



# EVERYBODY IN!

WALK/MOVE FOR Perkins



Saturday

**October 2, 2021**



Perkins SCHOOL  
FOR THE BLIND

175 N. Beacon Street  
Watertown, MA 02472



Walk start time

**9:30 a.m.**



## FUNDRAISING QUICKSTART GUIDE

[EverybodyIn@Perkins.org](mailto:EverybodyIn@Perkins.org) // [Perkins.org/EverybodyIn](https://Perkins.org/EverybodyIn)

## EVENT OVERVIEW

Thank you for supporting Everybody In! Together, we're working to build an inclusive, accessible world of opportunities for people with disabilities – one that recognizes and celebrates each person's strength and potential – so that everyone can participate.

Whether you've been a long-time supporter or new to Perkins, you're part of our close-knit community of dedicated volunteers, inspirational families, passionate staff and empowered group of changemakers around the world. With your leadership, we're closer to changing attitudes and creating a world of opportunities for people with disabilities.

In this guide, you'll find resources, tips and tricks for your fundraising journey. And remember to mark your calendar and join us for a Saturday of festivities in support of disability inclusion. Whether in-person or virtually, we can't wait to have you join us!

## EVENT INFORMATION

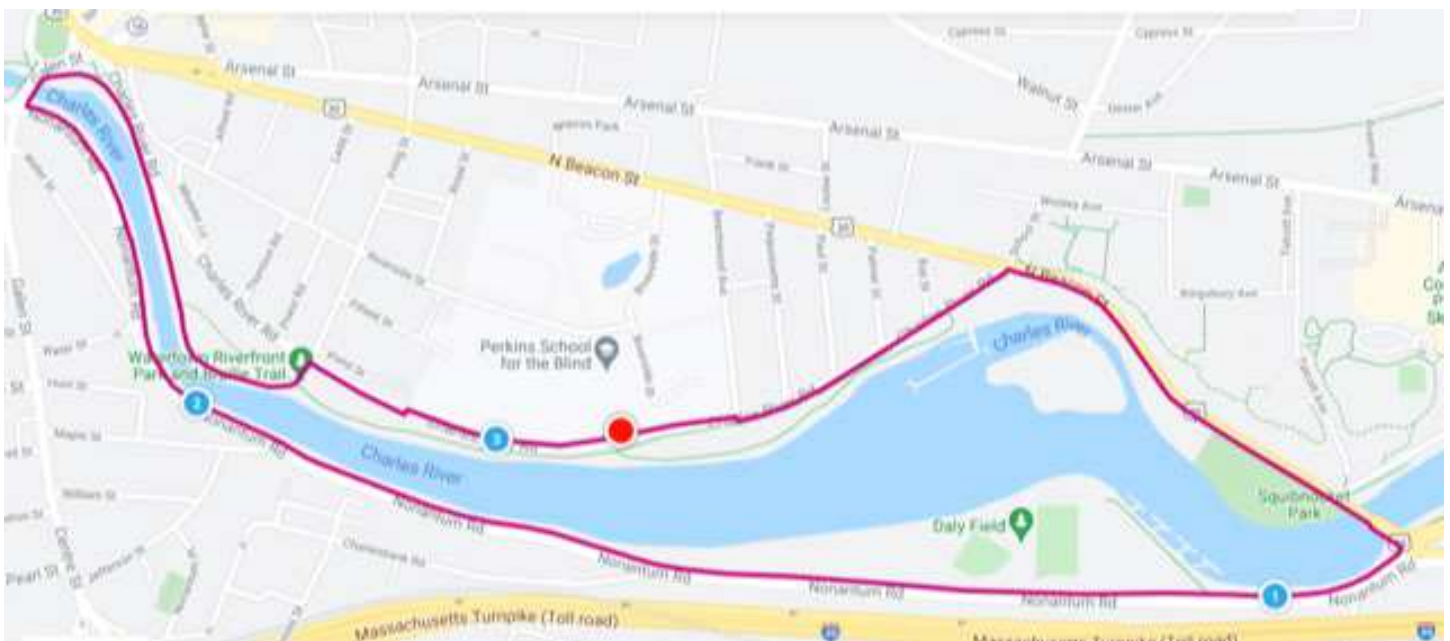
**Saturday, October 2, 2021**

**On-site registration opens: 8:00 a.m. ET**

**Walk/Move starts at 9:30 a.m. ET**

**Event begins and ends at:**

175 North Beacon Street  
Watertown, MA 02472







## MISSION OF EVERYBODY IN! WALK/MOVE FOR PERKINS

Everybody In! Walk/Move for Perkins is an opportunity for others to join Perkins in building a more inclusive, accessible world of opportunities for all people. While we know people with disabilities are capable of so much, barriers to true inclusion persist in our society. We can work together to eliminate stigma, change attitudes and invite people of all abilities to fully participate in their communities.

The Everybody In! Walk/Move furthers the mission of Perkins School for the Blind, an international NGO working to help the 6 million children around the world with visual impairments and multiple, complex disabilities. We prepare children and young adults with the education, confidence and skills they need to realize their full potential. We believe every child can learn, and that learning is for life.

## TIP SHEET

### TIP #1: CREATE A TEAM

Organizing a team is one of the best ways to get involved with the Everybody In! Walk/Move for Perkins. Rally your colleagues, community members, family and friends to make a bigger impact on disability inclusion and engage with the Perkins community.

