



**August 7, 2024**

**Albuquerque, New Mexico**

**and communities around the globe**

# **Participant Guide**



**Thank you for participating in the fifth annual Civitan International Walk and Roll for Research! This 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, coworkers, or neighbors 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 August 7 at our annual convention in Albuquerque, New Mexico. 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! Please review this participant guide to make the most of your experience, whether you join us in Albuquerque or hit the streets in your own community!**

**In Civitan,**

*Kendyl Massey*

**Kendyl Massey**

**2024 Walk and Roll Chair**

# Participant Options

**Option 1)** Fundraise and participate in Walk and Roll as an individual. Register on the Walk and Roll fundraising site. Use our online tools to reach out to friends and family through e-mail and Facebook to let them know why you're fundraising. If you are joining us in Albuquerque, be sure to pack your walking shoes and shorts. T-shirts are provided once you hit a certain amount raised. If you are participating in Walk and Roll at home, choose a day to celebrate your Walk & Roll your way. 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-\$124- Walk & Roll completion certificate, invitation to Walk and Roll wrap up celebration
- \$125-\$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 included in Civitan magazine Walk and Roll "Who's Who" feature and inclusion in Powell's Pals. This exclusive invitation includes a commemorative item, 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 when group is recognized.

### Why \$50?

This amount supports an existing tank of zebra fish for research at the Civitan International Research Center. 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.

*The deadline to be considered for fundraising incentives is July 26.*

**Option 2)** Rally your friends, family, and Civitan club members to create a team for Walk & Roll. And because this event can be virtual, anyone from anywhere (yes, that also means internationally!) can join your team. In person, teams can wear items that unite them (like the same hat or a bandana) and walk together during the event. If you choose to form a team back at home in your community, your Walk & Roll event can be a great opportunity to get your club members together for an end of year celebration. 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 team members (up to 10)
- \$500-\$999- Walk and Roll water bottles for all team members (up to 10), mission signs for your Walk & Roll event
- \$1,000-\$2,499- Walk and Roll water bottles for all 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- Walk and Roll water bottles for all 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- Walk and Roll water bottles for all 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.

### **Facebook Fundraising**

Link your fundraising page to Facebook. Learn how to do it in the Walk and Roll participant center guide on the main fundraising webpage.

### **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!

#### **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 International Philanthropy 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.