

**KESSLER
FOUNDATION**

Stroll'n Roll **IS NOW**

Fall Fest

JOIN *the* **FUN**

SUNDAY, SEPTEMBER 29, 2024

1 PM TO 3PM, ON THE KESSLER CAMPUS
1199 PLEASANT VALLEY WAY, WEST ORANGE, NJ

FUNDRAISING TOOLKIT



MAKE AN IMPACT

With support from donors like you and your friends and family, **Kessler Foundation conducts groundbreaking rehabilitation research and funds innovative employment initiatives** to help people with disabilities return to **their homes, their communities, and the workplace.**

When you become a champion for people with disabilities, the impact is profound. People with paralysis stand and walk for the first time. Stroke survivors drive again. People with multiple sclerosis and traumatic brain injury improve their ability to learn and remember. Young adults with autism improve awareness of their personal strengths and their ability to self-advocate. Jobseekers with disabilities find satisfying employment and become self-sufficient.



MAKE FUNDRAISING FUN!

Follow these steps to help make your Stroll 'N Roll Fall Fest fundraiser for Kessler Foundation a success:

STEP 1: Start or Join a Fundraiser

Visit KesslerFoundation.org/SNRFallFest and click "FUNDRAISE AND REGISTER". Choose to register as an individual, create or join a team, and complete the information. A link to your personal fundraising page will be sent to the email address that you provide.

STEP 2: Spread the Word

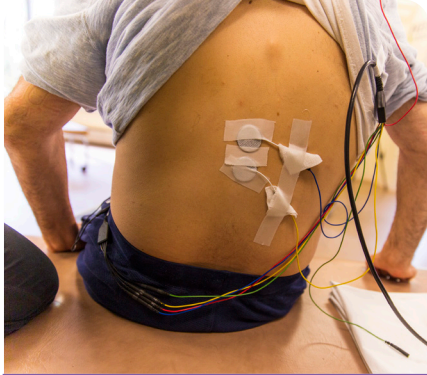
Share your Stroll 'N Roll fundraising page with your friends, family, and colleagues through email and your social media channels to extend your reach. Stand out by telling your story and sharing the impact that Kessler Foundation has had on your life and why you choose to support this event. Invite your network to join you at Stroll 'N Roll Fall Fest on Sunday, September 29, 2024, from 1 PM to 3 PM on the Kessler Campus at 1199 Pleasant Valley Way, West Orange, NJ.

STEP 3: Send Thank You's and Updates

Let your supporters know how much you appreciate them! Send personalized thank you's to each of your donors, give them a shout out on social media, and send updates on your fundraiser's progress along the way.



WHAT IS HOPE WORTH?



\$25,000

Sponsors one research participant with spinal cord injury in a transcutaneous spinal stimulation study



\$15,000

Sponsors one research participant with brain injury, stroke, or MS in a study to restore mobility using a robotic exoskeleton



\$10,000

Sponsors one research participant in a study exploring new treatments using regenerative rehabilitation



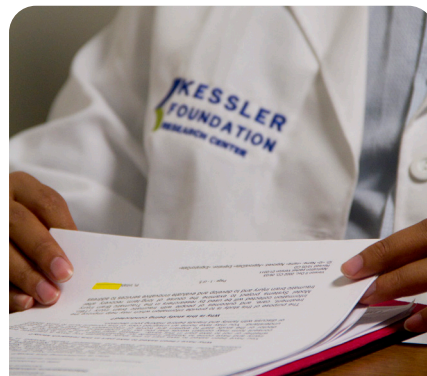
\$7,500

Sponsors one research participant with brain injury or MS in a study to improve thinking, learning, and memory



\$5,000

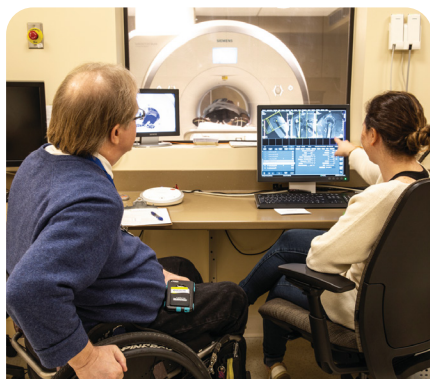
Sponsors one research participant in a study to improve quality of life after spinal cord injury



\$3,000

Covers the cost of one study's Institutional Review Board approval, required to protect research participants

WHAT IS HOPE WORTH?



