

PARTICIPANT CHECKLIST AND GUIDE

Apraxia Kids is excited you will be participating at your local Walk for Apraxia, whether on a team or as an individual. The Walk for Apraxia is powered by the love that parents, family members, friends, professionals, and supporters bring with them to celebrate the Apraxia Stars. With every step you take or dollar you raise, you are contributing to making our apraxia community tighter, stronger, and ready for the road ahead.

Use this checklist and guide when navigating through your awareness and fundraising efforts. While preparing for Walk day, this document will help you stay organized, and it will provide basic information about your Participant Center, Walk for Apraxia webpage, fundraising, and more!

About Childhood Apraxia of Speech

Childhood apraxia of speech (CAS) is a motor speech disorder that makes it difficult for children to speak. Children with the diagnosis of apraxia of speech generally have a good understanding of language and know what to say. However, they have difficulty learning or carrying out the complex sequenced movements that are necessary for intelligible speech. With early intervention and appropriate, intensive speech therapy, children with apraxia can improve in their speech and communications.

CAS Fast Facts

Childhood apraxia of speech affects 1 in 1000 children.

Childhood apraxia of speech is a congenital, neurological speech disorder involving the ability to motor plan the oral movements needed to produce words.

Children with apraxia of speech require intensive speech therapy (3-5 days a week).

Children with apraxia are at a higher risk for literacy and reading difficulties.

Childhood apraxia of speech is a lifetime disorder. There is no cure.

About Apraxia Kids

Apraxia Kids is the only national organization dedicated to the interest and needs of children with apraxia of speech and their families. The mission of Apraxia Kids is to strengthen the support systems in the lives of children with apraxia of speech by educating professionals and families; facilitating community engagement and outreach; and investing in the future through advocacy and research.

PARTICIPANT CHECKLIST

Read Participant Checklist and Guide

Register for the Walk for Apraxia

Registration is free! Once you are registered for your local Walk for Apraxia, you will have access to your participant center. By utilizing this tool, you can share your story and raise funds. Only registered participants will have a chance to earn the Walk for Apraxia t-shirt and other incentive items.

Log into your Participant Center.

Connect to Facebook.

Directly connect your participant center to Facebook for online fundraising.

Update your personal page.

Describe your personal goal as a participant. Why do you Walk for Apraxia? Are you personally affected by childhood apraxia of speech or are you supporting a loved one who is? Add a photo or video! Personalize the URL by clicking "URL Settings" to update it.

Fundraise.

Share your online personal page, create a Facebook fundraiser, or ask your own supporters how they can donate to your personal efforts. If you are on a team, those personal efforts will also reflect in the overall team goal! Check out the "Fundraising 101 Guide" in the participant center toolkit for suggested fundraisers.

Set an individual fundraising goal.

Set a goal that you feel you can reach. Can you try to reach \$50, \$100, or \$250? If you are on a team, ask your team leader for an individual goal you can set to help the overall team goal.

Make the first donation.

Be a leader! Make a donation to your own fundraiser and let others know how they can do the same.

Stay informed and spread the word!

Follow the Walk for Apraxia on Facebook.

<https://www.facebook.com/WalkforApraxia/>

Find your Walk for Apraxia event page on Facebook.

Mark yourself as "Going" to the event and click the "Share" drop down to invite supporters to the Walk for Apraxia event page.

Share the Flyer.

Go to your Walk for Apraxia website and click the pink "Download the Flyer" button on the right hand side of the page. Print the flyer and, with permission, hang in high traffic, public locations like your local library or grocery store!

Inspire your supporters!

Contact supporters regularly.

Email, call, text, post on social media. Keep supporters informed of your progress and Walk day updates. If you are a team member, inform others of team efforts and events. For more support, see the "Email Templates" and the "Social Media Guide" PDFs in the participant center toolkit for suggested language.

Invite others to Walk.

