



**WALK  
WITH  
ME**  
CHOOSE YOUR ROUTE

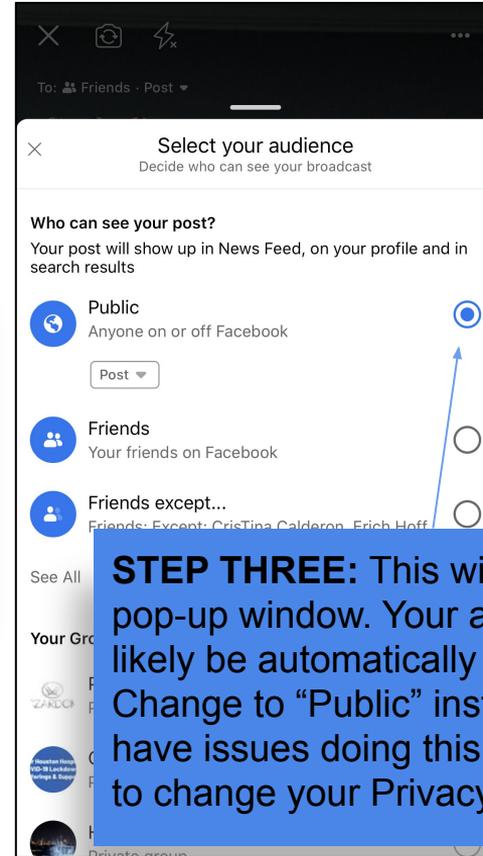
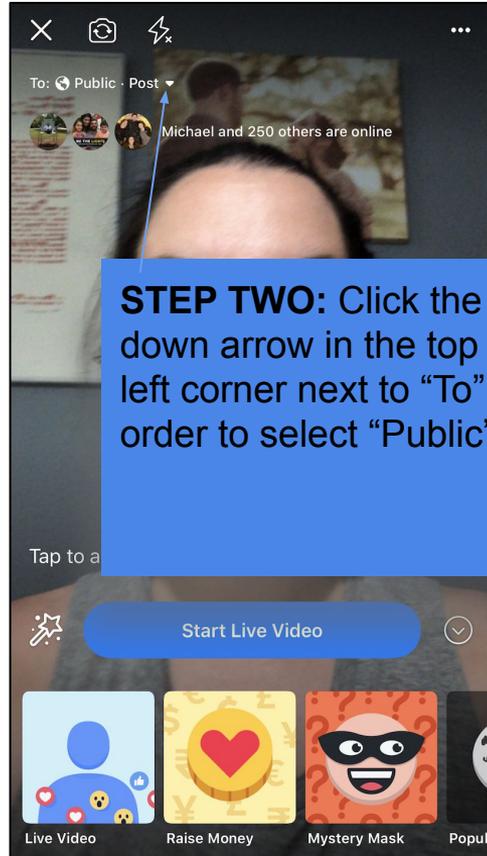
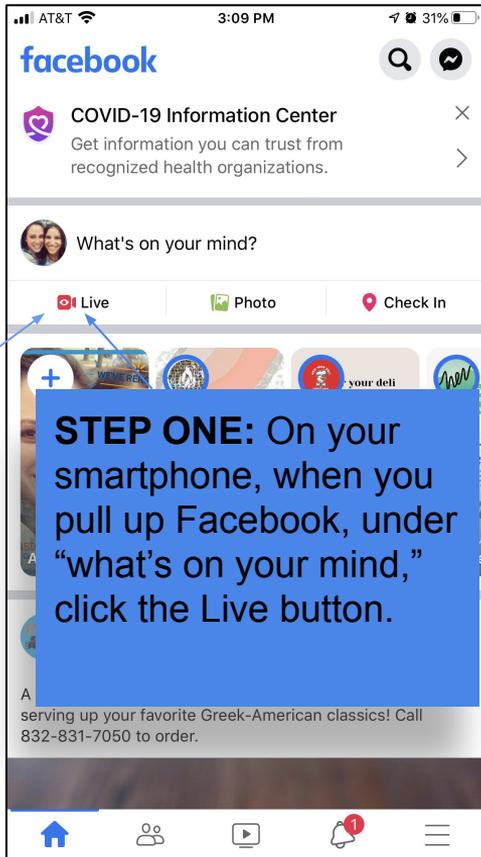
Thank you for helping us raise awareness #WWM2021 on Facebook LIVE for the 10th anniversary of Walk With Me! We're excited to see each of you and your families walk, stroll and roll your own blocks in style!

