



WALK&ROLL
for **MDC**



Welcome to the Walk & Roll for Muscular Dystrophy Canada!

Whether you are new to Muscular Dystrophy Canada or have been involved for many years, we thank you for agreeing to be this year's Walk & Roll ambassador in your community. We have developed this kit to help guide you through the Walk & Roll season and everything that will be taking place over the next few months.

An Ambassador or Ambassador Family represents the Walk & Roll community and shares their story to encourage participants to join the event and raise funds and awareness. Ambassadors create strong connections and relationships with community members and ignite enthusiasm and passion for the cause.

Ambassadors inspire, connect and inform the community. We invite you to share your story and passion with others to help support Muscular Dystrophy Canada's mission.

As an Ambassador, we encourage you to:

- Share your story and reasons why you are committed to Muscular Dystrophy Canada
- Welcome participants and lead the Walk & Roll on event day
- Promote the Walk & Roll in your community
- Create a Walk & Roll team and fundraise together
- Participate in media and promotional opportunities when possible
- Engage on social media using our hashtags and share event information

Your story and information will be used to promote the Walk & Roll for Muscular Dystrophy Canada and inspire teams and participants to join as well. If you have any questions, do not hesitate to reach out to us.

We are with you every step of the way!



THE AMBASSADOR ROLE

Walk & Roll for Muscular Dystrophy Canada (MDC) Ambassadors have a connection to MDC, a passion for fundraising and are willing to share their personal story to broaden our revenue generation and awareness efforts. Walk & Roll for MDC Ambassadors take on a leadership role in growing the Walk & Roll for MDC by engaging their own community and networks; they support the identification and stewardship of new sponsors, donors, and participants by working in partnership with MDC staff and other volunteers.

Ambassadors share their story encouraging others to become involved and/or increase their engagement. They play a leadership role in motivating participants. They help to raise funds by coordinating a team of their family and friends to participate in the Walk & Roll for MDC. They engage stakeholders through appearances, speeches, media interviews and other participatory opportunities, with preapproved messaging and support from staff.

AMBASSADORS HELP...

- Support Canadians affected by neuromuscular disorders to participate fully and equally in society and live their best lives on their own terms
- Grow our signature event to increase the funds raised to support the neuromuscular community
- Rally, engage and motivate others to participate in the Walk & Roll for MDC by sharing your personal story
- Identify, secure and engage with prospects, donors and sponsors

KEY RESPONSIBILITIES

- Register, form a team, raise funds, and participating in your local Walk & Roll for MDC
- Participate in MDC Ambassador and media training
- Share your story in private and public settings
- Act as a champion for others to engage and inspire them to raise funds
- Participate in media interviews, as appropriate, on MDC's behalf and as identified by staff

You are...

- Someone who is comfortable sharing your story publicly or on camera
- Someone who wants to use your experience to help raise awareness for MDC

Time commitment

- Participant in Walk & Roll for MDC Ambassador and media training (1-2 hours)
- Motivate and captain your team to raise funds (10 to 20 hours)
- Participate in Walk & Roll for MDC meetings (2-3 per year, 1 hour each)
- Participate in media interviews, as required (1-2 hours)
- Host the Walk & Roll for MDC (3-4 hours on the day of the event)



KEY RESPONSIBILITIES CON'T

- Partner with staff to secure event sponsors
- Promote Walk & Roll for MDC on your social media and other relevant platforms
- Participate in advocacy efforts at the Walk & Roll for MDC
- Greet participants and host your local Walk & Roll for MDC
- Participate in Walk & Roll for MDC planning meetings and participant calls

TELLING YOUR STORY

Walk & Roll for MDC Ambassadors have a connection to MDC, a passion for fundraising and are willing to share their personal story to broaden our revenue generation and awareness efforts.

They share their story to encourage others to get involved and/or increase their engagement. They engage stakeholders through appearances, speeches, media interviews and other participatory opportunities, with preapproved messaging and support from staff.

AMBASSADOR PROFILE

MDC features ambassadors on the [Walk & Roll for Muscular Dystrophy Canada website](#) as well as on promotional materials (including ads, social media, posters). To get to know you a little better, and ensure we only share content you are comfortable with, please consider the questions on the next page and then email your profile to Communications@muscle.ca. We'll review, edit, and send it back to you for final approval before using it

RELEASE FORM

In order to use your profile, image, video and any other collateral that you provide, MDC must secure a STORY, PHOTOGRAPHY, VIDEO AND AUDIO RECORDING RELEASE FORM, which can be found on page 5.