If you are on a team, direct others toward your Walk webpage so they can simply join by clicking "Join" or "Join Team". If you are an individual participant, encourage others to Walk or create their own team.

Thank everyone.

Donors and supporters. Thank them all for supporting your Walk for Apraxia efforts and Apraxia Kids!



Overview of Your Online Participant Center

Now that you are registered, explore your Participant Center for advocacy and fundraising ideas.

Home Tab

Provides basic information about your fundraising efforts and recent activity. Functions on this tab include connecting to Facebook, making a self-donation, and changing team membership.

Progress Tab

Provides basic information about your fundraising efforts and recent activity. View top donors, enter a new gift, and download donation history from this tab.

Edit Personal Page Tab

Personalize your own Walk for Apraxia website by clicking the "Edit Personal Page" tab. Shows peers how important the Walk for Apraxia is to you - tell your story, add a photo, or attach a video!

Toolkit Tab

The online resource center is your go-to location for helpful information about how you can be supportive as a participant of the Walk, including fundraising ideas, email templates, and social media graphics.



Overview of Your Local Walk for Apraxia Website

The Walk for Apraxia website is an amazing resource for all things Walk. Most importantly, this will be where you direct supporters to donate to or register with either your team or the overall Walk for Apraxia.

Home

The Home tab includes information about the Walk for Apraxia day-of logistics like time, location, and who to contact. You will have a quick view of how many participants and teams are registered. Plus, you can see top fundraisers. If your Walk for Apraxia has sponsors, they will be visible under the search area. Keep track of sponsors and thank them at the Walk for Apraxia. As the Walk day approaches, scroll down and keep checking the "Other Information" area for updates on parking, activities, and more!

Ways to Fundraise

Your fundraising efforts help sustain the programs and resources provided by Apraxia Kids to serve families across the nation and beyond. Use this tab for tips and tools to make fundraising creative and fun. Your support, no matter how big or small, matters!

Sponsors

Do you know a business that could sponsor the Walk for Apraxia? Direct business owners to the Sponsors tab to review the different sponsorship levels with information about the corresponding benefits they receive. Every step of the Sponsorship process can be completed easily and effectively online through this tab, including payment!

Volunteer

Want to provide more help to the Walk for Apraxia? Check out the Volunteer tab for details about how you can help beyond Walking and fundraising.

Champions

Apraxia Kids recognizes its fantastic fundraising teams who raise \$1,000 or more as Champions Club members, and \$5,000 or more as Grand Champions Members! Click on the Champions tab often to see which teams in your area have reached these goals.

Help Center

Still need help with registration, login, donation, or Walk day and program information? Visit the Help Center tab to find FAQs about common questions.

Fundraising

Fundraising can be fun and a way to get your community involved while also working toward reaching your Walk for Apraxia goal.

Fundraise on Facebook!

There are many ways you can raise money, but using Facebook is a very popular, easy way for participants to connect with supporters.



U.S. Residents

Click Connect to Facebook to directly connect your participant center to Facebook. By directly connecting, any funds raised through Facebook will automatically be added to your fundraising goal. It will also create a fundraiser on Facebook that you can invite friends to view or share.

International Residents

Copy and Paste your personal Walk webpage URL into a Facebook or social media post. Go to your Walk website and click on your name to go to your personal page. Once there, copy that URL. Then create a post on your social media page asking supporters to click the URL to join or donate to your efforts. Paste your URL at the end of the message. When supporters click the link, they will be directed to your Walk webpage where they can either join your team or make a donation.



Share why you are raising money for Apraxia Kids through social media by using #WalkforApraxia.



Add a photo of yourself. If you are Walking on a team with an Apraxia Star, include a photo of yourself with that child or individual.



Share a video talking about why you are Walking.



Fundraising 101 Guide

Check out the [Fundraising 101 Guide](#) for information on how to maximize your fundraising, more examples of different fundraisers you can host, a donor worksheet to help you develop a list of supporters to ask, and a calendar to help you make a plan.

