



“Maximizing the Mission”

Workshop: July 20th, 2023



What you can expect from today:

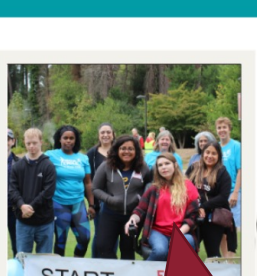
- **Feel inspired to infuse the mission into every aspect of your event**
- **Have a renewed sense of enthusiasm for what the Walk & Roll to Cure FSHD can and will mean to our FSHD Community**
- **Check in to make sure we're on track and clear with our timelines**

But FIRST...

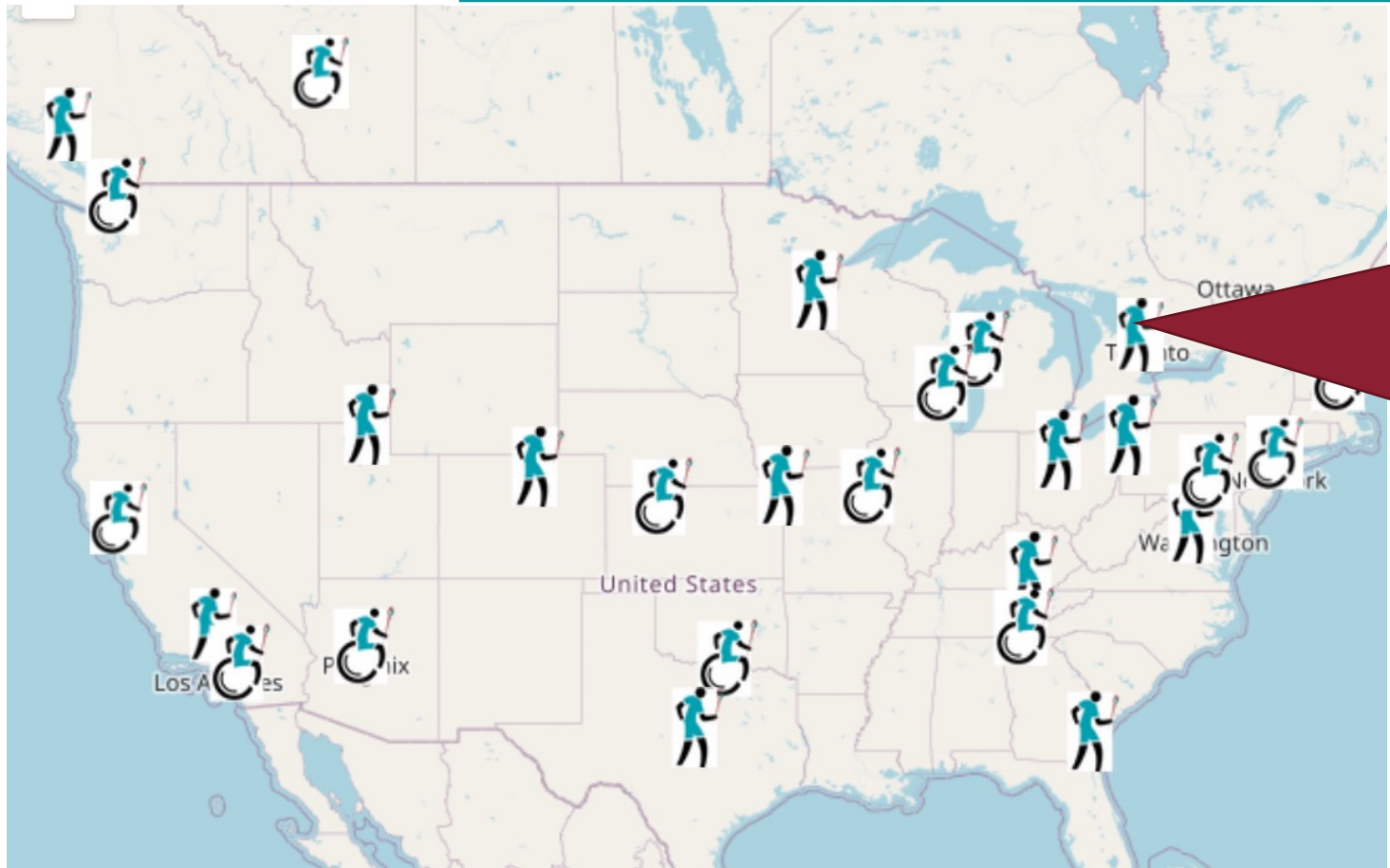




TO CURE FSHD



MOVING CLOSER TO A CURE



**\$250K
MATCH!!**

MAXIMIZING The MISSION



FSHD Society Mission

Find treatments and a cure for FSHD while empowering our families.

