

2025

STRIDE FOR HOPE

G U I D E B O O K



Saturday, September 13th
San Ramon, CA



Saturday, September 20th
Fresno, CA

5K.DNWEST.ORG

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SUPPORT EVERY STEP

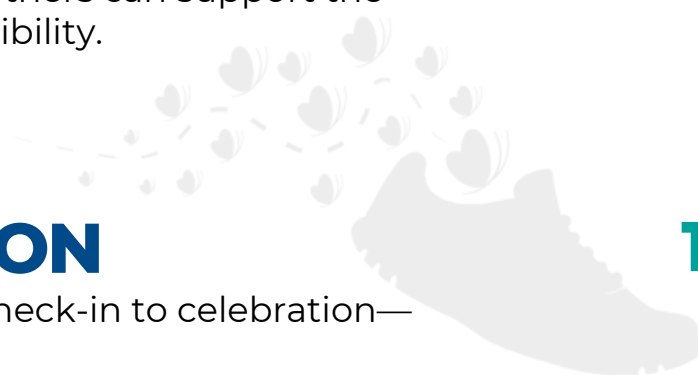
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A breakdown of event day—from check-in to celebration—so you're ready to Stride for Hope



2024 HIGHLIGHTS



San Ramon, CA

Funds Raised:

\$152,283

Participants:

611



2024
Highlights



Total Funds Raised

\$233,921

839

Total Participants

Fresno, CA

Funds Raised:

\$81,638

Participants:

228

2024
Highlights



2025 STRIDE FOR HOPE

Why we Run/Walk?

We Stride for Hope to honor the incredible generosity of organ, eye, and tissue donors and their families, to celebrate the lives saved through transplantation, and to raise awareness for the thousands still waiting for a second chance. Every step we take brings hope to our community and strengthens our mission to save and heal lives.



San Ramon, CA
Saturday, September 13th

15TH ANNIVERSARY

Fresno, CA | Woodward Park
Saturday, September 20th

2ND ANNIVERSARY



STAY UP TO DATE BY VISITING [5K.DNEWST.ORG](https://5k.dnewst.org)

2025 STRIDE FOR HOPE

Purpose Park

Purpose Park is a meaningful space where Run/Walk participants can pause, reflect, and honor the loved ones who inspire their journey. Whether you're remembering a donor, celebrating a recipient, or simply taking a moment of gratitude, this area offers a peaceful setting to connect with the deeper purpose behind the event.



Family Field

Family Field is the perfect home base for your Run/Walk team—a dedicated space where you can gather, relax, and celebrate together throughout the event. Set up your spot with decorations, signs, and photos to show off your team spirit and honor your connection to the cause. Whether you're cheering on walkers, sharing stories, or taking group photos, Family Field is where your team's energy and passion come to life.

Timed Race

New this year—join us for a timed 5K race before the main Run/Walk kicks off! Perfect for competitive runners, this race lets you challenge yourself on the course before joining your team. After crossing the finish line, you can take a victory lap by walking the 5K again or relax and celebrate with your team at your tent in Family Field.



THE TEAM CAPTAIN IMPACT

- **Register Your Team.** Head to 5k.dnwest.org to officially sign up and start striding for hope.
- **Customize Your Team Page.** Make it yours by adding photos, a video and team inspiration.
 - Share you **“why”** - why you Run/ Walk
 - Set your team and individual fundraising goal.
- **Rally Your Community!**
 - Invite friends and family to join your team.
 - Invite them to contribute in honor of your team or someone special.
 - Spread the word - your story could inspire others to give or get involved.
- **Share Your Page.** Post your team and fundraising page links on social media and let your network support you!
- **Submit Your Story.** Send us your story about your team and who you're honoring to SocialMedia@dnwest.org for a chance to be featured on our social media channels and newsletter. Don't forget to send us photos!
- **Follow and Amplify!** Follow us on social media (@MyDNWest) and help amplify our life-saving mission - every like and share counts!
- **Show Your Team Spirit!** Get creative for event day! Make team shirts, pins or team signs to bring your crew together. We'll have a designated area (**Family Field**) where teams can set up a team tent - bring your decorations and make it your home base.



RECRUITMENT

- **Get Pumped!** Talk about the Run/Walk everywhere you go—your passion and energy will inspire others to get involved.
- **Rally Your Crew.** Invite family, friends, coworkers, neighbors—even your barista! Great team members can be found in all corners of your community.
- **Bring it to Work.** Host a presentation at your workplace and challenge other departments or locations to join the fun!
- **Spread the Word Far and Wide.** Put up Run/Walk posters in break rooms, elevators, gyms, lobbies—anywhere people gather. Let your team name shine! Don't forget to ask if it's okay first!
- **Keep Your Team Connected.** Host regular team huddles—virtual or in-person—to share updates, build momentum, and keep the excitement high. You can even start a group chat!
- **Share Your Why.** Whether it's your own story or one close to your heart, let people know why organ and tissue donation matters to you.
- **Grow Your Team Exponentially.** Challenge each team member to recruit 3 more. Just 3 people each can quickly turn your team of 3 into a mighty 39!
- **Go Social.** Post about your team, your why, and your fundraising goals. Include your team's link so friends can register and support your mission.