Be The Voice

If you are hosting a fundraising event, let us know about your fundraiser by completing the [Be the Voice survey](#). This can help Apraxia Kids support your efforts by providing our official Walk for Apraxia logo and a flyer template for you to update to advertise your event.

Quick Fundraising Ideas and Challenges

The Walk for Apraxia is an amazing time to spread awareness about childhood apraxia of speech and to raise funds for Apraxia Kids. On Walk day, you show your support by cheering on the Apraxia Stars and walking with others as a community. It is free to register and Walk, but donations are critical to sustaining the mission of Apraxia Kids.

In order to make it easier, different fundraising ideas and challenges were created to help participants reach their goals or earn incentives. Pick one or all of these ideas to help.

- [KIDS Challenge](#) – Download and print this PDF. Ask supporters if they would help you cross off a block by making a donation in that amount. Once all blocks are crossed off, convert any cash to one check or money order and mail it to Apraxia Kids with your KIDS Challenge form.
- [Incentive Scorecard](#) – Download and print this PDF. This scorecard lists ten different ways to quickly raise \$50. Pick one and earn your shirt. Pick more to earn more incentives. Hang in a visible area and fill in the fundraising thermometer to keep track.
- [Champions Club Challenge](#) – Download and print this PDF. Fill in a monthly goal and plan fundraisers to reach that goal. Once the month is over, mark the total amount raised and how the donations were accepted. Once all activities are complete, convert any cash to one check or money order and mail it to Apraxia Kids with the Champions Club Progress Form.
- [Adopt a Star](#) – Download this graphic. Share on social media with a link to your personalized Walk webpage and ask supporters to pick a star and adopt it by making an online donation in the amount listed. Ask supporters to comment to your post with the color star they adopted.
- [31 Ways to reach your Team Goal](#) – Download and print this PDF. Select different fundraising activities to support your efforts AND get your community involved by spreading awareness about the Walk for Apraxia. Hang in a visible area and cross off as you complete items.

Special Incentives for You

Gifts are not cumulative. Registered individuals who reach the fundraising minimum for the participant T-shirt will receive their shirt plus one additional item at or below their highest level achieved.



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Tell your story on Social Media

Telling your story to supporters and asking for donations is easier than ever due to the communities of connections on social media. Sharing your story with your network might motivate someone to join your Walk for Apraxia team or donate toward your personal fundraising goal.

View the [Social Media Guide](#) to learn more about how to effectively post online. This guide includes helpful tips, an example schedule for posting on social media, and language available for you to copy and paste as a part of your own inspirational message.

[Click Here](#) to download the official Walk for Apraxia Facebook cover photo, and other shareable graphics.

What to Expect from the Walk for Apraxia

Specific details about your local Walk for Apraxia will be listed under the Other Information section on your Walk's homepage. As your Walk date approaches, updates will be made to inform you about your Walk and instruct you on what to expect. All participants will also be emailed with special notifications prior to their Walk date. For creative and downloadable tools to help you celebrate on the day of your Walk, visit the [Celebration Kit](#) in the Walk Help Center.

Here are a few things to expect as a part of your Walk for Apraxia experience.

- Gathering of family, friends, and supporters – either in person or virtually, the Walk for Apraxia unites your community to spread awareness about childhood apraxia of speech.
- Celebrating Apraxia Stars – all registered Apraxia Stars will be celebrated during the Walk for Apraxia ceremony. They will receive a Walk for Apraxia t-shirt, a medal, and be individually acknowledged.
- Sponsorship Information – Apraxia Kids appreciates the generosity of our Walk for Apraxia sponsors and is proud to highlight their support for participants to see.
- Walking –Walking is the mission of this event to spread the word about childhood apraxia of speech. Wear your Walk for Apraxia shirt or hold a sign that explains your cause.

Thank you so much for joining us! Connect to the apraxia community by following us on the [Walk for Apraxia Facebook page](#) today!