This packet should have all the information you need to "go live" on Facebook.

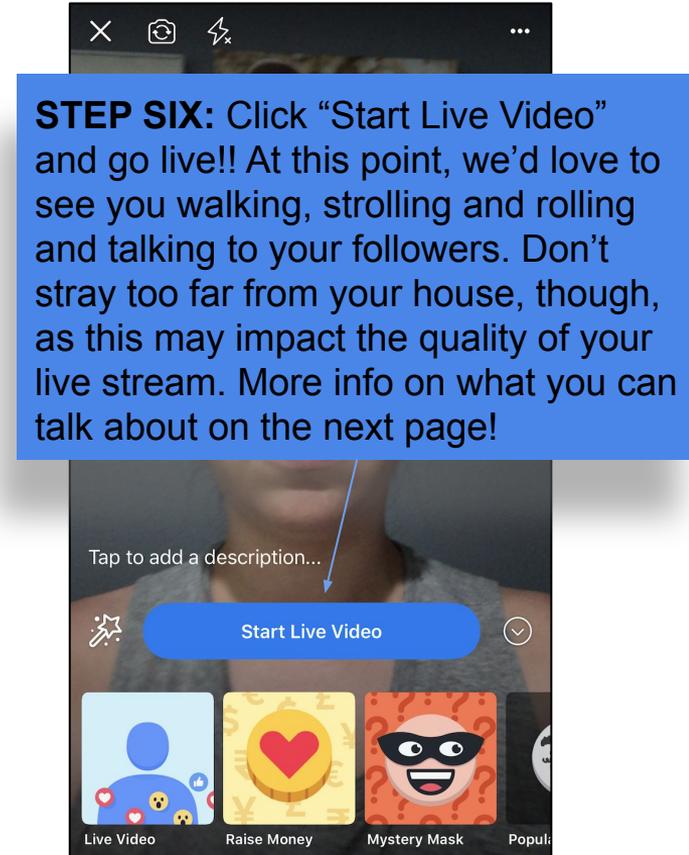
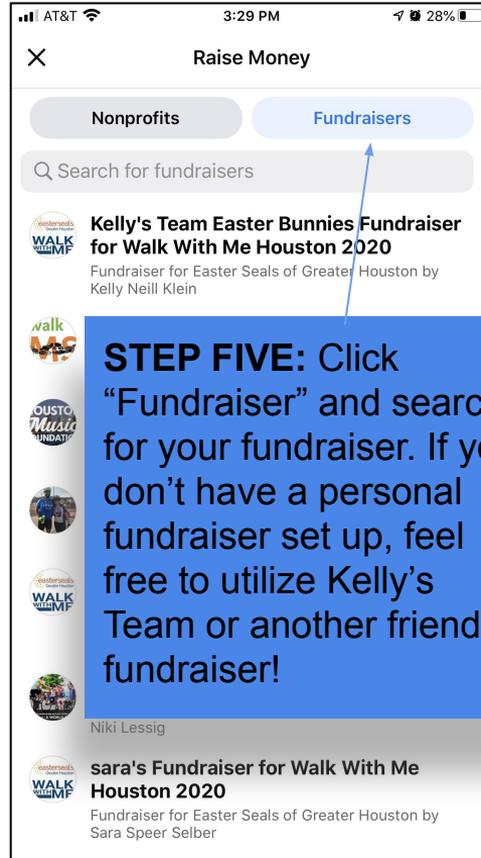
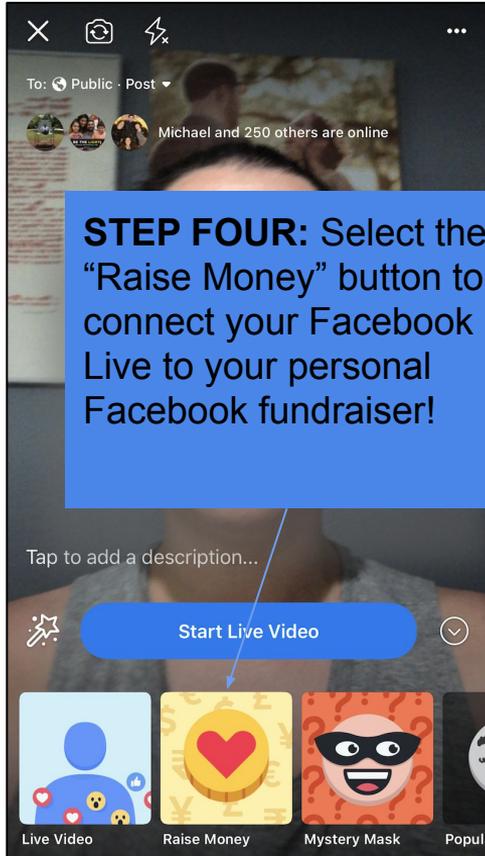
We also hope you'll use your "live" to share how people can donate to your team and include the link to donate in the comments after the fact.