Sample Profile



Meet the Bissonnette Family

Our son Malik was diagnosed with Duchenne Muscular Dystrophy (DMD) at the age of 4. At first the diagnosis was very hard on our family but as we moved forward we realized that we have a duty as parents of a child with DMD to raise awareness and educate, that purpose has helped us tremendously.

We are avid participants in the Walk4MD and my husband Patrick is a volunteer firefighter with the Ottawa fire department so we also participate in multiple different fundraisers through the department. The walk is one of our favored fundraisers of the year. Our boys love seeing all the firefighters dressed up with their equipment for the walk and we love sharing our story and binging our friends and family together every year to raise awareness and much needed funds.

The walk is a great way to meet new people and it continues to amaze us that our team grows each year. Bring your enthusiasm and walking shoes/rolling wheels and come join us for a great day!



LANGUAGE MATTERS

Most individuals with neuromuscular disorders consider themselves as people with disabilities, in particular people with mobility impairments. When communicating with people with disabilities, it is important that we use tone, language and expressions that are empowering and respectful of them as individuals.

It is extremely important we recognize that disability is only one part of an individual's identity and therefore we should focus on the person first. Individuals with a disability should be referred to as **Person/People/Persons/Individuals with a disability** and not "a disabled person, etc."

Positive Descriptors

When interacting with or describing an individual with a disability, the following adjectives could be used:

- Person with a disability, mobility impairment, neuromuscular disorder, etc.
- Uses a wheelchair, crutches, canes, etc.
- Affected by

Descriptors to Avoid

When interacting with or describing an individual with a disability, the following adjectives should be avoided:

- Disabled person
- Living with...
- Special
- Inspiring/Brave
- Suffers from...
- Victim of...
- Confined to a wheelchair
- Handicapped/Crippled

Although some of the behaviours/activities of the individual could be described using some of these descriptors, they should not be used to describe the individual. For example, we should not say that Sally is inspiring, but we could say that Sally's volunteer work is inspiring.

Sample Profile



Meet Rylee Wood

My name is Rylee, I'm a 13-year-old in the seventh grade. I was 12 when I was diagnosed with Limb-Girdle Muscular Dystrophy type 21. Since my diagnosis, I have learned to listen to my body when I have done too much and need to rest. I used to play sports, like hockey and baseball and even dance, but now I focus on basketball, skating, video games and crafts.

The doctors told me everyone with LGMD21 are different and it varies from person to person. We don't know what to expect or when to expect it. I could end up in a wheelchair because LGMD21 affects the proximal muscles, which will make it hard to walk. It can also affect my heart and lungs. So, I have to see a cardiologist and a respiratory specialist for the rest of my life.

After my diagnosis last year, I was going through all the papers and pamphlets we were given and I saw one for the Walk4MD. As soon as I saw it I asked my Mom if we could do it, and she said yes! We went online and registered and I raised \$2,800! I am really excited about this year's walk. I hope the walk will make more people aware of neuromuscular disorders and donate.



MY AMBASSADOR PROFILE

Email your profile and photo to communications@muscle.ca

Name	
City, Province	
Age	
Type of neuromuscular disorder (NMD)	
<p>My NMD Journey</p> <p><i>Ideas for things to discuss:</i> What was your childhood like and what early symptoms did you experience that lead to testing & diagnosis?</p> <p>How old were you when you received your diagnosis? What was your experience with getting a diagnosis?</p> <p>What equipment do you use?</p> <p>What treatments and/or surgeries you have had?</p> <p>What are some of the challenges you face because of your neuromuscular disorder?</p> <p>Describe a positive experience you've had since being diagnosed</p>	
<p>My favourite thing about Walk & Roll for MDC is...</p>	



STORY, PHOTOGRAPHY, VIDEO AND AUDIO RECORDING RELEASE FORM

I hereby grant permission to *Muscular Dystrophy Canada* to use written stories, photographs, audio recording and/or video recording of me taken on **(date) at (location)** in publications, news releases, online, social media and in other communications related to the mission of *Muscular Dystrophy Canada*.

