



Walk & Roll Marketing and Recruitment!



What you can expect

Leave with a greater understanding of all the staff is doing to ensure people come to your party

Have a greater understanding of what you can be doing to make the Walk & Roll bigger and better!

Be ready and excited to invite people to join in your event

Rules of Engagement

We want to hear from you

Keep us honest - Call us out if we fall short!

You're in control - Use your mute button as needed

Respect the 'Parking Lot'





PARTICIPANTS NEEDED



**Building an army of
activists engaged in our
mission, empowered to
help find a cure!!**



Staff Heavy

RECRUITMENT =

Inviting people to participate
in the Walk & Roll

CULTIVATION =

Building a stronger relationship and encouraging them to
make the most of their participation once they've registered!

Volunteer Heavy

What the FSHD Society will do...

- Email - lots of email 😊
 - Team Captains
 - Top Fundraisers
 - Past Participants
 - Everyone else!
- Cross-promotion
 - Feature in monthly e-news
 - Ad & article in the Advocate
 - Featured on the website home page, event calendar, chapter pages, Facebook



What the FSHD Society will do...

- **Create and send promo materials**
 - Post card: Version A to all past participants; Version B to everyone else - July
 - Walk & Roll “newsletter” direct mail piece - August
- **Social Media**
 - Posts across all channels
 - YouTube videos and tutorials
 - Promoted posts, ads and targeted DMs



What the FSHD Society will do...

- **Team Captain Weeks**
 - Team Captain targeted recruitment – GOAL: all captains back by July 1!
 - “Build Your Team” Focus – throughout July
 - Team Captain Rally – Aug 3
- **Voicemail drop**



What you and your helpers can do...

- The personal touch!
- Make the most of the materials
- Focus on TEAMS!
- Provide extra recognition



REMEMBER the power of our signature fundraising event, the WALK & ROLL!



A servant to all...

- Capitalizes on group effort and greater 'lift'
- Engages people in our programs
- Builds a broad community
- Empowers patients, families, friends
- Tells an important story
- Limitless fundraising potential

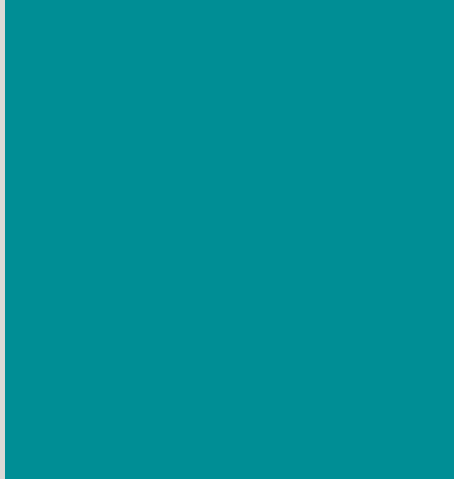


Stay **Connected**, Informed, *In The Know!*

- Volunteer Resources Page:
www.FSHDSociety.org/Volunteer-Resources
- Volunteer Leaders Facebook Page:
<https://www.facebook.com/groups/2184658054918993>
- Volunteer Leaders on Microsoft Teams:
https://teams.microsoft.com/l/team/19%3aXAw7D7hiR2ml6P_rs3V4rF56lsfWGt4qTh3zFiH4CA1%40thread.tacv2/conversations?groupId=053bc1bc-5035-4f19-b284-2ac17ffd0622&tenantId=3fcab860-edd0-4e50-8f41-9f4ce87abcab

Stay **Connected**, Informed, *In The Know!*

- USE YOUR OFFICIAL EMAIL @fshdsociety.org
- Read the monthly Hot Sheets
- Read and refer to the quarterly *In The Know* doc
- Join Jack for a volunteer-only discussion each month on Zoom, first Monday, pick either time that works for you
- Check in often with your regional director



THANK YOU!

