

CIVITAN INTERNATIONAL

**WALK
& ROLL
FOR RESEARCH**



**Participant
Guide**

Thank you for participating in the third annual [Civitan International Walk and Roll For Research](#)! This virtual event is a unique way to raise awareness and funds for the Civitan International Research Center. You can participate as an individual or rally your Civitan friends to create a team. [Walk & Roll](#) is your opportunity to make a difference for those with intellectual and developmental disabilities and other brain conditions.

[Walk and Roll](#) will be held in person and virtually this year. The in person event is Wednesday, July 6th at our annual convention in San Antonio, TX. If you're walking virtually, you can pick the day and time that month to complete your [Walk and Roll](#) as a team or individual! We would ask that you Walk (or Roll) at least a mile. Below are some additional recommendations on how to execute your event. Be sure to modify your event to best meet your needs!

Option 1) Fundraise and participate in [Walk and Roll](#) as an individual. Use our [online tools](#) to reach out to friends and family through e-mail and Facebook to let them know why you're fundraising. Choose a day to celebrate your [Walk & Roll](#) your way. Whether it's a walk around the block with your dog or a stroll from your kitchen to the living room, on the date of your Walk (or whenever it's convenient for you), put on your Civitan T-shirt/gear and show us how you're celebrating by using #CivitanWalk&Roll on social media to share photos and more.

Individual Fundraising Levels

Minimum Fundraising- **\$50**

- \$50-\$99- Walk & Roll completion certificate, invitation to Walk and Roll wrap up celebration
- \$100-\$499- Walk & Roll completion certificate, invitation to Walk and Roll wrap up celebration, Official Walk & Roll t-shirt
- \$500-\$999-, - Walk & Roll completion certificate, invitation to Walk and Roll wrap up celebration, Water Bottle & Official Walk & Roll t-shirt
- \$1,000 - \$1,499- Walk & Roll completion certificate, invitation to Walk and Roll wrap up celebration, Water Bottle, Official Walk & Roll t-shirt, participant name and photo included in Civitan magazine Walk and Roll Who's Who feature
- \$1,500 and above- Walk & Roll completion certificate, invitation to Walk and Roll wrap up celebration, Water Bottle, Official Walk & Roll t-shirt, participant name and photo

Why \$50?

This amount supports an existing tank of zebra fish for research at the CIRC. These fish are one of the most widely used animal models in research. They play a key role in finding new therapies and research at the CIRC.

included in Civitan magazine Walk and Roll Who's Who feature and inclusion in Powell's Pals. This exclusive invitation includes a commemorative t-shirt featuring Dr. Powell's face, special VIP seating at the international convention or virtual access to streamed philanthropy session for virtual participants, VIP research center SWAG bag, and the opportunity to lead out the Walk and Rollers at the international convention.

Option 2) Rally your friends, family, and Civitan club members to create a team for [Walk & Roll](#). And because we're going virtual, anyone from anywhere (yes, that also means internationally!) can join your team. These times of uncertainty can isolate us from each other – stay connected however you can. Your [Walk & Roll](#) event can be a great opportunity to get your club members together for an end of year celebration. Depending on social distancing rules in your area, plan your very own [Walk & Roll](#) event. We suggest using a location like a park, high school track, or other outdoor location to host your event. A school or community center gym would be a good rain plan location. Be sure to invite all your club members, friends, and family. You can incorporate the event into your club meeting or even a membership drive. Check out the [Event Details page](#) on our website for more ideas on how to execute your very own [Walk & Roll](#)!

Team Fundraising Levels

- \$150-\$499- Walk and Roll Water Bottles for all your team members (up to 10)
- \$500-\$999- Walk and Roll Water Bottles for all your team members (up to 10), mission signs for your Walk & Roll event
- \$1,000-\$2,499- Water Bottle for all your team members (up to 10), mission signs for your Walk & Roll event, Walk & Roll T-shirts for up to 5 of your team members
- \$2,500-\$4,999 - Water Bottle for all your team members (up to 10), mission signs for your Walk & Roll event, Walk & Roll T-shirts for up to 10 of your team members
- \$5,000 and Up - Water Bottle for all your team members (up to 10), mission signs for your Walk & Roll event, Walk & Roll T-shirts for up to 10 of your team members, Zoom presentation from Dr. Powell at a club meeting of your choice

Reach \$2,500 and support a whole tank of zebra fish at the Civitan International Research Center!

Now that you know the ways you can participate in Walk and Roll here are some top tips to help you and/or your team reach your goals!

Social Media and E-mail

Participant Center Tools

Once you register, you will get access to a customizable participant center. Here you can send e-mails, tell your story, and easily track your donations. Be sure to take advantage of these great tools! Our [participant center guide](#) walks you through step by step how to get started. Be sure to check it out!

Facebook Fundraising

Link your fundraising page to Facebook. Learn how to do it in our Walk and Roll [participant center guide](#).

