



AbilityFirst
STROLL & ROLL
GOES VIRTUAL

TOOL KIT
Saturday, November 7, 2020
8:30AM-10:30AM

Stroll & Roll Goes Virtual

Join us for a virtual experience on Saturday, November 7, 2020.

Children and adults with developmental disabilities and their families need AbilityFirst programs more than ever before! The dollars raised by Stroll & Roll will allow these programs to continue.

So, put on your Stroll & Roll t-shirt and your sneakers - and let's get moving!

Whether you are walking outside in your neighborhood or local community, or on your treadmill or in the safety of your own home, we hope you'll join us as we raise critical funds for AbilityFirst programs supporting people with disabilities!

Marketing and PR Contacts:

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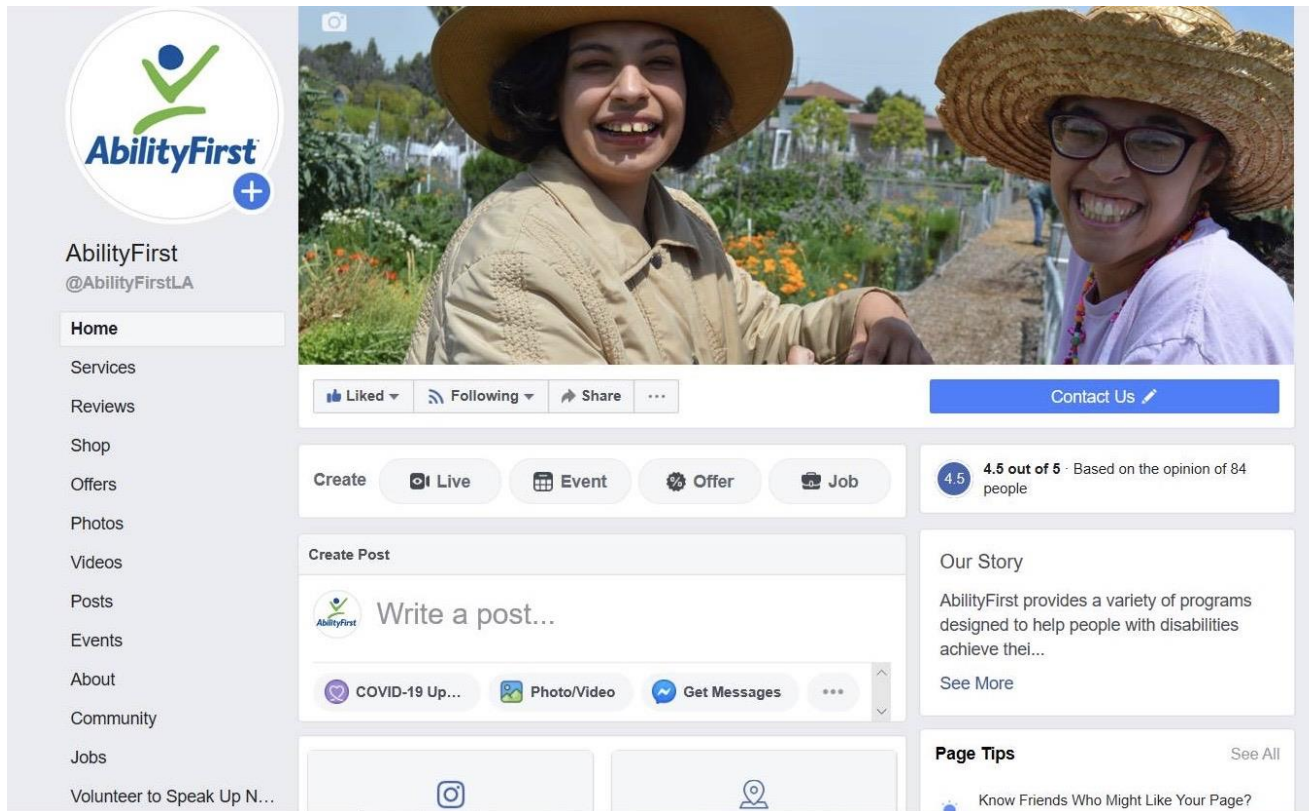
StrollandRoll.org

Your Story

Visit [strollandroll.org](https://www.strollandroll.org) today and register for the virtual event, create your fundraising page and learn about all the many ways you can join in the fun!



