



Participant & Team Captain Guide

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Be inspired. Get rolling.

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Welcome to Anything That Rolls

Anything That Rolls is a community event for people of all ages and abilities. Friends, family, classmates and co-workers will roll on bikes, adapted bikes, wheelchairs, strollers, and rollerblades, along with people who choose to simply walk, through Onondaga Lake Park to support people of all abilities!

Participants can choose the distance they roll or walk by using designated turning points or cover the entire 5K route.

Funds raised through this event will support our inclusive preschool program, adapted toy lending library, mental health outreach programs and other services to help children and adults succeed at home, school, work and play.

As an Anything That Rolls participant or team captain, you are joining hundreds of people across our community. It is an experience like no other. This guide will provide some great tips for fundraising, help you stay motivated and get your team organized.

Roll with us – Anything That Rolls 2018
Sunday, July 15th
Onondaga Lake Park
Registration – 8:30am, Roll Out – 9:30am

Website – anythingthatrolls.org

Questions?

Please contact the Development and Communications Staff:

Nikki Bomasuto, nbomasuto@accesscny.org

Chris Axtman, caxtman@accesscny.org

Matt Seubert, mseubert@accesscny.org

Or call us at 1-315-455-7591.

Our mailing address is: 1603 Court Street Syracuse NY 13208.

All pledges can be sent to this address.

About AccessCNY

Mission:

AccessCNY offers person-centered services that empower individuals of all ages and abilities to reach their full potential as part of our shared community. Services are provided with dedication, compassion, innovation and commitment. The agency supports over 3,000 people with developmental disabilities, acquired brain injuries (ABI) and mental health issues.

Services for those with a [Developmental Disability](#), [Mental Health Diagnosis](#) or Either/Both

- ✧ Adaptive Equipment Loan Program
- ✧ Advocacy
- ✧ Assistive Technology
- ✧ Augmentative Communication
- ✧ Certified Residential Settings
- ✧ Community Habilitation
- ✧ [Community Supports](#)
- ✧ Consumer Directed Homecare
- ✧ Day Habilitation
- ✧ Early Intervention Services
- ✧ Environmental Modifications
- ✧ Family & Individual Supports
- ✧ Home & Community Based Services
- ✧ Housing Supports
- ✧ Inclusive Preschool Education
- ✧ Individualized Support Services
- ✧ Medicaid Service Coordination
- ✧ [Mental Health Services](#)
- ✧ Occupational Therapy
- ✧ [Peer Support](#)
- ✧ Physical Therapy
- ✧ Preschool Evaluations
- ✧ Sensory Integration Therapy
- ✧ [Social Skills Training](#)
- ✧ Social Work Counseling
- ✧ Speech and Language Therapy
- ✧ Supported Education
- ✧ Supported Employment

Why we participate in Anything That Rolls

"The best part of the event is being surrounded by my friends and family. Being able to see and feel their support."

"The event is a celebration for me every year. I celebrate what I can do physically but also for the community as a whole. I look forward to spending time with friends and family on this day and seeing other clients and staff from AccessCNY."

"It is all about being with my friends, family and supporting a great cause. It is a chance for us to get together and do good as a family."

"I just love being there and seeing all the love and support from everyone! It's a good feeling to see that people really do care, and that with their help, we will and can do anything!!"

Get ready to Roll & Team Up

Nearly 90 percent of participants in Anything That Rolls participate as part of a team.

Why form a team?

Starting a team is a great way to participate in Anything That Rolls with family, friends, coworkers or a community group. Register your team, set a challenging, yet attainable fundraising goal, and join Anything That Rolls 2018 for a fun, rewarding and inspirational walk! Anything That Rolls teams range in size from three rollers to our largest team of more than 100 rollers. Teams are a wonderful way to bring family and friends closer together, boost company morale and show community involvement. Best of all, it's more fun to roll with those you care about. Spend a day with friends while making a difference for people of all abilities.

Forming a team is easy

Designate a team captain, make up a fun team name, and when you register online for Anything That Rolls, choose the option to "create a new team." Need to register or already registered, but want to start a team? Contact us at: 1-315-455-7591 or email at nbomasuto@accesscny.org.

