



Al Sigl Community of Agencies • CP Rochester • Epilepsy Foundation • Medical Motor Service  
National MS Society, Upstate NY Chapter • Rochester Hearing and Speech Center • Rochester Rehabilitation

**Sunday, October 23, 2011**  
**8:30 a.m. Registration and Activities**  
**9:30 a.m. Walk Begins**  
**11:00 a.m. Costume Contest**  
**The Marketplace Mall**

Walk or roll in support of children and adults with **disabilities**<sup>®</sup> and special needs. All are welcome and encouraged to participate. This is a non-competitive walk, and it is not necessary to complete the full loop around the inside of the mall to participate. Invite friends and family to sponsor you!

Walkers and rollers are eligible for fantastic prizes based on the dollars they raise.

Incentives:

- Raise \$25 and receive a WalkAbout T-shirt
- Raise \$100 and receive a WalkAbout reusable grocery bag
- Raise \$200 and receive an entry in our grand prize drawing

**The team that raises the most money receives a special prize to be announced the day of the event!**

With this Tool Kit you can:

- Promote your agency and the Al Sigl Community WalkAbout.
- Learn how you can honor loved ones.
- Gather support to help thousands of children and adults with **disabilities**<sup>®</sup> and special needs living in the Rochester community.

# WalkAbout Checklist to Success!

**Congratulations on participating! The Al Sigl Community WalkAbout is a unique celebration of abilities. Walk, roll or just come to help us raise funds!**

## 1. Shoot for the stars!

Set ambitious goals for raising funds and recruiting walkers! Identify those interested in helping children and adults with **disabilities**<sup>®</sup> and special needs in our community. Recruit additional team members and spread the word!

### **How to raise \$100 in 7-days.**

Day 1-Put in your own \$10 donation.

Day 2-Ask your spouse/partner for \$10.

Day 3-Ask your favorite dry cleaner or coffee shop for \$10.

Day 4-Ask a neighbor for \$10.

Day 5-Ask 2 co-workers or classmates for \$10.

Day 6-Ask 2 people on facebook for \$10.

Day 7-Ask 2 friends for \$10.

## 2. Spread the word.

1) Sign up with Al Sigl's web tool to help raise money! You can create a fundraising webpage. It is very simple and the best way to reach the most people. Think about it: with a click of a mouse you can ask everyone in your address book for donations! Visit [www.alsigl.org](http://www.alsigl.org) to register your team today!

2) Share info via Facebook, Twitter, MySpace and any other social networking sites to which you belong. Link *directly* from these sites to your team or personal donation page!

3) Hang posters with your name, phone number and email address in central locations. Ask permission to hang them at your favorite restaurant, health club or place of business. You can even set up an Al Sigl Community WalkAbout display in your office cafeteria or break room to recruit team members and distribute Al Sigl information.

## 3. Matching Gifts.

Does your company have a matching gifts program? Find out and you could increase your team's impact on thousands of people with **disabilities**<sup>®</sup> and special needs with matched funds.

## 4. Team Building.

**Be a Team Captain!** As a Team Captain you will serve as a liaison between the Al Sigl Community and potential WalkAbout participants. You create power in numbers by involving others in the WalkAbout and motivating them to raise funds in your community. It's fun and easy and a great way to encourage team bonding.

**Walk in Honor or Memory of loved ones.** Gather your loved ones, family and

friends, and form a team.

- Order team shirts with his/her name on them.
- Each team member can wear a photo.
- Dress the person/people you are walking for in special clothes and let them know you are walking for them – Queen/King for a day!

#### 5. Follow-up.

Spend some time each day calling interested walkers and sponsors. Share fundraising tips and answer questions. Remember the cause: *Achieving More Together* for children and adults with **disabilities**<sup>®</sup> and special needs.

#### 6. Walk day tips.

1) Arrange for a meeting place and time the day of the event. Arrive early to welcome teammates personally. Bring your camera and document your fun! Photos are a great way to remember the good you've done and get people jazzed up to do it again next year. You can also upload them to our facebook site: [www.facebook.com/alsigcommunity](http://www.facebook.com/alsigcommunity) or email them to Kayleigh: [knutting@alsigl.org](mailto:knutting@alsigl.org)  
Registration starts at 8:30 a.m.

2) Have each team member's pledge form along with cash and/or checks when you arrive for the walk. Keep each team member's pledges (money & checks) separated. Checks can be made payable to Al Sigl Community WalkAbout.

#### 7. Thanks & Praise.

Thank your teammates for their commitment. Send a thank you note or email to each team member after the walk. Share photos and remind teammates to send any late donations to Al Sigl Community of Agencies (1000 Elmwood Ave., Suite 300; Rochester, NY 14620-3098) or via the website. Don't forget to send matching gift forms to employers as well!

## About Al Sigl Community of Agencies:

**Our mission:** Al Sigl Community of Agencies is a collaborative community network that provides high-quality, cost effective real estate and business services to a growing array of independent human service agencies that serve children and adults with **disabilities**<sup>®</sup> and special needs.

## HISTORY

- The Al Sigl Community of Agencies was founded forty-nine years ago to support independent agencies working together. We came together to develop a collaborative community solution for accessible space for programs and services to bring abilities to life. Over the years we have grown, as our independent agencies have grown, to serve more people with **disabilities**<sup>®</sup>.
- **Our vision** is *Achieving More Together*. The Al Sigl Community of Agencies has an unprecedented history of collaboration and success.
- The Al Sigl Community of Agencies have touched the lives of tens of thousands children and adults with **disabilities**<sup>®</sup> and special needs.

## **OUR MEMBER AGENCIES**

- CP Rochester
- Epilepsy Foundation, Rochester-Syracuse-Binghamton
- Medical Motor Service
- National Multiple Sclerosis Society, Upstate New York Chapter
- Rochester Hearing and Speech Center
- Rochester Rehabilitation

## **FUNDING**

- Al Sigl Community of Agencies is a non-profit organization. Each of our Member Agencies is also a non-profit organization with its own individual funding.
- Funding sources include United Way, grants, bequests, fundraising events, private donations and corporate and/or business sponsorships.
- Proceeds from our major fundraising events directly support our Member Agencies. These events are:
  - ❖ Fine Tastings for Al Sigl Community - September 22, 2011
  - ❖ Al Sigl Community WalkAbout - October 23, 2011
  - ❖ Al Sigl Sports Classic - June 11, 2012