Share your story



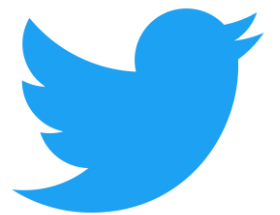
After you have created your fundraising page:

- ✓ Spread the word to all your friends on social media
- ✓ Send emails to all your family and friends
- ✓ Create a goal to share your story 3-5 times between now and the event day **Saturday, November 7, 2020**



How to create your Facebook/Twitter account

- Facebook
 - Go to www.facebook.com
 - Enter your name, email or mobile phone number, password, date of birth and gender.
 - Click "**Sign Up.**"
- Twitter
 - Go to Twitter.com and click "**Sign Up.**"
 - Enter your name, your email, and a password. Use your real name and email. You will be able to customize your profile after.
 - Click "**create my account.**"



How to create your Instagram account

- Go to [instagram.com](https://www.instagram.com)
- Click "**Sign up**," enter your email address, create a username and password or click "**Log in with Facebook**" to sign up with your Facebook account.
- If you register with an email, click "**Sign up**." If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.



Social Media Examples for Facebook and Instagram

Posting # 1 - I've created my fundraising page for @AbilityFirstLA Stroll & Roll to help raise funds for critical programs and services supporting children and adults with disabilities. You can help me reach my goal! Visit my fundraising page and share it to Facebook. **#StrollandRollGoesVirtual**

Posting # 2 - I created a fundraising page for Stroll & Roll to help @AbilityFirstLA continue to provide important programs and services to help individuals with disabilities achieve their personal best throughout their lives. Can you help me get to my goal? Visit my fundraising page and share it to Facebook! **#StrollandRollGoesVirtual**

Posting # 3 – There is still time to help me reach my fundraising goal for @AbilityFirstLA Stroll & Roll! Visit my fundraising page and make a donation. Every dollar counts! **#StrollandRollGoesVirtual**

Stroll & Roll fundraising timeline

What to do right now:

- ✓ Review this tool kit
- ✓ Register for Stroll & Roll
- ✓ Create your Fundraising Page
- ✓ Share your story!
- ✓ Post onto social media

Periodically between now and the event day on Saturday, November 7, 2020:

- ✓ Share your story from your fundraising page by emailing it to your friends and family
- ✓ Use the social media examples for Facebook and Instagram
- ✓ Join us for the Countdown Celebration on Saturday November 1st

And then, join us for the main event on **Saturday November 7, 2020!**



About: Stroll & Roll Goes *Virtual*

- Stroll & Roll will kick off with a morning stretch at 8:30 a.m. on Saturday November 7, 2020 on the [AbilityFirst YouTube Channel](#) along with live entertainment and videos, family testimonials and even a big surprise for all our registrants - plus giveaways and prizes!
- After the conclusion of the official program, registrants will be encouraged to walk/stroll/roll in their neighborhoods or local community, on their treadmills, and in the safety of their own homes.
- We will kick off the virtual week with a Countdown Celebration on November 1st. Then during the week leading up to Stroll & Roll, registrants can participate in virtual programs that include yoga and other exercises and activities - with very special guests soon to be announced!

FAQ

Who do I contact if I have questions about my Stroll & Roll fundraising page?

For participants and families, contact Mayra Alcala at malcala@abilityfirst.org

For corporate teams, contact Jessica Hughes at jhughes@abilityfirst.org

How can I fundraise offline?

We have pledge packets! Contact your center or program director to have your pledge packet mailed to you. You can also send checks made payable to AbilityFirst, 1300 East Green Street, Pasadena, CA 91106. To make a donation by phone, call (626) 243-4845.

Where can I find a schedule of virtual activities?

To stay updated on all the virtual fun, including the Countdown Celebration visit www.strollandroll.org

Who do I contact for questions or help with my Stroll & Roll social media?

For marketing related questions, please contact Rebecca Haussling at rhaussling@abilityfirst.org

Where can I find Stroll & Roll digital graphics to post onto social media?

To download Stroll & Roll logos and social media graphics please visit www.abilityfirst.org/events/digital