Team Resources

We want to make leading a team as easy as possible. There are many helpful recruitment and fundraising resources available at our website: anythingthatrolls.org. We also encourage you to contact the office to discuss ideas which will jumpstart your fundraising and recruiting plans for 2017. For assistance, please call us at 1-315-455-7591 or email us at nbomasuto@accesscny.org.

Moving together: Three Simple steps to starting a team

You and your team are committed to a world full of opportunities for people of all abilities. We're committed to you, your vision and the success of your team.

Recruiting

Team members can be anybody — friends, family, coworkers, or neighbors — and they can all easily register as rollers online at anythingthatrolls.org. Whether you're a corporate team or a team of family and friends, just be sure to ask everyone you know. Sample emails and ideas can be found on the web in the Participant Center.

Raising Money

Fundraising comes more naturally when you make it personal. If your team is walking for someone of a different ability ask them if they would be willing to tell their story. Be sure to follow that with a statement about how much success they can or have achieved. Don't forget to ask everyone who sponsors you if their employer offers matching gifts!

Have fun

Being a team captain is an opportunity to share a great experience with friends and family members, or coworkers — a community coming together for a common goal and the accomplishment of a unique personal challenge! As a leader, it's up to you to remind your teammates of why they registered. Anything That Rolls can be more than a fundraising event — it can be a joyous celebration of how far we've come together!

Goal Setting

Establishing a goal is an easy way to maintain motivation as well as give you and your team a benchmark for success. We encourage team captains to set goals for themselves and their teams.

Keep these tips in mind:

- ✎ Goals should be realistic, but significant — If it requires hard work to attain, it will be a source of more pride for your team.
- ✎ Set a goal with input from the team — Having them believe in the goal from the start will make your job as team captain that much easier.
- ✎ Set both personal and team fundraising goals — Lead by example. Share your personal fundraising goal with your team.
- ✎ Set a goal for team size as well as collective fundraising — Recruiting more team members can mean more substantial fundraising!
- ✎ Share your goal! Use e-mail, team pages, and even internal company intranets and newsletters to communicate goals — and how close your team is to attaining them.
- ✎ If you are part of a large corporate team, have departments set their own goals to create some fun internal competition.

If you would like more suggestions and guidelines for goal setting please contact us at anythingthatrolls.org or 1-315-455-7591 or email at nbomasuto@accesscny.org

Prizes

Individual Prizes are based on per person money turned in on or before August 1, 2018. Team prizes are based on individual contests during a predetermined timeline.

Prize Details

Although fundraising for people of all abilities is its own reward, AccessCNY offers great prizes each year to reward our Anything That Rolls fundraisers. Leading up to Anything That Rolls, we hold fundraising contests that award great prizes for teams and individuals!

Individual Overall Fundraisers will receive prizes at the following levels:

\$50
\$100
\$250

Important team dates

2018 Team Weeks

- Registration Week – April 9-13
- Team Week #1 – May 21-25
- Blitz Days – June 27 and July 11

Congratulations to the 2017 Fabulous Five Club! These 5 individuals are responsible for raising \$6338 (16% of the total pledges raised). Way to go!

Fabulous Five Club

1. Michelle Hickey, \$2,127
2. Karen Vecellio, \$2,125
3. Doug Paul, \$737
4. Kevin Ridgeway, \$687
5. Matt Seubert, \$662

Congratulations to the 2017 Top Teams Club! These 5 teams are responsible for raising \$12,356 (31% of the total pledges raised). Extraordinary work, teams!

Top Teams Club

1. Titans of Therapy, \$6,845
2. Kevin Hickey, \$2,352
3. Syracuse Skate Gang, \$1,202
4. Royal Rockstars, \$1,000
5. Sushi Rolls, \$957



Online tools: Making fundraising fast & simple

Everyone who registers to fundraise for Anything That Rolls gets a fundraising dashboard, the online hub for managing online fundraising.

