

TEAM CAPTAIN GUIDE

Apraxia Kids welcomes you as a Team Captain at your local Walk for Apraxia. 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 and dollar you raise, you are contributing to making our apraxia community tighter, stronger, and ready for the road ahead.

By signing up as a Team Captain, you've already shown your commitment to support Apraxia Kids. We are also excited to support and celebrate your team as you meet your fundraising goals. An Apraxia Kids Walk Team includes participants from all parts of your apraxia journey! Take these steps today to recruit team members, set your team goal, and start fundraising!

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 they want 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 communication.

About Apraxia Kids

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Recruit Your Team

Team members can include family, friends, professionals, co-workers, neighbors, or anyone who might be interested in supporting your efforts to spread awareness about CAS and help you raise funds for Apraxia Kids.

Throw a kick-off party and invite everyone! Host a BBQ, have a game night, or just keep it casual, but gather everyone together and share your plans, discuss your goal, and have a computer on-site to begin registering team members.

Remember, registration is FREE for everyone and only registered participants can earn the incentive prizes, including an official Walk for Apraxia T-shirt, if they choose to fundraise \$50 or more. Not only does the shirt signify how they have supported your team and the Walk, but they can also wear it after the event to further spread awareness throughout the entire year!

Finally, don't forget to include children. The Walk for Apraxia is an event for all ages. In addition to a short, family-friendly walk, the day will also center around celebrating the Apraxia Stars – children diagnosed with childhood apraxia of speech. Most teams have an Apraxia Star to honor, and Walk Day is a perfect time for them to feel supported by peers!



Use Your Online Fundraising Tools

Now that you are registered, explore your participant center for advocacy and fundraising ideas. Click on “Edit Personal Page” and “Edit Team Page” to personalize your website to show peers how important the Walk for Apraxia is to you. Tell your story!

When team members register, encourage them to personalize their own websites, too, by logging into their own Walk for Apraxia participant centers and clicking on “Edit Personal Page”. Also, help them navigate their participant centers and learn how to utilize this tool to spread awareness and further help you reach your team fundraising goal.

Remind team members about the ease of fundraising through Facebook – which can be set up inside their own personal Participant Center! U.S. Residents, set up your Facebook fundraiser as soon as you register and log into your own participant center so you can teach your teammates how to utilize this easy fundraising tool. International Residents, this direct connection is not currently available. Please see other ways to connect your team page to Facebook and social media in the [Fundraising 101 Guide](#).

Check out the email templates and send personal emails to supporters. Include your purpose and personal motivation for participating in the Walk for Apraxia. Inform them about Apraxia Kids and include any photos or other information about your Apraxia Star or team.

Celebrate Success

Apraxia Kids recognizes its fantastic fundraising teams through the Champions Club. Teams who raise \$1,000 or more are recognized as Champions Club members. In return, the teams and team leaders earn some amazing benefits gifted from Apraxia Kids, including:

- A special graphic featured on the Walk website and social media, highlighting your Walk for Apraxia team or Apraxia Star.
- Special recognition at the Walk for Apraxia opening ceremony.
- A commemorative Champions Club pin.
- A free, 1-year subscription to our On-Demand Webinars.
- A discount at the Apraxia Kids online store.

Interested in doing more? Teams who raise \$5,000 or more will be recognized as a Grand Champions Club member, earning all the benefits above and more!

No matter what, Apraxia Kids values and appreciates all fundraising efforts!

What to expect at 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 with updates on your Walk and instruct you on what to expect. Plus, all participants will 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.
- Celebrate the 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!



How can I make my team stand out?

Some Walk for Apraxia teams enjoy adding a little extra flare to help their team stick out. Here are some examples about how to further celebrate your team on Walk for Apraxia day.

-  Create a team sign to carry while walking. Nothing needs to be fancy. It can be as simple as grabbing some poster board and decorating it with your team's name.
-  Be silly. Some teams like to wear matching gear like tutus, wigs, or team socks. No matter what, make sure the items are safe to walk in and have fun! Make it something meaningful to your team or Apraxia Star.
-  Have matching team t-shirts. Even though walkers can get a Walk for Apraxia t-shirt by registering before the deadline, many teams decide to make their own t-shirts in matching colors with clever names to wear on Walk day.

The Apraxia Kids and Walk for Apraxia Logos are trademarked and cannot be used on individual team shirts or gear.

How can I improve my team?

There are many ways Team Captains can help publicize the Walk and spread awareness in the local community. Communicate information and progress regularly! If you need additional information or materials, contact your Walk coordinator.

Become a neighborhood leader. Go to your Walk for Apraxia website and download the printable Walk for Apraxia flyers to hang around your area on public bulletin boards.