Our Promise

As long as we are here, no patient need ever face this disease alone.



The Singular Goal...

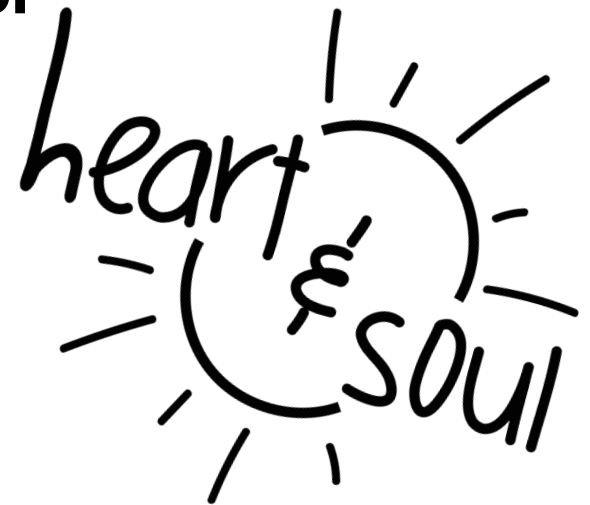
... of the FSHD Canada Foundation is to help find a cure – as soon as possible – for Canadians who suffer with FSHD.

Maximizing the Mission

A fantastic way to raise money, but it should also:

- **Build awareness**
- **Deepen relationships**
- **Educate about FSHD, the FSHD Society and/or the FSHD Canada Foundation**

1. **Raising funds is the primary goal.**
2. **Maximizing the affinity for our mission and forging personal connections is the *heart and soul*.**



Consider your audience:

EVENT DAY = Largest Single Crowd of the Year who are there to support FSHD:

- Family & Friends
- Colleagues / Business associates
- Community Groups

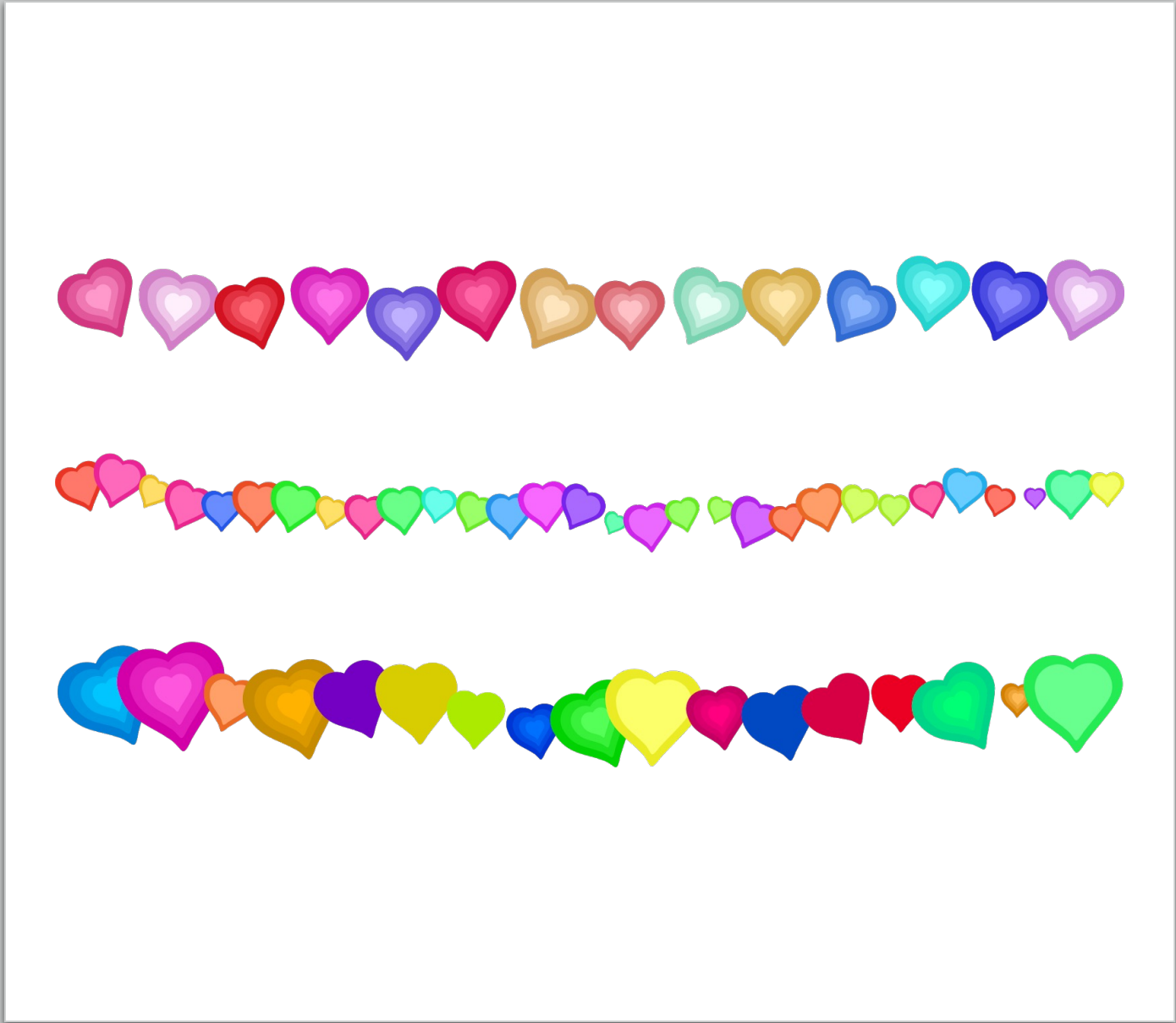
Many may know little about FSHD and the FSHD Society/FSHD Canada Foundation

