

# Steps for Life 2021

## FREQUENTLY ASKED QUESTIONS

Don't see your question answered below? Email [events@first-image.org](mailto:events@first-image.org) or call 503.256.0808 x158

**Q: What is a “hybrid” event?**

A: A hybrid event is one that combines a "live" in-person event with a "virtual" online component. For Steps for Life that means that we will offer a live webcast along with optional in-person gatherings hosted by you.

**Q: Is this a political event?**

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

### Registration

**Q: How do I register?**

A: Go to our [fundraising website](#) and click the **Register** button. Then follow through the steps to register. You can participate as an individual, create or join a team. You can complete our printable [Offline Registration form](#), and send it to our office ahead of the event.

**Q: Who needs to register?**

A: We encourage everyone to register, whether or not they are fundraising. This allows us to have more accurate counts for in-person gatherings and to send you important event updates.

**Q: Do I need to pay to register?**

A: There is no fee to register, but we encourage you to utilize your fundraising page to raise money for First Image. And you get some great rewards the more you raise!

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

A: Because Steps for Life is a hybrid event this year, you can enjoy the webcast and walk or run when is convenient for you. We will have the webcast posted on our website immediately following the event.

**Q: I'm planning to fundraise offline; do I still need to register?**

A: Yes, only if you don't register before May 21st. If you don't register ahead of the event online or by contacting our Event Staff, you will not receive important communications from us and we won't be able to add your offline donations to your account. To register online, go to [fundraise.first-image.org/sfl](https://fundraise.first-image.org/sfl)

**Q: If I sponsored a participant, but want to attend an in-person gathering, do I need to register?**

A: Yes. If you would like to participate at Steps for Life, we ask that you register and do so ahead of the event so we can send you the link to sign-up for an optional in-person gathering. You also don't want to miss out on receiving important event updates from us.

## **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. Please mail all offline gifts to our address:

**First Image**  
**Attn: Steps for Life**  
**1315 SE 20<sup>th</sup> Ave Ste. 2**  
**Portland, OR 97214**

To make a gift over the phone, call 503.256.0808 x158, Mon-Fri, 9am-4pm PST

**Because of the impact of COVID-19 and the commitment at First Image to help stop the spread, our Events Staff may still be working from home, but we are available to help with registration or other SFL related questions. If you need to turn in any Offline Sponsorships, please contact our staff ahead of time so we can schedule a time to be in the office to receive your sponsorships.**

**Q: What if someone gives me cash/a check (i.e.: offline sponsorships)?**

A: If multiple people give you cash donations, you are welcome to write a personal check covering the full amount payable to First Image. Also, 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 separate cash/check sponsorships with corresponding sponsorship forms at SFL.

**Q: Can someone pledge to sponsor me? How can I make sure First Image receives the money?**

A: We do encourage you do get payment in-person or online as much as possible since people are forgetful. However, sponsors can pledge to sponsor you and First Image will invoice those sponsors after the event. Please make sure to complete the offline sponsorship form and get a correct mailing address for those sponsors. We will only invoice for gifts **over \$20**.

**Q: How do I turn in my offline sponsorships and money?**

A: You can walk them into our Headquarters office or mail them, address listed above. To make sure your sponsorships are all accounted for, we recommend turning in offline sponsorships ahead of the event. We also have a handy [online form](#) you can submit, whether or not you are fundraising online or download this excel sheet and record your sponsorships on it.

**Q: What if I'm fundraising online and get some offline sponsorships, but want those 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 sponsorships, please fill out this [form](#) and turn in corresponding cash/checks at the event. You should see those donations reflected in your online total 1-3 business days after receiving the sponsorships.

## **Fundraising & Prizes**

### **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 or leather keychain when you hit that goal and make it possible for women to receive 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 are participating. From your homepage, you can find email templates to ask for sponsorships (and thank your sponsors after they donate!), track your sponsorships, 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). To be eligible, make sure you and/or your team turn in all of your money/sponsorships by May 31st.

### **Q: I raised enough to earn rewards! How do I receive them?**

A: Some rewards (like shirts and keychains) will be available at the launch party on April 10th and at packet pickup locations the week of May 16th. Rewards will also be delivered or mailed following the event. We will also have times available to pick-up your rewards at our Headquarters office in SE Portland. If you earned rewards, you will be notified.

## **In-Person Gatherings**

### **Q: How do I sign-up to walk or run with others?**

A: After you register, you will receive an e-mail that includes a link to sign-up for an in-person gathering. There will be various locations around the area available. Please check the details on your sign-up to find the right one for you. We do ask that you if you sign-up that you commit to attend or let your host know you need to cancel. There are limited spots available due to restrictions and we want to make sure all those that want to can join a group.

### **Q: How do I sign-up to host a gathering?**

A: Please complete this [google form](#) to let us know about you and the proposed location. We will contact you to confirm the details and create your sign-up. As a host, you will receive a host basket with some signage and supplies to help your time run smoothly.

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

A: This is up to your gathering host and the location. Please check the details on your sign-up or contact your host. This is a family-friendly event and we want all family members to be able to participate.

### **Q: Can I bring my dog/pet to the event?**

A: This is up to your gathering host and the location. Please check the details on your sign-up or contact your host.

## **General**

### **Q: Are you selling shirts or other merchandise?**

A: Yes! We will be selling shirts and sweatshirts. If you didn't qualify for a SFL shirt, you may purchase one online or at our launch party on April 10th.

### **Q: Is there a packet pick-up? Can I pick up packets for my family and friends too?**

A: Yes and yes! We'll have a packet pick-up the week before SFL. After you register, we'll notify you of those details. Please be sure to bring in any offline sponsorships you may have when you do pick up! If you qualify for any rewards, we can give you the available ones at pick-up.