Fundraising Link in E-mails

Remember to include your fundraising link on all outgoing e-mails, and texts. Also, re-record your voicemail to include a mention about Walk & Roll and a request to contact you about donating.

Share on Social Media

Ask friends to share your posts on social media and forward your e-mails.

Online Activities

Donor Incentives

Offer donor incentives. For each \$50 donation, post a goofy video of you dancing in honor of the donor; for each \$20 donation send your donor a handmade thank you card; or, for each \$10 donation paint a picture and send it to your donor.

Virtual Dinner Party or Wine Tasting

Send participants a link to a virtual party once they donate to your fundraising page. Everyone can bring their favorite dish or wine and share why it's their favorite.

Netflix Party

Host a Netflix party. Use the new Netflix Party browser extension and rally your teammates, friends and family to watch a movie together. Incorporate a fun game, too! For example, every time the word "walk" is said in the movie, everyone donates \$1 to your team.

Virtual Garage Sale

Have a Virtual Garage Sale. Go through your things and see what you can sell at a garage sale...then sell it online! You can host this sale via Zoom or Facebook Live, or simply e-mail or text your friends pictures of items for sale.

Lip Sync Battle

Encourage team members to record videos of themselves singing and then submit the videos to you. You then set a time to showcase all the submissions and let donors vote on their favorite with their donation dollars. The person with the most donations wins! Variations of this event include a pet photo or kid photo contest.

Virtual Candy-Grams

Use a talent you have such as singing, playing an instrument, magic, or reading a children's book, to deliver virtual candy-grams to friends and family stuck at home.

No-bake Bake Sale

Host a no bake, bake sale. Have people donate what they would spend on making baked goods for a sale. Instead of baking, they donate to you.

Around Your House and Neighborhood

Grocery Pick-up or Delivery

Offer to deliver or pick up groceries in exchange for donations to your fundraising page.

IOUs

Offer "IOUs" for future things such as dinners, errands, chores, cleaning services, or crafts in exchange for a donation.

In-Home Scavenger Hunt

Make a list of everyday objects you and your friends might find at home (a pink highlighter, wrapping paper, an old teddy bear, etc.). If someone doesn't have an item on your list, they can make a donation to bypass the item and move on to the next. Whoever gets through the list fastest gets a special written thank you message.

Favorite Things

Create lists of your favorite things like books, movies, crafts, school worksheets for kids, distraction techniques and share them for a donation.

Note for Your Neighbor

Put a note in your neighbor's mailbox letting them know you are participating. Ask them to join your team and make a donation.

Start a letter-writing campaign

Share your story, your personal goals and why supporting the Civitan International Research Center is so important to you.

Event Weekend Ideas

Video Testimonial

Create a short video testimonial and post it on social media. Let everyone know why you're fundraising and what the Civitan International Research Center means to you.

Use the Hashtag

Post and share videos and photos using #CivitanWalk&Roll.

Group Video Call

Just because you can't meet in-person, doesn't mean you can't hang with your team! Use apps like Houseparty or Zoom to have a group video call. Take pictures and share using #CivitanWalk&Roll to show everyone your team spirit!

Get Team T-shirts Ready

Create and order team T-shirts from our partners at [Fund the Nations](#) to receive a donation to your team for every shirt you order! Wear these shirts proudly on the day of the Walk & Roll (and any other time) to raise awareness. You can also sell sponsorships and showcase them on your T-shirt.

Quest with Prizes

Start a quest for your team. Have a small prize such as a Starbucks gift card for whoever completes the quest first. To complete the quest, your team members must:

- Personalize their fundraising page
- Make a self-donation
- Send an e-mail from their fundraising page to their contacts asking for a donation
- Share their participation on social media

Signs of Hope

Print signs of hope to show why you support the Civitan International Research Center and participate in Walk & Roll. Post them in your windows on event weekend to share with your neighbors and anyone passing by. Download your signs from the [event details](#) page of our site.

Make a Playlist

Create a Walk weekend playlist and connect on the Rave app to party with your teammates and friends.

Ideas for Team Captains

Rally your team

Keep your team feeling connected to each other and the cause. Host virtual meetups (use apps like Houseparty, Zoom and Skype; video call functions on social media platforms; or FaceTime) or use club meetings to talk about fundraising updates and tips, what you'll do for the day of the Walk & Roll and more!

Build your team

There's still plenty of time. Challenge your friends, family, and club members to join you!

Create a Facebook group

Give your team a place to encourage each other, share information and stay connected.

Join Facebook Group

Join our Civitan Walk & Roll Team Captain Facebook Group to connect with other like-minded, passionate people who lead teams across the country.

Other Resources

Be sure to check out the [Event Details](#) page of the website to learn more specifics about what should be included in your Walk & Roll plan, learn how to incorporate and grow your membership at your event, and download mission signs, t-shirt designs, and social media posts.