Take advantage of the fact that you have a captive audience and tell the story!



Maximizing the Mission

- A mission-infused event also engages, inspires and empowers those closest to it all – *the patients.*
- We have an opportunity to inspire participants to come alongside us and invest in a brighter tomorrow.



MAXIMIZING THE MISSION

Find the things that resonate with you most, fit your committee structure, and are do-able given the scope of your support.

Pre-Event

- Updates to Classy event website “about” section, and your personal and team pages.
 - Your social media, Chapter FB page
- Engage the patients/families



Day-of-Event

- Powerful personal stories
- Mission Message signs (in toolkit)
- “I’m Walking For” stickers or signs (in toolkit)
- Wall of Hope/Wishing Wall
- Patient involvement – ribbon cutting, speech at start-line ceremony
- Start-line Ceremony Script

Maximizing the Mission

Post-Event

- Compelling Thank Yous
- Stay Connected to Team Captains & Top Fundraisers
 - 6 weeks
 - 6 months



Stay Connected

Properly infusing the mission into the event - every step of the way - turns one-time participants into life-long mission partners.



We want everyone to understand the mission of the FSHD Society/FSHD Canada and become passionate about telling the story of FSHD!

2023







TO CURE FSHD












TIMELINE CHECK

Toolkit link to Timeline doc:

https://docs.google.com/document/d/1nFiqHgx7YCultCLzxGRojdUckANLITmBz_I0qjP9UWg/edit?usp=sharing

... > Walk & Roll to Cure FSHD T... > To-dos & How-tos (tra...    

File type ▾ People ▾ Last modified ▾

Name ↓	Owner	Last mo... ▾	File size
 Trainings	 Anna Gilmore	Feb 28, 2020	—
 WalkandRoll_Timeline 	 me	Apr 24, 2023	8 KB
 WalkandRoll_Checklist 	 Anna Gilmore	Jul 10, 2023	10 KB
 Pre-Event Logistics_2.doc.docx 	 Anna Gilmore	Dec 19, 2018	38 KB

Top Priorities - ASAP

Complete by now (or dang close!):

- DATE/TIME/PLACE – secured & submitted!
- Do you have a friend or two to help? What can you delegate?
- Work with your regional director on your Classy website:
 - Detailed event info, \$\$ goals accurate?
 - Have YOU signed up & started your Team?
- Sponsorships: **Deadline for t-shirt: July 28**
- Post info onto local event calendars: radio/TV stations, online community boards, coffee shops, doctor's offices, etc!
- Alert your networks! Email family, text your friends, post to social media



Marketing from HQ

Marketing & Recruitment Updates (FSHD Society):

- Postcard mailed in June
- Email series – 2 out, 5 more coming
- Social Media posts (Facebook, Instagram)
- Promoted posts/ads/events on Facebook
- Walk & Roll article in the monthly email newsletter
- Walk & Roll back page Ad in the July issue of “The Advocate”
- Team Captain Rally & Social Hour, August 3rd!

Next Steps

Where to focus your energy in July:

- Logistics:
 - Revisit your site & plan out your route
 - Identify nearest hospital – add information to emergency info for day-of-event
 - Identify all access concerns: smooth surfaces, curb cuts, parking, bathrooms
 - Confirm ownership of all spaces you intend to use: sidewalks, crossings, open spaces. Do you need special permissions?
- Sponsors:
 - Reach out to ANY & ALL business contacts (ask Team Captains?)
 - Confirm, get logos (.jpg & .ai/.eps files!) (**BY JULY 28 FOR T-SHIRT**)
 - Ask them to participate by forming a team & attending the event!
 - Map out in-kind needs & solicit donations
- Recruitment:
 - Email all area contacts – PERSONAL message/outreach is best!
 - Convert your solo signups to Team Captains
 - Ask your own teammates to become Team Captains (if it makes sense)
 - Pump up your TEAM CAPTAINS!!

