



SUNDAY, SEPTEMBER 17TH

VETERANS MEMORIAL PARK, PENFIELD

15TH ANNUAL



FUNDRAISING TOOLKIT

WALKING ON SUNSHINE 2023

Thank you so much for raising money for Mary Cariola and participating in the 2023 Walking on Sunshine event! Every single dollar makes a difference, and we are so grateful for your hard work and generosity!

Questions? Contact Kathy Kiernan:
kkiernan@marycariola.org or (585) 895-7382





FAST FACTS

2022-23

MISSION

We are the regional leader in personalized, interdisciplinary, evidenced-based education and life skill solutions that inspire and empower individuals and the families of those with complex disabilities.

A LEADER IN INNOVATION FOR CHILDREN AND YOUTH WITH DISABILITIES

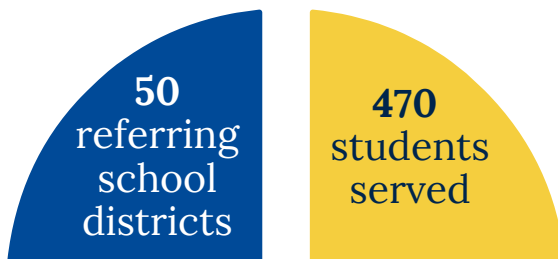
Mary Cariola Center is a private, non-profit agency and is regarded as a leader in providing education, residential programs and other services for individuals with disabilities. The Center was the first in the nation to have a sensory room, and opened New York State's first group home for children and youth with significant behavior management needs.

➤ 2022-23 BUDGET

\$41.7 million

➤ NUMBER OF STAFF

680 (full and part-time)



SCHOOL PROGRAM



COMMUNITY SERVICES





HOW TO SET UP A PEER-TO-PEER FUNDRAISING ACCOUNT

- **Open the Walk website:**
marycariolacenter.salsalabs.org/walkingonsunshine2023

- **Register for the Walk**
(you must select this step first, even if you already have an account)



DONATE TO A SPECIFIC PERSON OR TEAM FUNDRAISER:

Find a Fundraiser

Find a Team

- **Select your preferred registration level, add to cart**
- **Who is this registration for? Select “me”**
- **Will you be creating a personal fundraiser? Select “yes”, then fill in your information**
- **Would you like to join or create a team?**
 - Select “yes” only if you want to join an existing team or create your own team
 - To create your own team, enter a team name under “Or, create a new team?”
 - Select “no” if you plan to fundraise as an individual

- **When you hit “next”, you will be prompted to sign in using your existing username and password if you donated to the Walk in 2022. If not, you will create a new log-in.**

Note that you cannot simply edit your fundraising page from 2022, you will have to create a new one for 2023.

- **Once you’re logged in, you will enter a page name for both your individual & team fundraising pages (if applicable).**

Note that you cannot create a team fundraiser without first having an individual fundraiser.

- **Complete the checkout process and enter your credit card information**

You will need to enter your credit card even if you selected the “event registration without shirt - \$0” option, but you will not be charged.

- **Once your registration is complete, you will see this page. You can select “complete your fundraising page setup here” to go to your dashboard and complete the setup process right away. If not, you will receive an e-mail confirmation with a link to finish it later:**

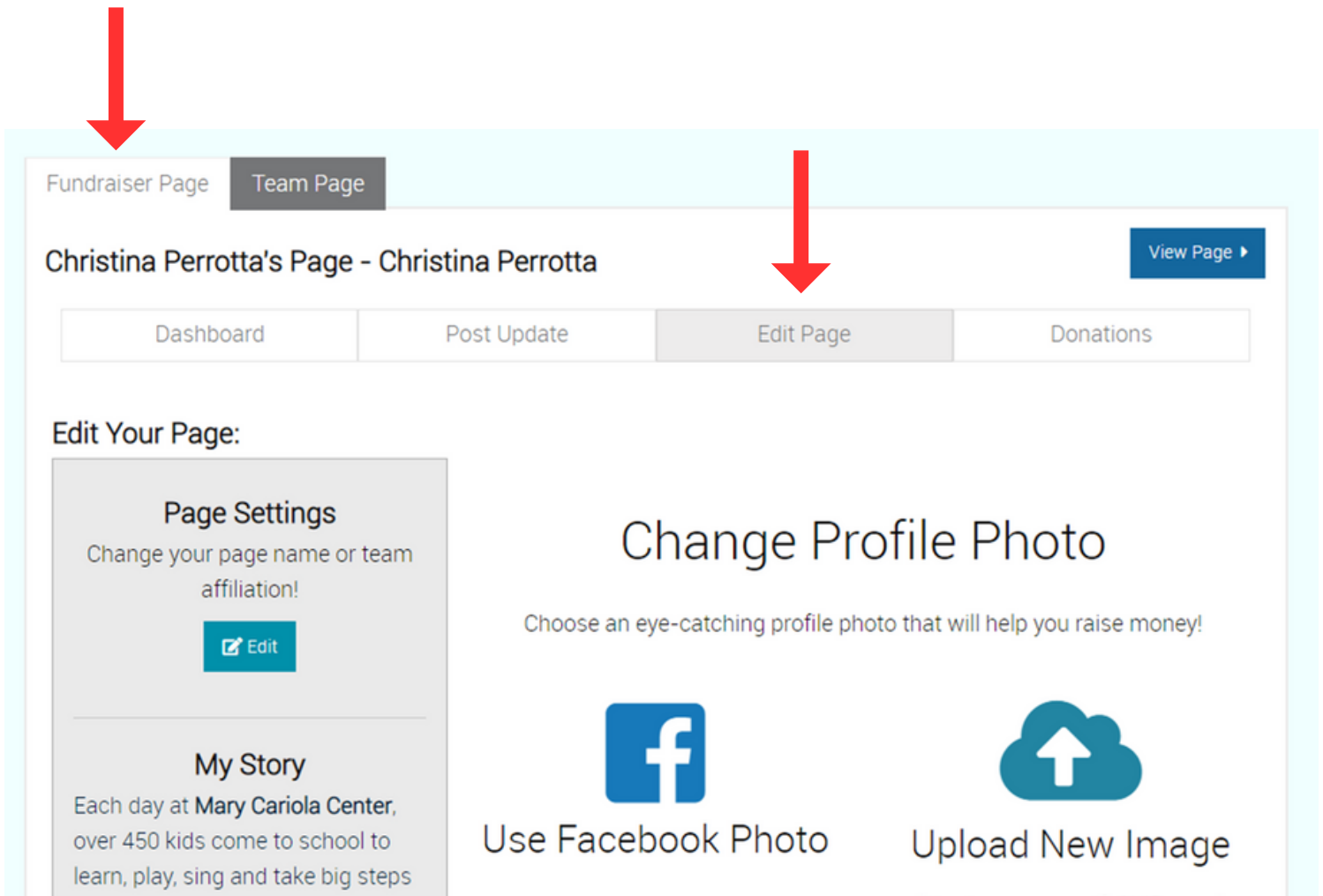
THANK YOU FOR YOUR SUPPORT!

