

ONE MILE. ONE MISSION. ONE STEP.

Spreading the Word About the Walk, Run & Roll 2018

1) **Make it Personal: Start by Sharing why you are participating in this event.**

What motivates you? Here is an idea to get you started:

I wanted to share about an event benefiting local seniors called Walk, Run & Roll 2018 which is occurring on May 5th, 2018 on the UCI Campus. The event is hosted by a local non-profit called Council on Aging – Southern California which provides a wide range of free services to local seniors, helping them remain healthy, connected and protected. This event is important to me because **<Insert Your Story Here>**
Aging impacts us all; together we can make a difference.

2) **Share the Event Description: Here is a script you can copy and paste:**

The WALK, RUN & ROLL 2018 is a fun, family-oriented event supporting the Council on Aging – Southern California (COASC). For over 45 years, COASC has focused on providing services to seniors and disabled adults who lack support systems, services and resources. COASC helps local seniors and their families navigate the aging experience with a wide range of free programs and services, making our community a better place to age.

This intergenerational event will take place on Saturday, May 5th, 2018 at the UCI Campus in Irvine, CA. There is a 1 Mile Route and a 5K Route. Both take you on a scenic loop through the UCI Campus. Every person is welcome to participate no matter their age or abilities – those who use walkers, wheelchairs or strollers are welcome to attend. Rest stops, water, coffee and snacks are available along the way! Fun for the whole family is offered with a vendor village, kids' zone, food trucks and a stage with live music. Our steps together can become a giant leap for seniors.

WALK 2018
RUN &
ROLL

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3) Share with Your Network How They Can Get Involved: Here is a script you can copy and paste:

1. Register for the Event

- Go to wrr2018.eventbrite.com to register as a Walker or Runner in the 1 mile or 5k route. Tickets are \$25 per person and children 12 and under are free.
- If you cannot participate on the day of the event, but wish to fundraise, you can also register as a Virtual Walker. Or, you can register as a Volunteer!

2. Become an Event Fundraiser

- Once you register for the event, you are emailed a link to build a personal fundraising page. You can fundraise as an individual, join an existing team, or become a team captain! Fundraising maximizes your impact in helping raise funds for programs that support local seniors. COASC is here to help you in your fundraising effort every step of the way, providing weekly contact, tips and support to help you be successful.

3. Become a Sponsor

- As a sponsor, your company gets noticed by the community at large as one that cares about local seniors and supports charitable organizations. Depending on your sponsorship level, your company is promoted on a variety of platforms. Contact Jamie Cansler, COASC Director of Development at 714-479-0122 to learn more.

4. Donate

- You can contribute to **my fundraising page** by going here: **<Insert a Link to Your Fundraising Page>**
- Or, you can make a general donation to COASC by going here: <http://www.coasc.org/get-involved/donate-now.aspx>



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4) Share How Council on Aging – Southern California benefits our local community:

Council on Aging provides resources and support to help navigate the aging experience with a range of no-cost services and programs. Here are some examples of what COASC does:

- Ombudsman Program – provides advocacy for residents in long-term care facilities.
- Health Insurance Counseling & Advocacy Program (HICAP): – provides information and unbiased counseling to help navigate the complexities of Medicare.
- Friendly Visitor Program – provides friendship to isolated seniors to help combat loneliness.
- ReConnect Program – provides case management and integration into community activities to support mental health.
- Answers Guide – an annual free publication that provides comprehensive resources related to aging and caregiving.
- Financial Abuse Specialist Team Program (FAST): provides education and protection from financial predators.

5) **Questions About the Walk, Run & Roll 2018? You can contact one of Council on Aging – Southern California’s team members below:**

Jamie Cansler, Director of Development & Community Relations

jcansler@coasc.org

Direct: 714-479-0122

Rim Hussin, Fund Development & Events Manager

rhussin@coasc.org

Direct: 714-479-0107 ext. 209

Kim Williams, Database Manager

kwilliams@coasc.org

Direct: 714-479-0107 ext. 419

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