

# Participant Guide



**Sunday, September 13, 2020**

Johnson Park | Piscataway, NJ



[childrens-specialized.org/walk](https://childrens-specialized.org/walk)



# Why We Walk n' Roll ...

## You can change the life of a child with special health care needs

As the nation's leading provider of inpatient and outpatient care, Children's Specialized Hospital is helping children with special healthcare needs and their families reach their full potential. From chronic illness and complex physical disabilities like brain and spinal cord injuries, to developmental and behavioral issues like autism and mental health.



Our pediatric specialists partner with families to make our many innovative therapies and medical treatments more personalized and effective...so that children can achieve more of their goals.

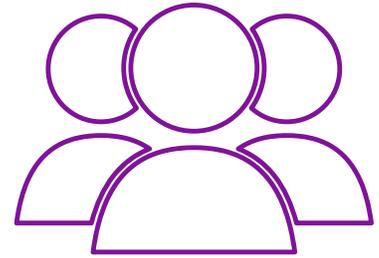


### **We can't do it alone!**

When you walk with us you are an active partner in all that we do to make a difference in the lives of our patients and their families. Every dollar you raise brings us one step closer to achieving our vision - a world where ALL children can reach their full potential.



# Organizing Your Team



1

## Register Online - It's Easy!

Take the first step! Register online at [www.childrens-specialized.org/walk](http://www.childrens-specialized.org/walk) to sign-up as an individual walker, team or volunteer.

2

## Set-up Your Web Page

Once you've registered, now's your chance to personalize your fundraising page and share it with friends, family, colleagues and over social media. Whatever your connection to the walk, your story has the power to motivate people to support you. Tell it through photos, video and by sharing your fundraising progress!

3

## Invite Friends & Family to Participate

The excitement is contagious! Through your individual or team's page, send emails to family, friends and coworkers to ask for support and explain why you're walking. Include the URL to your fundraising page and encourage them to register to walk with you or to donate online.

4

## Request Donations Online

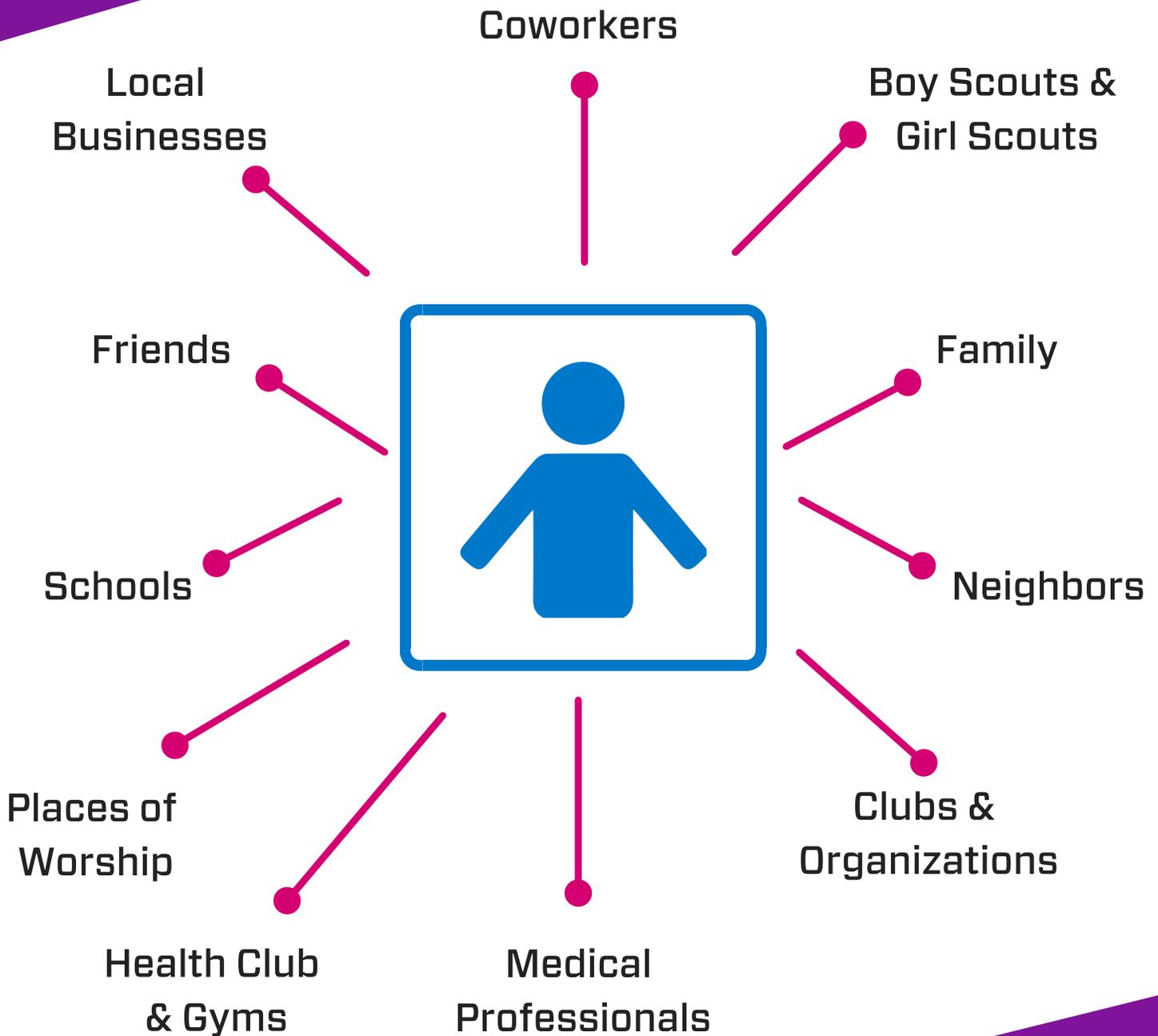
Giving online is quick, easy and secure! We encourage everyone to register or donate online whenever possible. Donors will receive timely acknowledgement of their gift, a tax receipt, and you will be immediately notified of their participation.