[Complete your fundraising page setup here!](#)

Item	Quantity	Price	Subtotal
Event registration without shirt	1	\$0.00	\$0.00
			Total: \$0.00

[Update Registration](#)

- **This is what your dashboard will look like. Select the “fundraiser page” tab at the top, then “edit page”. This is where you can change your story or profile photo on your individual fundraising page. You will also be able to share your page with friends and family from this screen.**






- **To change the information on your team fundraising page, select the “team page” tab at the top, then follow the same process.**


- Now that you've registered, you can always go back to your dashboard to edit your fundraising pages, post updates and check on your progress by logging in from the Walk website home page:

marycariolacenter.salsalabs.org/walkingonsunshine2023



FOLLOW   

Already registered to fundraise this year? Log in



REGISTER FOR THE WALK

CANT JOIN US? DONATE TO THE WALK



FUNDRAISING INCENTIVES

RAISE:	INDIVIDUAL FUNDRAISERS	TEAM FUNDRAISERS
\$250	\$25 Mary Cariola Store Certificate	\$25 Wegmans Gift Card
\$500	\$50 Mary Cariola Store Certificate	\$50 Wegmans Gift Card
\$750	\$75 Mary Cariola Store Certificate	\$75 Wegmans Gift Card*
\$1,000	\$100 Mary Cariola Store Certificate	\$100 Wegmans Gift Card*
\$2,500 +	\$250 Mary Cariola Store Certificate	\$250 Wegmans Gift Card*

** Team Captains at these levels will also receive a \$30 Mary Cariola Store Certificate!*

CHECKLIST

- ☀ Sign up for a peer-to-peer fundraising account
- ☀ Determine your fundraising goal
- ☀ Donate to yourself
- ☀ E-mail your family and friends
- ☀ Share your fundraising efforts on social media
- ☀ Enjoy the walk on September 17th!



SAMPLE E-MAIL

Don't wait to reach out to your family, friends, and social network. Email is a great way to reach your community near and far with a personal message. Create your contact list and remember that the more people you contact, the more likely you are to get donations. Don't be afraid to email more than once but do make sure you adjust your contact list as appropriate after people have donated. Feel free to write your own email to send to family and friends or use this handy template!

Dear **[Friend/Family Member]**,

I hope this email finds you happy and healthy!

This fall, I am participating in Mary Cariola's annual Walking on Sunshine fundraiser, and I am hoping you will support me.

Mary Cariola is a regional leader that provides education and life skills to youth with disabilities via their staff of incredible special education teachers, therapists, nurses, and social workers in Rochester, NY. Mary Cariola serves hundreds of children and young adults each year through academic, residential, and community outreach programs. Mary Cariola provides personalized care and encouragement for those who are medically fragile or living with the daily challenges of autism, cognitive delays, physical disabilities, or rare genetic syndromes.

Please help me support this very important organization by donating to my fundraiser: [<insert link to fundraising page>](#). I would be very grateful to you, and so would the families and children served by this wonderful organization.

Thank you for your support!

**Sincerely,
[Your Name]**



SOCIAL MEDIA TEMPLATES

Social media is another key component to successful fundraising! Social media is a great way to recognize your donors with a message of thanks, share your story and provide fundraising updates. The more people feel like a part of your journey, the more than want to become part of it and the more likely they will donate!

Keep in mind these best practices:

- Include a photo/video when posting, and feel free to use emojis! Have fun and make your post stand out!
- Always include the link to your fundraising page so it's easy for people to find!
- Mention important dates and deadlines for fundraising.
- Tell your story and let your passion shine through.
- Post multiple times and reply to comments and questions!
- Don't forget to tag Mary Cariola and use these hashtags so the fundraising community can follow your hard work! #WOS23 #MaryCariola

Facebook: @marycariola

Twitter: @marycariola

Instagram: @mary.cariola

Threads: @mary.cariola

Feel free to write your own social media posts or use these easy templates!

- I'm so excited to be fundraising for **@Mary Cariola Center's** Walking on Sunshine event! Please help me meet my **[\$X]** goal by clicking here and donating to my team! Every dollar counts! #WOS23 <insert fundraising page URL>
- **@Mary Cariola Center** goes above and beyond for children and youth with disabilities in our community. Help me reach my fundraising goal before their annual Walking on Sunshine #WOS23 event this September! Every dollar helps children and youth right here in our backyard! <insert fundraising page URL>