yes! To expedite the check-in process and make sure your sponsorships are all accounted for, we recommend turning in offline sponsorships ahead of the event. You can walk them into our Headquarters or mail them, address listed above. We also have a handy [Google Form](#) you can submit, whether or not you are fundraising online. Just make sure to bring the corresponding money to SFL!

Q: What if I'm fundraising online, but want my offline sponsorships to be reflected in my overall total?

A: Any offline sponsorships turned in before the event can be entered online by Events Staff. If you are unable to mail or walk in your donations, please fill out this [form](#) and turn in corresponding cash/checks at the event. You should see those donations reflected in your online total 2-3 business days after receiving the sponsorships.

Registration

Q: How do I register?

A: Go to our [fundraising website](#) and click the Register to Walk or Run button then follow the steps to register. You can participate as an individual, create or join a team. You can

also register day-of. Fill out our printable [Offline Registration form](#) and bring it to the event or you can fill one out there.

Q: Do I need to pay to register?

A: There is no registration fee, but we do encourage you to fundraise and even make a personal donation when you set up your fundraising page. This helps to make the most impact for the cause.

Q: I registered for the 2mi Walk but want to participate in the 5k instead (or vice versa). Can I change my registration?

A: Absolutely! Please email kelsey@first-image.org with your requested changes.

Q: I want to participate, but I'm busy that day. What can I do?

A: We have a Virtual option for our 2mi Walk participants. When you register, just click "Yes" when you're asked about being a Virtual Walker. You'll still be given a fundraising page and we'll mail the rewards you qualify for.

Fundraising

Q: Do I have to raise a minimum amount to participate?

A: Nope. Registration is free and we don't require anyone to fundraise, but in order to make the most impact in our PRCs, Heart, and The Reality Project, please consider making a personal donation or raise at least \$120. You'll receive a free SFL shirt when you hit that goal and make it possible for one woman to receive all the services we provide at our centers!

Q: I registered, but now what should I do?

A: We recommend that you start customizing your fundraising page ASAP! Upload your picture and write the story of why you're participating. From your homepage, you can find email templates to ask for sponsorships (and thank your sponsors!), track your donations, and update your progress. Download our [Participant Fundraising Guide](#) for more tips.

Q: Are there rewards for top fundraisers?

A: Yes! In addition to the fundraising rewards that all individuals can earn (see the Rewards section), the top fundraiser in each age and team categories will receive special recognition at the event. To be eligible, make sure you and/or your team turn in all of your money/sponsorships by May 19th.

Q: How do I receive my fundraising rewards?

A: Shirts and sweatshirts will be available at the event and we'll mail out FitBits for those who qualified for them. 5k Finisher Medals will be given when you cross the finish line.

Event Day & Venue

Q: Can I bring a stroller and walk/run with it?

A: Yes! This is a family-friendly event and we want all family members to be able to participate. However, if you're running in the 5k, in order to maintain safety for all runners

we do have requirements: you must start at the back, you may not weave through packs of runners, and you must always yield the right of way to other runners.

Q: Can I bring my pet to the event?

A: Unfortunately, Blue Lake Park does not allow pets so please leave Fido at home.

Q: Are you selling shirts or other merch?

A: Yes! If you didn't qualify for a SFL shirt, you may purchase one at our T-Shirt booth. We'll also be selling other swag and we take cards, cash, and checks made out to First Image.

Q: I'm a runner and I don't want to wait in line to check in. Is there an early-bird packet pick-up? Can I pick up packets for my family and friends too?

A: Yes and yes! We'll have two packet pick-ups the day before SFL. Be on the lookout for locations and times.

Q: Is there parking available at Blue Lake?

A: There is parking within Blue Lake that costs \$5 per car for the whole day (no re-entry). We do recommend that you carpool since space is not unlimited.

General

Q: I want to be involved, but don't want to walk or run or can't join day-of. How can I help?

A: If you can't be with us on the day or have physical limitations, there are a lot of ways you can be involved!

- You can [register](#) as a "Virtual Walker" when you sign up for the 2mi Walk and still collect sponsorships or donate personally to make a financial impact.
- Volunteer at the event and if you have a physical limitation, we'll make sure to give you a suitable position. Check out our needs and [sign up here](#).
- Help spread the word! A lot of our participants join because their friends and family invite them or they hear about SFL through their church. Consider becoming a Steps for Life Representative and become equipped to help others sign up and fundraise for the cause. Contact kelsey@first-image.org for more info. All SFL Reps get a free shirt!
- Are you a business owner? You can help underwrite this event by becoming a corporate sponsor. Check out the 2018 Event Sponsor benefits below.

Q: Is this a political event?

A: No, this is not a political event. First Image does not have any political ties and this event is focused on raising awareness about what we do and financial support to continue bringing compassionate care to the vulnerable women, preborn babies, men, and students in our city.