

BEST BUDDIES



BEST BUDDIES[®] FRIENDSHIP WALK



Legacy Leader **Toolkit**



Legacy Leaders

The Best Buddies Friendship Walk success relies on the incredible support of our remarkable participants. We appreciate the time and commitment our walkers dedicate to our mission and want to recognize and celebrate those efforts. The Legacy Leader program is our way of doing just that – celebrating efforts.

How it works

Become a Best Buddies Legacy Leader by fundraising \$500 or more for the Best Buddies mission. Not only will you raise awareness and the necessary funds for programs of inclusion but you will be recognized as an official Legacy Leader. Raise \$1000 or more and join the ELITE ranks of the Legacy Leaders.

Benefits of Membership include:

- Official Event Day Shirt*
- Recognition on Walk day
- Special edition Legacy Leader Cap
- 2019 Legacy Leader Dry-fit Jersey (exclusively for Elite Legacy Leaders that raise \$1000 or more)



Ways to encourage walkers to reach Legacy Leader status

Explain the Why! Legacy Leaders bring in crucial funds and awareness to help Best Buddies reach more communities and impact more lives. Legacy Leaders lead the way to inclusion.

Spread the Word! Make sure all of your Team Captains, participants, sponsors, etc. know about the Legacy Leader program! Share it on calls with Team Captains, emails and social communications.

Show the Swag! The benefits for Legacy Leaders are awesome! Make sure walkers know about the hat and Dri-fit shirt they will receive. Chances are they will want to surpass their goals for the swag!

Share Additional Benefits! Not only do Legacy Leaders get the limited edition hat and the dry-fit t-shirt (dry-fit shirt is for \$1,000 or more), they also get the benefits of our National Fundraising Club. We also recognize them on Walk day and during Walk celebrations.



Encourage Walkers! When you see someone close to the \$500 or \$1000 level—give them a call! Let them know they are almost at the Legacy Leader status and the impact they can make by reaching that level!

- As your Staff Partner to pull a Registration List in Bene and sort by amount raised. Take the below participants and divide up among your committee to make phone calls. Your committee may be reluctant to do this but they will be so pleased at how many wonderful conversations that they'll have with participants by doing this! Thank the below participants for what they have already raised and let them know how close they are to the next level! Utilize the scripts below for talking points.
 - Pull out participants who have raised between \$300 and \$500. Thank them and encourage them to achieve Legacy Leader status.
 - Pull out participants who have raised between \$750 and up. Thank them and encourage them to achieve Elite Legacy Leader status.

Appreciate Legacy Leaders

Give them a call! Have volunteers or ambassadors call Legacy Leaders to thank them for their commitment to supporting our mission!

Shoot them a fun text! Send a text message to your Legacy Leaders with this message, "Congratulations on achieving Legacy Leader status! Thank you for creating a legacy of inclusion in <Insert Community>. We look forward to celebrating YOU on Walk day!"

Send them a note! Handwritten notes are so fun receive in the mail! At your next committee meeting have everyone write a thank you note to a Legacy Leader!

Drop off their swag! We want Legacy Leaders to feel like a VIP from the start, so drop off their hat & shirt to them before the Walk. It's a big deal so bring balloons or sweet treats with it to congratulate them. Have fun and get creative with recognition.

Get Social! Recognize your Legacy Leaders by sharing their story on social media and share how others can join them!



Social Shout Out Examples:

Best Buddies Illinois
March 20 at 12:26 PM · 🌐

Become a Best Buddies Legacy Leader like Christy by fundraising \$500 or more for the Best Buddies Friendship Walk. Not only will you raise awareness and the necessary funds for programs of inclusion but you will be recognized as an official Legacy Leader. Raise \$1000 or more and join the ELITE ranks of the Legacy Leaders.

Register today and begin fundraising so you can become a #legacyleader!
www.bestbuddiesfriendshipwalk.org/normal
www.bestbuddiesfriendshipwalk.org/chicago




Benefits of membership include:

- Official Event Day Shirt*
- Recognition on Walk day
- Special edition Legacy Leader Cap
- 2019 Legacy Leader Dry-Fit Jersey (exclusively for Elite Legacy Leaders that raise \$2000 or more)

*Participants will receive a T-shirt after achieving the fundraising minimum of \$500.


👍👍 You, Emma LaCosse, Sue Hoyer and 18 others 3 Comments 1 Share

Write a post 📷 📸

support friendship and inclusion right here in Arizona.