I hereby release *Muscular Dystrophy Canada*, its officers and employees, and each and all persons involved, from any liability connected with the taking, recording, digitizing or publication of photographs, computer images, video and/or sound recordings.

I hereby waive and release *Muscular Dystrophy Canada* from and against any and all claims for payment or royalties in connection with any streaming, distribution, display or other publication of these materials, or other publication regardless of whether a fee for admission is charged. I also waive any right to inspect or approve any photo, video or audio recording taken by *Muscular Dystrophy Canada* or the person or entity designated to do so by *Muscular Dystrophy Canada*.

By participating in the Activity, I acknowledge that I have been fully informed of my consent, waiver of liability and release before entering the event.

(Signature of Adult, or Guardian of Children under age 18)

Name _____

Address _____

Phone (day) _____ (evening) _____

Email Address (optional) _____

Email your profile and photo to communications@muscle.ca



SOCIAL MEDIA GUIDE

As an ambassador, you have a great opportunity to build relationships with your followers, promote and raise funds for Walk and Roll for MDC, and engage more people in your Walk and Roll activities. But with great power comes great responsibility - it's important to understand how to use social media correctly as an ambassador. To ensure your efforts are as effective as possible, here's our guide to the do's and don'ts of social media.

Do..

- **Identify the correct platform**
Choosing the right social media platform can be tricky as there are a number of options available. We recommend you choose the one you're most comfortable with. It could be Facebook, Instagram, Twitter, or even Tik Tok.
- **Be authentic**
One of the best things you can do as a Walk and Roll ambassador is to be authentic. This means being yourself and not trying to be someone you're not.
- **Share relevant content**
As an ambassador, it is important to post interesting and relevant content related to Walk and Roll For MDC. Share personal stories, updates about your Walk and Roll activities, your fundraising goal etc. with your followers via static images or videos or both.
- **Be positive and add value**
Please feel free to share and discuss your experiences, the passion you feel for your work with MDC, your dedication to support us and your success stories. This will reflect positively on you, MDC and Walk and Roll for MDC.

Walk and Roll Website



www.walkrollMDC.ca or
www.MarcherRoulerDMC.ca

Hashtags

Adding hashtags to your post will give your audience a context. It will also help our team to find your post and engage with it. We recommend you use the following hashtag in all your Walk and Roll posts

#WalkRollMDC

Don't forget to tag MDC's official social handles.

FB - @MuscularDystrophyCA
Instagram - @md_canada
Twitter - @MD_Canada



SOCIAL MEDIA GUIDE

Don'ts...

- **Overpromote**
When you're constantly promoting an event, your followers may get annoyed. Instead of over-promoting, try to engage with your audience and respond to any questions or comments they may have.
- **Get Offended**
No matter how much we enjoy our time on social media, it can be a dark place. If your profile is public, your posts may reach audiences out of your community or those you don't know personally. At times, it is possible to receive negative feedback from some who doesn't know you or your purpose. If someone is being negative, please do not take it personally. Address the situation in a positive way. If you're unsure about what to say, reach out to our Communications team at communications@muscle.ca for assistance.
- **Share personal information**
Though MDC encourages you to share your personal stories, we recommend you do not share any information that should be kept private or can be misused – your address, personal contact number, official information etc.



Sample Posts

Announce your participation

The Walk and Roll for MDC is back. Just like every year, I am participating this year to/because [share your reason/story/cause]. I, along with my (team / friends / family), am excited to organize activities to raise funds for Canadians affected by neuromuscular disorders. You can help make a difference too by registering as a participant or donating to my team. (Add link to your donation page)
#WalkRollMDC

Asking for Donations

I'm participating in this year's Walk and Roll for MDC to raise funds for Canadians affected by neuromuscular disorders. Participating in the Walk and Roll gives me an opportunity to raise awareness about [specific type of NMD], connect with my local community, (share other reasons). You can make a difference too by helping me reach my donation goal of \$xxx to break down barriers faced by the neuromuscular community. (Add link to your donation page)
#WalkRollMDC



MEDIA RELATIONS

As a Walk & Roll ambassador, local media may contact you requesting an interview. These opportunities are great for sharing your story and promoting the Walk & Roll for Muscular Dystrophy Canada.