When you register for the event, you will be asked to “Become a Fundraiser” or “Create New Group/Team.” Follow the prompts to create your team’s fundraising page, recruit team members, track your fundraising progress and get event updates. [Click here for specific directions](#) on how to create a team.

### TIP #2: SHARE YOUR WHY

Once you’ve created a team, you’ll be asked to create a personal fundraising page and/or a team fundraising page. To help get you started we’ve added some default fundraising copy within the platform.

Disability inclusion can mean a lot of things to a lot of people. At Perkins, we recognize the true diversity and spectrum of disabilities. And, we’re in because the world is a better place when everyone can participate in it.

Why are you in? Craft and share your why to get your teammates and donors on-board. By adding a personal touch, you’re sure to drive supporters to join or give.

### TIP #3: SET A GOAL

To stay organized and focused, set an aggressive – yet achievable – goal. The earlier you align on a goal and get started, the more you and your team can achieve. Make sure your goals are reasonable and you split up the work. We’d recommend starting with a team goal of at least \$1,000 – that’s only 5 people raising \$200 each! And don’t forget to check out the fundraising incentives on p. 5.

### TIP #4: RECRUIT

Creating and building a team is one of the most important steps in your fundraising journey. After you’ve created your team, share your fundraising page with friends, family, colleagues, neighbors, or anyone you know! Team members can participate virtually, as a donor, day-of participant or volunteer. Have each of your team members share the link, too, and you’ll be sure to reach your goal.

## TIP #5: PROMOTE

While your network is equally important to promoting your fundraiser, social media and email outreach is key to fundraising. On Facebook, like and follow the [Everybody In! Walk/Move event page](#) to share updates with other participants and rally your supporters. Share your fundraising page on your personal Facebook, Instagram, LinkedIn, Twitter and TikTok (See our recommended timeline on p. 8).

Finally, send a personalized email to your network to reach those who aren't as active on social media. Explain to them why you're supporting Everybody In! and share progress on your fundraising journey along the way. To help get you started we've included a draft email within the platform for you to customize and use.

## TIP #6: TEAM COMMUNICATION

Maintain communication with your team by keeping them updated on news about the event, when you achieve fundraising milestones and more. Keep communication flowing by creating your own Facebook Event or keep all of your communication on [RunSignUp](#). Organize a particular place you'll be meeting at the event or plan to attend our on-site celebration together!