FUNDRAISING TIPS



START EARLY, SUCCEED BIG Getting a head start makes it easier to hit your goals and see your impact grow.

SET TEAM GOALS Plan together and decide how you'll reach your fundraising target.

LEAD BY EXAMPLE Make the first donation to inspire your team.

THROW A KICKOFF PARTY Host a fun in-person or online gathering to rally your team and raise funds.

MAKE A CHANGE WITH YOUR POCKET CHANGE! Every coin counts! Keep a jar on your desk or dresser and watch your spare change grow into real change.

HOST A BAKE SALE! Get the kids involved and sell treats to support your team.

DECLUTTER FOR A CAUSE! Clear the clutter and raise funds. Team up with others for double the impact!

SHARE YOUR STORY! Write a heartfelt letter or email explaining your personal connection to organ and tissue donation. If you're walking in honor or memory of someone, include a photo and make it personal—it makes all the difference.

SAMPLE EMAIL

Subject: Walk With Me in Honor of [Loved One's Name]
Hi friends,
I've started a team for the Donor Network West Foundation Stride for Hope Run/Walk in honor of **[Loved One's Name]**, who became an organ donor and gave the gift of life to others. This event is my way of keeping their legacy alive — and supporting a mission that means so much to me.

Donor Network West Foundation helps donor families like mine, supports transplant recipients, and raises awareness about the power of donation. Their work brings hope, healing, and second chances to people across our communities.

Join me in walking, running, donating — or simply showing your support.

Sept. 13 – San Ramon

Sept. 20 – Fresno

[Insert Link to Team or Donation Page]

Every step we take helps save lives and honor those who gave. Thank you for being part of this with me.

With love,
[Your Name]

SAMPLE TEXT

Hi **[Name]**! I'm walking in the Donor Network West Foundation Run/Walk this Sept to honor **[loved one's name or "my donor hero"]**. Join me in *San Ramon (9/13)* or *Fresno (9/20)* — or donate to my team! Here's the link: **[Insert Link]** #HopeNow

SOCIAL MEDIA

Share to your social media of choice

Join me in honoring the gift of life!
I'm walking in the Donor Network West Stride for Hope Run/Walk to honor someone I love — someone whose gift continues to heal and inspire. Saying yes to donation was one of the hardest and most meaningful decisions we ever made. And it's a choice that still gives me strength today.

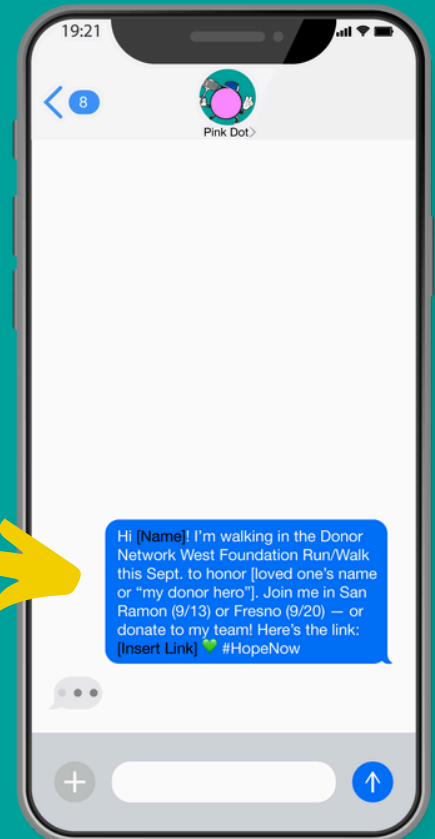
I'd love for you to join me — walk with me, donate, or just show your support. Every step we take together honors a legacy and brings a little more hope into the world.

San Ramon – Sept 13 **OR** Fresno – Sept 20

[Insert Link]

#HopeNow #DonateLife

#DonorNetworkWest #StrideForHope





SUPPORT EVERY STEP, SPONSOR OUR RUN/WALK

We're always looking to team up with local businesses and community champions who want to make a difference!

Sponsoring our Run/Walk Event is a great way to show your support, gain visibility, and connect with an enthusiastic crowd. Whether you're a business owner or know someone who might be interested, we'd love to hear from you!

For leads or more information please reach out to the Foundation Team: foundation@dnwest.org

THE DAY IN MOTION

7:30 AM

Check-In & Registration Opens
Teams can Setup in Family Field

8:00 AM

5k Timed Race Begins

8:45 AM

Welcome & Warm-Up

9:00 AM

Kids Dash

9:15 AM

5k Run/Walk Begins

12:00 PM

Event Concludes

Schedule is subject change.

For up to date information visit the event website 5k.dnwest.org

SOCIAL MEDIA

CREATE A HASHTAG
THAT YOU AND
YOUR TEAM CAN
USE FOR TEAM
PICTURES!



DON'T
FORGET!

Follow & tag us
@MyDNWest



@My_DNWest