Here are a few preparation tips to keep in mind:

- Relax and take a deep breath
- Wear something comfortable – avoid wearing black (it could wash you out on camera) and polka dots, stripes and bold prints (they're distracting on camera).
- Look the journalist in the eye, and not at the camera (unless instructed to do so)
- Feel free to pause when you are finished with your answer, or ask to start over if you feel you did an unsatisfactory job. Don't feel obliged to fill the silence
- Rephrase an answer if you feel you should have said something different
- Speak in simple terms; avoid jargon
- Resist bait questions – your role as a Walk & Roll ambassador is to share your story and details of the event you are representing. You should not answer questions about Muscular Dystrophy Canada (MDC). If you are asked organizational questions, offer to connect the interviewer with an MDC staff member.
- But most of all, have fun and smile!

Questions about MDC...

We want you to feel comfortable sharing your story, talking about the Walk & Roll and speaking about your experience with Muscular Dystrophy Canada. You are not expected to answer questions about MDC operations, programs or services. If you are asked organizational questions, offer to connect the interviewer with an MDC staff member. Suggest they email Heather or Sylvie at communications@muscle.ca or call 1-800-567-2873.

When you are interviewed...

We would love to cross-promote any media exposure you get to spread the word about Walk & Roll for Muscular Dystrophy Canada even further.

We ask that you email the Marketing and Communications team at Communications @muscle.ca and share the following information:

- Name of media outlet (name of newspaper, radio station or tv station) & interviewer's name.
- Date the interview took place and the date your interview will run (if known)

Media Notice

We have a media notice template that you can distribute to media outlets in your community to encourage the promotion of the event, and introduce yourself as the Walk & Roll for MDC Ambassador. Email Communications@muscle.ca and we'll be happy to provide a notice for you to customize.



Questions to consider as you prepare for an interview

1. How and why did you first get involved in the Walk and Roll for Muscular Dystrophy?
2. What was the age of diagnosis of you/ your family member?
3. How has a neuromuscular disorder impacted your life?
4. How has Walk and Roll events benefitted your family and community? If you haven't participated previously, what do you hope to get out of the event this year?
5. Do you have a favourite memory from a past Walk and Roll? If so, what is it?
6. What is the most important thing you would want people to know about the Walk and Roll?
7. What is your favourite way to raise awareness and to fundraise?
8. What do you look forward to at the Walk and Roll each year?
9. If you could tell people one good thing about the Walk and Roll, what would it be?
10. What tips would you give a first-time participant?



Key Messages

This is information about the Walk & Roll for MDC that you are encouraged to share with media and your community.

New name

- MDC is **committed to actively working on equality, diversity and inclusion** and is working with the Muscular Dystrophy UK, Muscular Dystrophy Australia and the Muscular Dystrophy Foundation of South Africa to help break down barriers for individuals living with neuromuscular disorders, worldwide.
- After many months of research, collaboration, and gathering feedback from the community, we are pleased to announce that an overwhelming majority were in favour of using language, we'd used in the past – so now we are **Walk & Roll for MDC**.

Impact

- Together, **we walk and roll to support the neuromuscular community**. With your help, we can save lives by fueling future discoveries and ensuring Canada is prepared to provide access to new life-changing treatments, while also filling the immediate need for advanced treatment and care options.
- The Walk & Roll for MDC is an annual event where participants from across Canada come together to **raise awareness of the neuromuscular community and much-needed funds, while making connections with individuals and families on similar journeys**.

2023 Events

- Physical distancing restrictions kept us apart for more than 3 years and we are so thrilled to be back to in-person events for Walk & Roll for MDC 2023. **In-person events are taking place across the country between May and October**. A complete list can be found on the Walk and Roll website. (add your local event details here)
- Individuals not comfortable attending an event in-person can register for a **virtual Walk & Roll for MDC** and still join us for a fun, meaningful experience.
- Anyone interested in joining us for the Walk and Roll for Muscular Dystrophy can **register online at walkrollMDC.ca**, and if you can't join us please consider donating.
- All participants who register and **raise \$500, one month before their event date will receive an event t-shirt**.

If you have any questions or concerns, please email walkrollMDC@muscle.ca