## TIP #7: HAVE FUN!

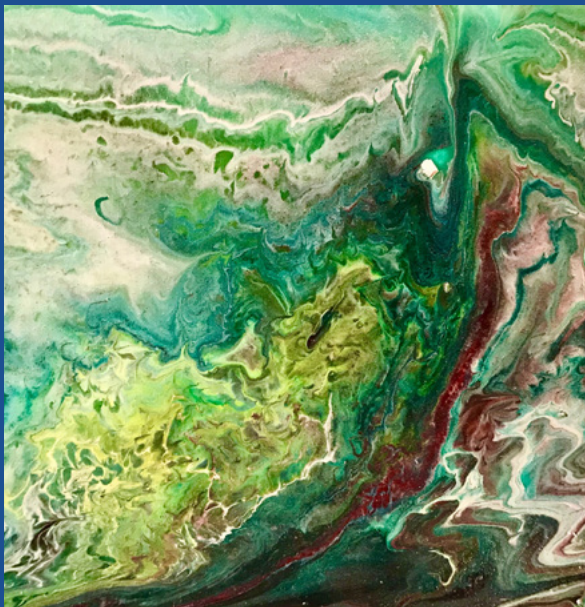
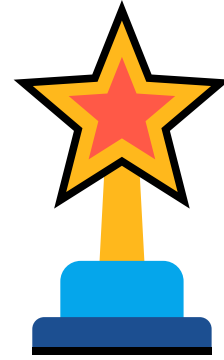
We're all in this together and what better way to celebrate than having fun? Create fun incentives for reaching your milestones and motivating your team. Finally, join us at Perkins' campus on October 2 for a festival of fun, family-friendly activities to celebrate your hard work.



## INCENTIVES

### RALLY YOUR TEAM!

Register as a captain and receive a Perkins water bottle. Captains of the top overall fundraising team and the largest fundraising team will also each receive a \$100 gift card.



### BE A FUNDRAISING ROCK STAR!

Teams that raise a minimum of \$1,000 will have a dedicated outdoor area with a table and chairs to meet before and after the walk.

If your team reaches \$2,500 each member will be entered into a raffle to win an original piece of artwork created by a Perkins student, as well as having dedicated outdoor space.

### SHOW US YOU'RE REALLY IN!

Each team that raises more than \$5,000 will have dedicated outdoor space, be entered into the student artwork raffle, be recognized at the awards ceremony on October 2 and will be given a private tour of the Perkins campus.

## PROMOTION TOOLKIT

### ARE YOU IN?

As we prepare for the big day on Saturday, October 2, we need your help to spread the word and raise awareness of our mission.

Below, please find sample social media posts, shareable graphics, and other information that will give you the tools you need to inspire friends and family to join us in our mission and encourage others to **#MoveForPerkins**. The best messages are ones that come from the heart, so please feel free to personalize and share your own notes about our mission.



### SAMPLE POSTS FOR INSTAGRAM, LINKEDIN AND FACEBOOK

1. On October 2, I'm participating in Perkins School for the Blind's inaugural walk, "Everybody In! **#MoveForPerkins**." We're moving to build a more inclusive, accessible world of opportunities for all people. Want to help Perkins' mission? Support my **#MoveForPerkins** team today! [INSERT YOUR PERSONAL DONATION PAGE URL HERE]
2. Over 6 million children worldwide have visual impairment and multiple disabilities. Perkins School for the Blind works every day to build a more inclusive world that recognizes every child's right to learn.

On October 2, I'm joining Perkins for their inaugural walk "Everybody In! **#MoveForPerkins**." Take a step towards breaking the barriers to true inclusion and help work to eliminate the stigma around people with disabilities.

Learn more and join me: [Perkins.org/EverybodyIn](https://Perkins.org/EverybodyIn)



## SAMPLE POSTS FOR TWITTER

1. I am participating in the @PerkinsVision inaugural Walk "Everybody In **#MoveForPerkins**" on October 2. Will you join me in creating a more inclusive world? [INSERT YOUR PERSONAL DONATION PAGE URL HERE] **#DisabilityTwitter**
2. Join me and @PerkinsVision on October 2! Registration to participate, in-person and virtually, is still open. Will you **#MoveForPerkins** towards a more inclusive world? **Perkins.org/EverybodyIn #DisabilityTwitter**

## FOLLOW PERKINS

Tag and follow Perkins on social media so we can connect!

