



**AbilityFirst™**

# STROLL & ROLL

**TOOL KIT**  
**Saturday, November 6, 2021**  
**9AM – 12PM**

# Stroll & Roll 2021

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**Join us on Saturday, November 6, 2021!**

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!**

We hope you'll join us as we raise critical funds for AbilityFirst programs supporting people with disabilities!

**Marketing and PR Contacts:**

Rebecca Haussling, [RHaussling@abilityfirst.org](mailto:RHaussling@abilityfirst.org)

Eunice Kim, [ekim@abilityfirst.org](mailto:ekim@abilityfirst.org)



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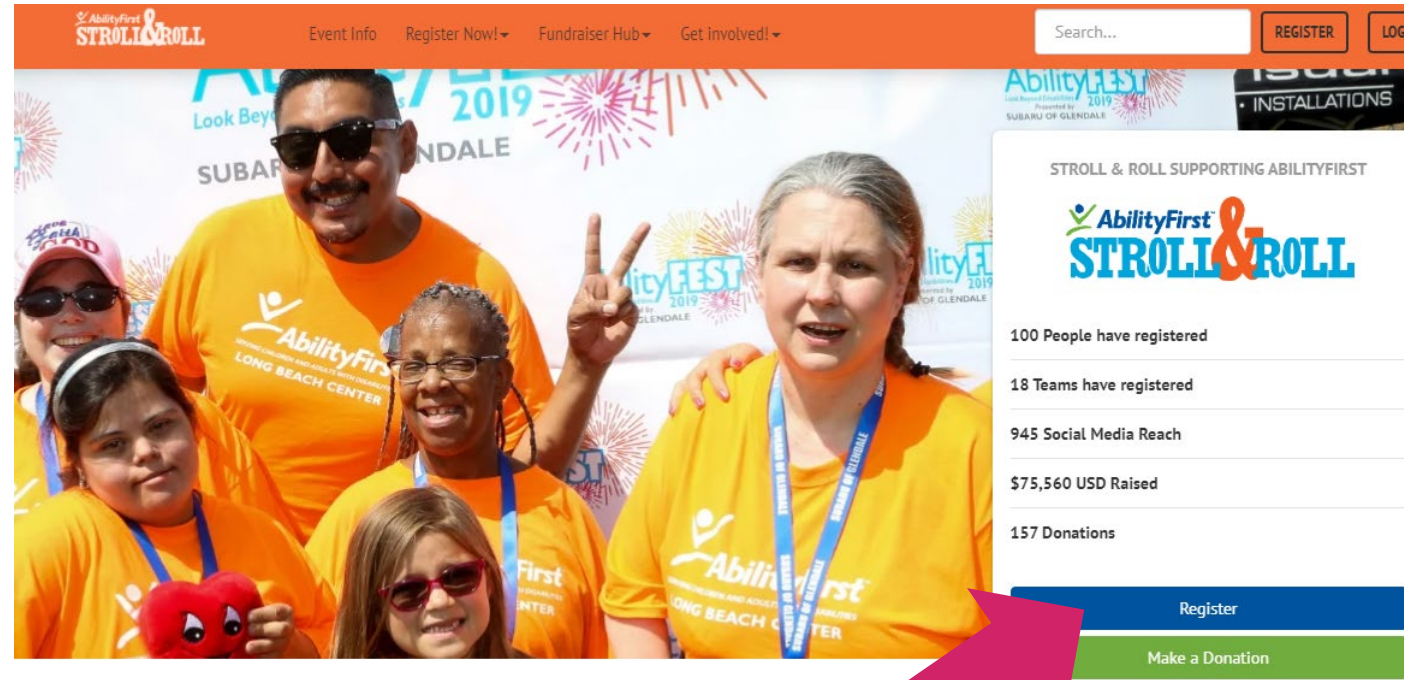
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- Create a fundraising page at StrollandRoll.org
- Share your story & add photos!
- How to create your Facebook/Twitter account
- How to create your Instagram account
- Social Media – examples for Facebook & Instagram
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# StrollandRoll.org