Huge shout out to **Ashlee**, **Gene** and Jeannie Coffman, Bob and Debbie Sullivan, **Jody Brown**, **Rosie McAninch**, Parker Lane, Louie Glass, Calen Forsythe, Scott Wolf, **Kelly Muchmore**, **Lisa Hunemuller**, Nicole Paxton, **Kaelyn Buffard**, Matt Bloomfield, Whitney Brodersen, and **Anna Tramutolo**!

We can't wait to honor these amazing individuals at the Friendship Walk this Saturday, and I hope you'll join me in congratulating all of them as well! **#BBFW2019**
#BestBuddies



bestbuddiesil



LEGACYLEADER

👍👍👍 Liked by emmalacosse and 56 others

bestbuddiesil "Without Best Buddies Lasley and I never would have become the great friends that we are today, and I wouldn't have met all of the kind and influential people that I have in my life!" Faith Miller, Romeoville High School, Legacy Leader



Calls with Legacy Leaders:

Use the below scripts to thank and recognize your top fundraisers!

Call 1: Encouraging someone to reach Legacy Leader status

Volunteer: Hi XXX! My name is XXX and I am a volunteer from Best Buddies! I wanted to call to thank you for registering for the upcoming Friendship Walk! We are so excited to see you on (DATE OF WALK)! You are also doing such an amazing job fundraising! I noticed you were just \$50 away from reaching \$500 which is actually our Legacy Leader level. When you reach this level you will get a Legacy Leader hat along with your walk-shirt! You'll also be at the \$500 level of our National Fundraising Club so you'll earn really neat Best Buddies branded incentives such as an air couch. In addition to extra special incentives, your fundraising efforts equate to TWO one-to-friendship matches (friendship between someone with IDD and his or her peer, helping to build a mutually enriching connection that enhances the lives of program participants and their families). We want everyone to know what a rock star you are for our mission and we look forward to celebrating you on Walk day. Thank you again and see you at the Walk!

Call 2: Congratulating someone who has reached \$500 Legacy Leader status

Volunteer: Hi XXX! My name is XXX and I am a volunteer from Best Buddies! I wanted to call to thank you for registering for the upcoming Friendship Walk! We are so excited to see you on (DATE OF WALK)! You are also doing such an amazing job fundraising! Because of your efforts we will be able to spread our mission to more communities throughout (STATE). Because you have raised over \$500 you are a Legacy Leader!!! In addition to extra special incentives, your fundraising efforts equate to TWO one-to-friendship matches (friendship between someone with IDD and his or her peer, helping to build a mutually enriching connection that enhances the lives of program participants and their families). You are one of the top fundraisers for our event and you will be recognized with a Legacy Leader hat that you can pick up at the Walk! Looking forward to celebrating you on Walk day! We cannot thank you enough for your incredible support! Thank you!

Call 3: Congratulations on reaching the Elite ranks of Legacy Leaders, \$1,000

Volunteer: Hi XXX! My name is XXX and I am a volunteer from Best Buddies! I wanted to call to thank you for registering for the upcoming Friendship Walk! We are so excited to see you on (DATE OF WALK)! Because of your efforts we will be able to spread our mission to more communities throughout (STATE). Congratulations on raising \$1000!!! You are one of the top fundraisers for our event and you will be recognized with a Legacy Leader hat AND shirt that you can pick up at the Walk! In addition to Elite incentives, your fundraising efforts equate to preparing a future advocate (by giving a student leader, Ambassador, or Jobs participant the opportunity to attend the annual



Best Buddies Leadership Conference, where he or she will learn to advocate for him or herself and the larger IDD community. We cannot thank you enough for your incredible support! Thank you!

Recognizing Legacy Leaders on Walk day

Get Loud! Train our registration volunteers to celebrate Legacy Leaders when they come to the registration tent. Use cow bells, thunder clappers and cheer when a Legacy Leader is there!

VIP Status! We want our Legacy Leaders to have a VIP experience and to be recognized at the Walk! Have a Legacy Leader check-in area with VIP access.

Share their story! Create signage with their names, photo and a quote about why they decided to go the extra mile for Best Buddies. They will love to see the recognition and others will want to be Legacy Leaders in the future!

Appreciate them! Have Board Members or Committee Members thank Legacy Leaders in-person the day of the Walk.

Photo Op! Have a Legacy Leader photo shoot with your top fundraisers so you can recognize them Post-Walk!

See below examples:





Post-Walk Celebration Recognition for Legacy Leaders

VIP Access! Have VIP access for Legacy Leaders at your Walk Celebration Party. They could receive a free drink or have access to a certain area at the event.

Shout Outs! Make sure you recognize your Legacy Leaders in the program portion of the Walk Celebration Party. Create certificates, thank you's or frame those photos you took at the Walk for your Legacy Leaders!