How it works

To get to your dashboard, login to your Anything That Rolls account with your username and password and you will be automatically taken to your dashboard. If you follow the prompts at the bottom of the screen, you will be prompted to complete your profile. You can:

1. Update your Personal Page — It's easy to change the layout, story and upload pictures to your Personal Page. Make it about you, and your friends and family will make generous donations! You can even keep a blog on your Personal Page.
2. Manage your Team — Add members, track their progress, set your team goal so everyone can see and support it, view your team roster, encourage team members to use their online personal page and create incentives for them to fundraise online.
3. Send e-mails to friends and family asking for their support — You can easily import contacts into your Email Manager or add them manually. In just a few clicks select and send an appeal for support or a thank-you. Use a pre-written e-mail template we have made or write your own.
4. Fundraise online —
 - ✿ Track your individual, ongoing fundraising progress.
 - ✿ Update your fundraising goal.
 - ✿ View reports on your team members' contributions.
 - ✿ Send follow-up messages and thank-you e-mails to your supporters.
5. Social Networking — Fundraise with Facebook through the tool available on your personal page. Login with your Facebook or Twitter to use a post template we have created to help you get started. Create a Facebook fanpage for your team and post tweets on Twitter for your group and videos on YouTube.
6. Resources—check out the 101 fundraising tips!
7. So much more!

Please do not hesitate to call or email us if you are having issues or need help. It would be our pleasure to assist you with any of our online tools as you raise funds for Anything That Rolls!



Fundraising tips & Ideas

Be creative! Be fun! Be enthusiastic...You are making a difference!

Getting started

Here are a few ideas to get you started, but remember, there are hundreds of ways to raise money:

- ✎ Set up your personal web page and fundraise online — It is free, easy and pays off. Online fundraisers raise double the money.
- ✎ Set a goal — Make it lofty but attainable and then contribute yourself. This will help motivate your teammates and people who donate to you.

Remember: No one can say “yes” unless you ask!

Social Media

Use social media to fundraise, grow a team and increase awareness.

Facebook

[Facebook.com/AccessCNY](https://www.facebook.com/AccessCNY)

Anything That Rolls Event Page

Facebook is the most popular social network in the world, helping people connect and communicate with people they know, and encouraging easy sharing of important news, events and pictures. Share the word about your upcoming Roll faster and easier than ever before!

Twitter

[Twitter.com/AccessCNY](https://twitter.com/AccessCNY)

Twitter is one of the fastest growing social networks. It is a micro-blogging platform that allows you to send a 140 character (or less) about anything you want to anyone following you. Tweet about your team often!

Your Personal Fundraising Web Page

Create and customize your personal fundraising webpage after you register for the event. You can accept donations online, send “thank you” emails, share your progress and, invite your friends to join your cause.



Frequently Asked Questions

How do I get help and set up my participant center?

We at AccessCNY are here to assist you reach your fundraising goals. Please give us a call and we will gladly help you with fundraising and recruitment ideas. In addition, we can help you register and set up your page so you can better raise funds online. Don't wait, call us at 1-315-455-7591.

Can I get my event day materials ahead of time?

Pre-packet pick up dates for team captains and individual fundraisers will be the week of the event. Look for emails and Facebook posts to remind you when you can come get prizes and team village gear.

What do I need to bring to Anything That Rolls?

Bring any contributions you've collected and turn them in at Registration. Bring your team spirit, swag to decorate your team area and your excitement!

How do I turn in contributions?

We recommend turning in contributions right away. The faster you turn in your contributions, the faster the we can begin putting those contributions to good work. Don't hold on to checks! Mail them in with the name of the team or individual to receive credit for the donation.

All pledges can be made to: AccessCNY, Attn: Anything That Rolls, 1603 Court Street, Syracuse, NY 13208. Online contributions are automatically credited to your account.

What if there is inclement weather?

Rain, snow or shine. Please dress accordingly.

Do I need to raise money? Isn't my attendance enough support?

While your attendance means so much, Anything That Rolls is a fundraiser. Funds raised support people of all abilities and their families throughout Central New York. With \$40,000 raised last year, we were able to contribute to home modifications, clinic upgrades, preschool scholarships and increased programming in our residential homes. Even a small donation on your part will help us to create a better community.

What if I cannot finish the entire route?

There will be transportation along the route to bring participants back to the start/finish site.