### Prefer to Donate or Register the 'Old Fashioned Way?

Donations made by check or cash can be addressed to the following and mailed to:

Children's Specialized Hospital Foundation  
Attn: Sara Mapes - Walk n'Roll  
150 New Providence Road  
Mountainside, NJ 07092

# Building Your Team



# Fundraising Ideas



## Personalize Your Webpage

Customize your personal page through the Walk n'Roll website using personal photos, goals and sending messages to family, friends or coworkers.



## Dining for Dollars

Invite your friends over to participate in "Dining for Dollars" or "Cocktails for a Cause," but instead of asking them to bring an appetizer or a bottle of wine, ask for donations.



## Sell Wristbands or Ribbons

Create your own wristband or ribbon to represent your team and share with supporters who make a contribution to your cause.



## Plant Sale

Sell potted plants for a donation in April and May for spring gardening enthusiasts and/or Mother's Day gifts.



## Bake Sale

Everyone loves a sweet treat! Organize a bake sale at work or school and ask for donations for baked goods.



## Car Wash

Partner with a local gas station, school or place of worship to host a "Car Wash for a Cause." Set a price for car wash and request additional donations.



## Matching Gifts

Many employers offer matching gift programs. Ask your employer how you can take advantage of this program for a worthy cause.

# Email & Letter Writing Tips

## Inspire & motivate your network by sharing your walk story!

Below are some helpful tips to ensure a successful email and letter writing campaign:

- Use the online fundraising portal to send an email to friends, family and coworkers sharing that you're participating in Children's Specialized Hospital Foundation's Walk n' Roll. Start with the template provided and include a personal note explaining why you're walking and how their support will impact children and families facing special health challenges.
- Be creative! Don't forget to include pictures and/or video to help explain why you're walking. Add it to your fundraising page and email or letter outreach.
- Be sure to state your personal and/or team's fundraising goal. Indicate that you would like to receive donations by **September 6, 2020** so that you can submit all your gifts at walker registration or prior to the event by mail.
- Did you know? Donations are tax-deductible! **Please make checks payable to Children's Specialized Hospital Foundation.**
- Make a short video to share on your fundraising page and over social media sharing why you're walking and include a link to donate.
- In addition to friends, family and coworkers, don't forget to share with local community members and businesses! We encourage sending emails or letters 3-5 weeks before the walk.
- Be sure to send thank you notes to everyone who supports you!



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# Event Details

## Schedule of Events

Walker Registration / Check-in	8:30 a.m. - 10:00 a.m.
Opening Ceremony & Awards	10:00 a.m.
Kids Carnival Opens	10:30 a.m.
Walk n'Roll Begins	10:15 a.m.
Festivities End	12:30 p.m.

## Team Meet-Up Area

Be sure to pick a place to meet your team before you register/check-in for the Walk n'Roll. Tailgating with your team is welcome; signs, tables & snacks are encouraged!

## Walker Registration & Check-in

We encourage all walkers and teams to submit gifts online through your individual or team's webpage or by mail before **September 11, 2020**. If all gifts are turned in before the event day, you will be able to check-in through the express lane. However, if you do have gifts (cash, check or credit cards) to turn in on the morning of the event, we are happy to process those gifts in our regular check-in lane. Please allow plenty of time for check-in.

For more information, please contact Sara Mapes at (732) 258-7119 or via email at [smapes@childrens-specialized.org](mailto:smapes@childrens-specialized.org).

## T-Shirts

Walkers who raise \$35 or more will be awarded an official Walk n'Roll T-shirt. Share your team spirit with custom tees! Take a team pic and post on social media with the hashtags #CSHWalknRoll20

  
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