Ask your Walk for Apraxia planning team about local groups supporting the Walk in your area. Discuss if the planning team is contacting your local Rotary, Chamber of Commerce, Kiwanis Club, Lions Club, or other service organizations. Ask the planning team about your role in talking with these groups and how you can get involved.

Share information about the Walk for Apraxia and your Walk team with local community calendars and news outlets. Your Walk for Apraxia planning team will be in touch with the larger regional newspapers, radio stations, or news websites to submit the press release and event details.

Add a link to your Team page to your email signature. This simple gesture will help you spread your Team page in an indirect, non-invasive way.



Fundraising 101

Are you new to fundraising and a little nervous about asking others to support your efforts? Or have you participated in other fundraising events and looking for new ideas? Either way, fundraising can be exciting and very successful in getting your community involved while helping you reach your Walk for Apraxia team goal. Below are a few examples of fundraisers that you can host. Check out the [Fundraising 101 Guide](#) in your Participant Center Toolkit for more information on how to maximize your fundraising, more examples of different fundraisers you can host, and a donor worksheet to help you develop a list of potential supporters.

Facebook

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 Walk webpage URL into a Facebook or social media post. Go to your Walk website and click on your team name to go to your team page. Once you are on your team page, copy that URL before visiting your social media page. Create a post on your social media page asking supporters to click the URL to join or donate to your team. Paste your URL at the end of the message. Once supporters click the link, they will be directed to your team page where they can either join your team or make a donation.

Wrap Around Event

Wrap arounds are fundraisers that you can hold to increase awareness and raise extra funds for the Walk. All expenses for wrap arounds are incurred by the fund raiser. Examples: Car Wash, Lemonade Stand, Garage/Yard Sale, and Restaurant Giveback (AKA: Dine to Donate).

Guidelines:

- Events should keep in mind our mission and promote the appropriate image of Apraxia Kids
- Apraxia Kids cannot be included in the name of the event. Instead, you can name us as a beneficiary in marketing and promotional material (e.g., "Comedy Night, proceeds to benefit Apraxia Kids").
- Donors should be advised to make checks payable to Apraxia Kids in order to take advantage of tax benefits for charitable donations.
- After the event, send us feedback on how the event turned out, photos, and any other information you think could be helpful to us!

Be the Voice Survey

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.



Q: Do I have to send in my donations? Can I bring them with me to the Walk?

A: While you can always bring your donations to the Walk, it is highly preferable that you mail them in prior to Walk day. Please submit the donation forms with corresponding checks to ensure proper credit



Apraxia Kids
Walk for Apraxia
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Q: What if people want to give me cash?

A: The safest and best protocol for record keeping is to convert all cash received to checks or money orders. You have two options for handing in checks: mail them to Apraxia Kids or hand them in on Walk day. If you'd like to mail a check, send the check to the address above, along with the [Offline Donation form](#) to Apraxia Kids. We will credit your friends and family for their generosity. If this is not possible, you can always bring the cash donations and appropriate donation forms to the Walk.

Q: What if I want to mail in a check?

A: You can always have your donors mail their donations directly to our address above. Please have them submit the Offline Donation Form with their checks so you will be credited for your fundraising efforts.

Q: Do I have to fill out one donation form for each check?

A: Yes. This is the best way to ensure you receive credit for all your fundraising efforts.

Q: What happens if it rains on the day of the Walk?

A: All Walks will be held on the date scheduled "rain or shine"

Q: Will the money turned in before the Walk, at the Walk, and after the Walk, show up on my webpage and my donation report? How long will it take?

A: Absolutely. We try to submit all donations immediately upon receiving them so you can see your fundraising efforts reflected on your webpage and donation report as soon as possible.

Q: Where do I get the Offline Donation Form?

A: Click [here](#) or visit the Toolkit tab in your participant center. There you will find a link titled, "Offline Donation Form." Click the link to access the printable PDF at any time.

Q: Who should checks be made payable to?

A: Please ask your supporters to make checks payable to Apraxia Kids.

FAQs

Q: Is there a fee to participate?

A: No. Registration is FREE for all participants.

Q: How do I and my team members receive an official Walk for Apraxia t-shirt provided by Apraxia Kids?

A: Registered participants who reach the fundraising minimum of \$50 will receive a Walk for Apraxia shirt. Fundraising beyond \$50 will qualify these participants for one other incentive prizes shown below, depending on how much in donations that the individual raises. Incentive gifts are not cumulative and participants MUST be registered to earn a shirt and a prize.

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.

More questions? Visit our Help Desk: <https://www.apraxia-kids.org/walk-help-center/>