Event hashtags: **#MoveForPerkins #PerkinsSchool**

 [Facebook: Perkins School for the Blind](#)

 [Instagram: @PerkinsVision](#)

 [Twitter: @PerkinsVision](#)

 [LinkedIn: Perkins School for the Blind](#)





## RECOMMENDED TIMELINE

To guide your efforts to promote your fundraiser, below is a recommended timeline for your posts and emails. Of course, you can adjust and tailor to fit your network best!

- **Today - September 19**

It's never too early or late to start fundraising! Start today by sharing your fundraising page link, leveraging our handy sample posts on p. 6-7.

- **September 20 - October 1**

The day is almost here! Get last-minute donations by promoting your fundraising goal and sending reminders to your network.

- **October 2**

On the day of the event, share photos of you or your team members at the event or where you're participating virtually. Share the excitement of the day and celebrate your hard work! Use **#MoveForPerkins** so we can share your photos!

- **October 3 and beyond**

After the event, thank your supporters and teammates for a successful fundraiser. You did it! And thank you goes a long way. Continue the momentum by sharing your passion for disability inclusion and remind your network that there's still work that needs to be done.



## PROMOTION RESOURCES

To help you get the word out, download the following resources to boost your personal fundraiser. And remember to tag us in your posts and other creations – we love creativity!



**EVERYBODY IN!**  
WALK/MOVE FOR Perkins

Logo for download:

[Perkins.org/EverybodyIn](https://Perkins.org/EverybodyIn)



Social media tiles for download:

[Perkins.org/EverybodyIn](https://Perkins.org/EverybodyIn)



Add an Everybody In! picture frame to your Facebook profile:

[Facebook frame](#)

## EVENT INFORMATION

Register online:

[Perkins.org/EverybodyIn](https://Perkins.org/EverybodyIn)

### EVERYBODY IN! Walk/Move for Perkins

Saturday, October 2, 2021 | 9:30 a.m.

On-site registration opens at 8:00 a.m.

\$10 registration fee

At the finish line, enjoy a festival of family-friendly activities, including historical campus tours, musical performances, children's activities and more!

### SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are available! Explore the options at [Perkins.org/EverybodyIn](https://Perkins.org/EverybodyIn) or contact Emily Goodman at [Emily.Goodman@Perkins.org](mailto:Emily.Goodman@Perkins.org).

### VOLUNTEER OPPORTUNITIES

Help us create a perfect day for everyone. We're looking for volunteers to help us at the event. Whatever your interests and skills, we can find the perfect job for you! For more information, contact us at [Volunteers@Perkins.org](https://Volunteers@Perkins.org).

### PARKING

We are finalizing plans for Everybody In! and will share information about parking with registrants in the days leading up to the event. Carpooling is encouraged.

### ON-SITE REGISTRATION

Those who register by September 1 have the option to receive a complimentary event t-shirt. During the registration process, simply select your size. Please note: T-shirts will only be available for on-site pick up during registration on October 2. We will not be mailing t-shirts at this time.

## CONTACT US

### **Emily Goodman**

Director of Special Events  
Perkins School for the Blind  
175 N. Beacon St.  
Watertown, MA 02472

[EverybodyIn@Perkins.org](mailto:EverybodyIn@Perkins.org)

[Perkins.org/EverybodyIn](http://Perkins.org/EverybodyIn)



# Perkins SCHOOL FOR THE BLIND

Perkins School for the Blind works every day to unlock the potential of the 6 million children with blindness and multiple disabilities living here and around the world. We partner with families, train educators and ignite systemic change that leads communities to embrace this truth: that every child can learn, and learning is for life.

[Perkins.org/EverybodyIn](https://Perkins.org/EverybodyIn)