**THANK YOU FOR HELPING US REACH OUR \$1 MILLION GOAL!!**

# How to host a Facebook Live on your page



# How to host a Facebook Live on your page



# What You Can Talk About While You're "Live"

- Why you're virtually walking and the how this year, participants can Choose Their Route by signing up as a virtual walker or an in-person walker at the Houston Zoo on April 24! (feel free to use our messaging below and personalize it to mention the programs you care about most):
  - Choose your route! This year for its 10th-year anniversary, Walk With Me 2021, presented by Prosperity Bank, is going hybrid to stay true to Easter Seals Greater Houston's mission of providing inclusive means of participation for all. We invite you to choose your route and join us at the Houston Zoo or to Walk, Stroll or Roll the Block on April 24! Whatever route you choose, use the hashtag #WWM2021 and tag @EasterSealsHouston along the way! Your participation will help ensure that Easter Seals can continue its mission of providing life-changing services for veterans, military families , and children and adults with all types of disabilities. Join us at Walk With Me 2021 today by registering online at [walkwithmehouston.org](http://walkwithmehouston.org).
- What your relationship to Easter Seals Greater Houston is
- Why you care about our mission and why you choose to walk, stroll or roll
  - This can include a favorite story about Easter Seals Greater Houston or a client success story
- How your friends and family can support you
  - By registering (for free) to be a virtual or in-person walker and/or joining your team
  - By raising their own funds or donating to your fundraising efforts
  - By joining you in walking, strolling or rolling their own block(s) on and before or in-person at The Houston Zoo on Saturday, April 24th
  - By donating to your Facebook fundraiser if you were able to attach it to your Live stream OR donating to your page if you will link it in the comments
- That Easter Seals' goal is \$1 million which helps us serve Houstonians of all ages living with every type of disability, including our early childhood intervention programming, our Caroline School, our veterans services and so much more

# Tips and Ideas For a Successful Live Stream

- If you are doing your LIVE indoors, we recommend wearing a mask while recording. Otherwise, maskless is the way to go!
- Of course, walk, stroll or roll safely - watch where you're walking or going while you live stream (you may want to consider simply streaming in front of your home or being stationary)

**Most importantly: We'd LOVE for you to practice BEFORE your official time to go live, so you can ensure you're working out any kinks and that we're able to host a watch party and stream alongside you. You can use this time to promote the fact that you'll be going live the next day or so and let folks know that you're practicing. They'll understand!**

Lastly, please help us promote the fact that you're going live! We'd be happy to provide you with a promotional or informational graphic to help share how to sign up with your friends and family!

THANK YOU!