\$2,500

Underwrites a functional MRI scan and its analysis to determine changes in the brain or spinal cord



\$1,000

Covers the cost of one study's Institutional Review Board renewal



\$500

Covers the cost of recruiting a research participant



\$250

Underwrites a neuropsychological evaluation to determine a participant's level of cognitive function, before or after treatment



\$100

Buys transportation for a participant to travel to and from a research session



\$50

Covers the stipend for a research participant for one session



\$25

Provides personal protective equipment for one research session, for participant and staff

GET SOCIAL

Engage with your network of friends and family on your social media accounts and encourage them to support you in driving positive change in the lives of people with disabilities.

STEP 1:

Create a schedule for your posts. This could be as simple as posting at the start of your fundraiser, at the halfway mark, 1 week before Stroll 'N Roll Fall Fest, 3 days before Stroll 'N Roll Fall Fest, and the day before Stroll 'N Roll Fall Fest. Remind people that you are fundraising and why you need their support.

STEP 2:

Mix up your posts. Don't limit yourself to just sharing "ask" posts – use photos, create fun graphics, or share news about Kessler Foundation that matters most to you.

STEP 3:

Tag supporters who have already given to your fundraiser and thank them for their generosity.

STEP 4:

Follow us on all our social media channels and include the hashtag

#StrollNRollFallFest2024 to be a part of the Kessler Foundation community of champions.



@KesslerFoundation



Kessler Foundation



@KesslerFdn



Kessler Foundation



@KesslerFdn



Kessler Foundation

SAMPLE EMAIL TEMPLATE

JOIN MY TEAM

Dear **NAME**,

This year I've taken on the challenge to raise funds and make a difference by participating in Kessler Foundation's Stroll 'N Roll, now Fall Fest, and I need your help! I'm reaching out to my community and asking incredible individuals to join me on **TEAM NAME**. When you join **TEAM NAME** you champion life-changing rehabilitation research and employment for people with disabilities. Will you join me? You can register for my team by following the link *here* (**insert link to 'Join Team'**).

The more people that know about Kessler Foundation, the greater the impact we can make, so spread the word by sharing our page with your friends and family and join me on Sunday, September 29, 2024 from 1 PM to 3 PM on the Kessler West Orange Campus. Together, we will maximize recovery, independence, and inclusion for people with disabilities.

Your generosity means a lot—thank you!

YOUR NAME

SAMPLE EMAIL TEMPLATE

SUPPORT MY TEAM

Dear **NAME**,

I created/joined **TEAM NAME** because I want to raise funds and make a difference by participating in Kessler Foundation's Stroll 'N Roll, now Fall Fest. Your support champions life-changing rehabilitation research and employment for people with disabilities. Please support my team and make a gift today.

You can make a donation by visiting my fundraising page (**insert link**) or by mailing a check with our team name in the memo line to Kessler Foundation at 120 Eagle Rock Ave, Suite 100, East Hanover, NJ 07936.

Please join us on Sunday, September 29, 2024 from 1 PM to 3 PM on the Kessler West Orange Campus. Together, we will maximize recovery, independence, and inclusion for people with disabilities.

Your generosity means a lot—thank you!

YOUR NAME

SOCIAL MEDIA TEMPLATES

JOIN MY TEAM

Facebook/LinkedIn:

This year I've taken on the challenge to raise funds and make a difference by participating in **@KesslerFoundation's** #StrollNRollFallFest2024. Register to join my team, **TEAM NAME**, and champion life-changing rehabilitation research and employment for people with disabilities: **(Insert link to fundraising team page.)**

Please join me at Stroll 'N Roll Fall Fest on Sunday, September 29, 2024 from 1 PM to 3 PM on the Kessler West Orange Campus. Your generosity means a lot—thank you!