Looking Ahead

Tasks for August (but feel free to start now!):

- Contact area schools, community groups, churches, girl/boy scouts - to recruit day-of-event volunteers
- Procure any day-of-event materials or supplies (A/V, tables, tents, food, water, coolers...)
- Continue *Recruitment* efforts
- Cultivate* your existing participants
 - Contests/Challenges – friendly competition
 - Personal acknowledgements
- Do your personal fundraising – you just need to ask!

Reminders

- Only Mark Stone can sign contracts
- Keep it Simple
- You're not alone
- Take it one step at a time
- **WE APPRECIATE YOU!**



Sneak Preview: T-shirt Design





MARK YOUR CALENDAR
Thursday August 3rd
4pm PT | 5pm MT | 6pm CT | 7pm ET
**TEAM CAPTAIN RALLY and
SOCIAL HOUR**

August 2023						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



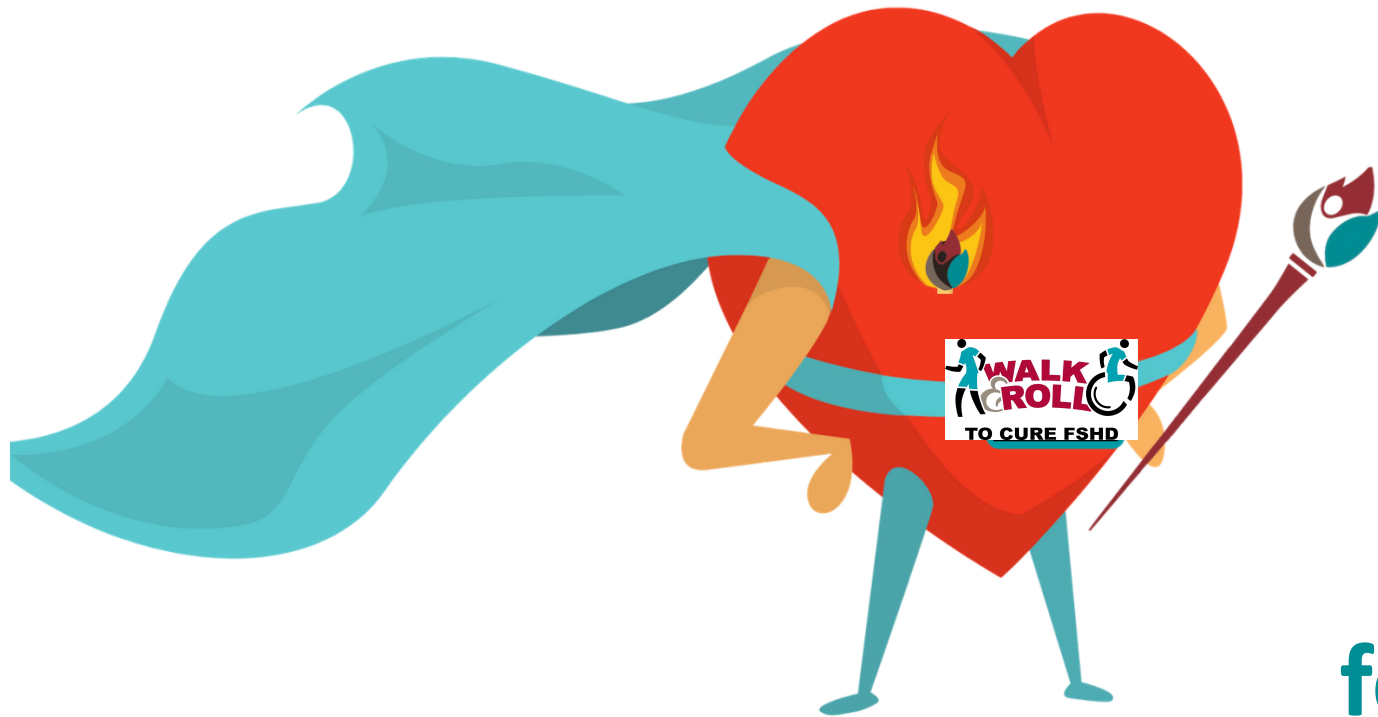
Upcoming Workshops

11:30a PT | 12:30p MT | 1:30p CT | 12:30p ET

August 10: Day-of Event WOW Factor!

August 23: Morning-of Processes and Procedures

THANK YOU!



YOU

**are making a difference
for every family that lives
with FSHD!**