## Your Story

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



# Share your story



## After you have created your fundraising page:

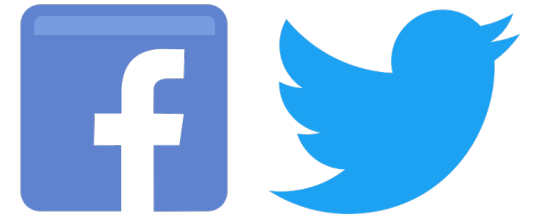
- ✓ Spread the word to all your friends on social media/share your S&R page to Facebook!
- ✓ Send emails to all your family and friends
- ✓ Create a goal to share your story 3-5 times between now and the event day **Saturday, November 6, 2021**

# How to create your Facebook/Twitter account

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## Facebook

- Go to [www.facebook.com](http://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](http://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

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- 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 & Instagram

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

**Posting # 2** - I created a fundraising page for Stroll & Roll to help @AbilityFirstLA continue to provide important programs/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! **#StrollandRoll**

**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! **#StrollandRoll**

## **HASHTAGS:**

**#AbilityFirst #StrollandRoll #Nonprofit #CommunitySupport #Thankyou #Fundraising**



# Social Media Examples for Facebook & Instagram



Graphics available for download on [stollandroll.org](https://stollandroll.org)

# Stories on Facebook & Instagram

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AbilityFirst  
**STROLL & ROLL**  
**Visit my  
page!**

AbilityFirst  
**STROLL & ROLL**  
**Thank you for  
your support!**  
[strollandroll.org](http://strollandroll.org)

AbilityFirst  
**STROLL & ROLL**  
**Sponsor me!**  
[strollandroll.org](http://strollandroll.org)

AbilityFirst  
**STROLL & ROLL**  
**Donate  
Today!**  
[strollandroll.org](http://strollandroll.org)

Download templates  
on [strollandroll.org](http://strollandroll.org)  
to post on your  
Instagram/Facebook  
Stories!



# Facebook Profile Picture Frame



Eunice Kim

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Check out my personal page for Stroll & Roll 2021!

<https://p2p.onecause.com/21strollandroll/eunice-kim>

Edit

Put the Stroll & Roll 2021 frame on your FB photo!  
Click “Update Profile Picture” then “Add Frame.” Search **Stroll and Roll 2021** and add the frame for a month or longer, before Stroll & Roll. Link your personal page in the caption so family and friends can see!

# Stroll & Roll Fundraising Timeline

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## 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 6, 2021:

- ✓ Share your story from your fundraising page by emailing it to your friends and family
- ✓ Use the social media examples for Facebook and Instagram

And then, join us for the main event on **Saturday November 6, 2021!**  
Tag us **@abilityfirstla** and we will repost you!



# About Stroll & Roll 2021

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The AbilityFirst Stroll & Roll is a yearly fundraiser involving nearly 1,500 participants and their families, dozens of corporate sponsors and teams, and community supporters who come together to walk or stroll & roll while supporting our mission.

**Stroll & Roll will be on Saturday, November 6, 2021**

Stroll & Roll raises much needed dollars to support AbilityFirst programs, spanning after-school, social and recreation, community integration, employment services, housing and its fully accessible camp, Camp Paivika.

Everyday participants in AbilityFirst programs strive for their personal best and with daily inspiration and successes in our programs, they are achieving their personal goals.



# 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](mailto:malcala@abilityfirst.org)

For corporate teams, contact Lina Velarde at [lvelarde@abilityfirst.org](mailto:lvelarde@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 more info?*

To stay up to date on competitions and event updates visit [www.strollandroll.org](http://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](mailto: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 **[Strollandroll.org](http://Strollandroll.org)**