#KesslerFoundation #KesslerChangingLives #NorthernNJ

Instagram:

I created **TEAM NAME** because I want to raise funds and make a difference by participating in **@KesslerFdn's** #StrollNRollFallFest2024. Your support champions life-changing rehabilitation research and employment for people with disabilities. Register to join my team and make a gift today by visiting the link in my bio.

Please join me at Stroll 'N Roll Fall Fest on Sunday, September 29, 2024 from 1 PM to 3 PM on the Kessler West Orange Campus. Your generosity means a lot—thank you!

#KesslerFoundation #KesslerChangingLives #NorthernNJ

X:

I created **TEAM NAME** because I want to raise funds and make a difference by participating in **@KesslerFdn's** #StrollNRollFallFest2024. Join my team and champion life-changing rehabilitation #research and #employment for people with #disabilities: **(Insert link to fundraising team page.)**

#KesslerFoundation #KesslerChangingLives #NorthernNJ

SOCIAL MEDIA TEMPLATES

SUPPORT MY TEAM

Facebook/LinkedIn:

I created/joined **TEAM NAME** because I want to raise funds and make a difference by participating in **@KesslerFoundation's #StrollNRollFallFest2024**. Your support champions life-changing rehabilitation research and employment for people with disabilities. Register to join my team and make a gift today:

(Insert link to fundraising team page.)

Please join me at Stroll 'N Roll Fall Fest on Sunday, September 29, 2024 from 1 PM to 3 PM on the Kessler West Orange Campus. Your generosity means a lot—thank you!

#KesslerFoundation #KesslerChangingLives #NorthernNJ

Instagram:

I created/joined **TEAM NAME** because I want to raise funds and make a difference by participating in **@KesslerFdn's** annual Stroll 'N Roll. Your support champions life-changing rehabilitation research and employment for people with disabilities. Please support my team and make a gift today by visiting the link in my bio.

Please join me at Stroll 'N Roll Fall Fest on Sunday, September 29, 2024 from 1 PM to 3 PM on the Kessler West Orange Campus. Your generosity means a lot—thank you!

#KesslerFoundation #KesslerChangingLives #NorthernNJ

X:

I created/joined **TEAM NAME** because I want to raise funds and make a difference by participating in **@KesslerFdn's #StrollNRollFallFest2024**. Please support my team and champion life-changing rehabilitation **#research** and **#employment** for people with **#disabilities**: **(Insert link to fundraising team page.)**

#KesslerFoundation #KesslerChangingLives #NorthernNJ

FREQUENTLY ASKED QUESTIONS

Is there a registration fee to participate?

Stroll 'N Roll Fall Fest is a free event. We do encourage everyone to make a donation or fundraise.

Is there a minimum amount that I am required to fundraise for Stroll 'N Roll Fall Fest?

There is no minimum amount required to fundraise for Stroll 'N Roll Fall Fest. Every dollar drives positive change in the lives of people with disabilities.

Is my donation to Stroll 'N Roll tax deductible?

Kessler Foundation is a 501(c)3 tax-exempt organization and your donation is tax-deductible within the guidelines of U.S. law. To claim a donation as a deduction on your U.S. taxes, please keep your email donation receipt as your official record. We'll send it to you upon successful completion of your donation.

How will my donation be used?

Your generosity returns people with disabilities to their homes, their communities, and the workplace. When you support Kessler Foundation, you directly provide our scientists and grantmakers with critical resources to propel new research discoveries and fund innovative employment initiatives. As a result, people with disabilities receive more effective care and access to employment opportunities never before possible.

I want to make a donation by mailing a check. Who should I make my check out to?

Please make all checks payable to Kessler Foundation and mail your gift to:

Kessler Foundation
Attention: Stroll 'N Roll Fall Fest
120 Eagle Rock Avenue, Suite 100
East Hanover, NJ 07936-3147