

incredABLE Ambassador Virtual Tool Kit



March 1 - May 23, 2021

**Tips & tools for being an
effective Ambassador!**

HMEA's 20th Annual incredABLE Day

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- **Event URL**

www.hmea.org/incredible-day

- **incredABLE Ambassador Volunteer URL**

www.hmea.org/volunteer

- **Event Coordinator Contact Info**

- **Sponsorships and In-Kind Donations**

Doug MacPherson

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- **Fundraising Pages, Registrations, Raffles, and Donations**

Tracy Andryc

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- **incredABLE Ambassadors (Volunteers)**

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Thank you for your interest in serving as an incredABLE Ambassador. Together, we can Do Something incredABLE, and Celebrate the ABLE in All of Us!

• **What is incredABLE Day?**

HMEA launched its first 5k event in 2001 as a way to **bring together the community we support and work with, to celebrate the ABLE in all of us**. The event is now **HMEA's biggest fundraiser of the year** and aims to bring attention to the important role of HMEA as a nonprofit community disability services agency. Twenty years later, the event remains a **highly-anticipated annual tradition for the thousands of children, adults, and families impacted by intellectual and/or developmental disabilities, including autism, who depend on HMEA's services**.

In typical years, the event is attended by more than 2,500 people, including many of our dedicated staff who volunteer their time to ensuring a successful event day. incredABLE Day also **brings together caring, compassionate, and enthusiastic members of our community – like you! – to advocate on behalf of our workforce and the people we support**. Since this year's incredABLE Day will be a virtual event, including a wide variety of associated events and activities, the role of an incredABLE Day volunteer has also undergone a transformation! **Volunteers for this virtual fundraiser are now known as *incredABLE Ambassadors*!**

• **Who is an incredABLE Ambassador?**

An incredABLE Ambassador is someone who:

- Cares about, relates to, and wants to support the mission and vision of HMEA
- Recognizes the value of sharing information about the services offered by HMEA, as well as incredABLE fundraising opportunities, throughout their social media networks
- Wants to Do Something incredABLE!

• **What is an incredABLE Ambassador?**

An incredABLE Ambassador is a virtual volunteer! This is **someone who spreads accurate incredABLE Day information and resources with their social media, personal, and professional communities and encourages others to get involved with incredABLE Day and the many fundraising opportunities available leading up to it!**

incredABLE Ambassadors are critical links between HMEA and the greater community of people interested in supporting our mission and work. The success of this event depends on continued efforts to expand our reach beyond our typical audience and to encourage new, lasting, and meaningful relationships with community members. As an incredABLE Ambassador, you help celebrate the ABLE in all of us!

• **When should I be an incredABLE Ambassador?**

The amount of time you choose to dedicate to your incredABLE Ambassador role is entirely up to you!

During the months of April and May, making or engaging with at least one incredABLE post per week is recommended. Many of the suggested actions involve simply copying and pasting informational text and making a social media post, while other actions can potentially be more time-intensive.

When you choose to take an incredABLE Ambassador action is also up to you. Fit these actions into your schedule when it works for you!

Anyone requesting written record of volunteer service hours is asked to keep track of the time spent and type of activity and submit information to sshepherd@hmea.org by or before June 1, 2021.

- **Where should I be an incredABLE Ambassador?**

If you don't already interact with HMEA on social media, **click the links below and be sure to "like" and "follow" for the latest information, plus access to easy, sharable posts!**

- [Facebook](#): tag or search for @HMEA, Inc.
- [Instagram](#): tag or search for @hmeainc
- [YouTube](#): search for HMEA, Inc.
- [LinkedIn](#): search for HMEA, Inc.
- [Twitter](#): search for @HMEAtweets

Sharing information and resources with social media and virtual contacts provides the broadest exposure to your community. It is recommended that you share information in the "Suggested Actions" section to your social media pages. Information can also be shared with your email contacts.

Of course, nothing can replace a phone call to a friend, family member, or coworker, where you share information about incredABLE Day, why you've decided to get involved, and how they can, too! **The fundamental role of the incredABLE Ambassador is to share information with people who might otherwise not be aware of HMEA, incredABLE Day, or your inspirational involvement.**

- **Why should I be an incredABLE Ambassador?**

HMEA was founded in 1961 to address increasing concerns about the state of institutionalization for people with intellectual and developmental disabilities. Today, **our mission is to teach, support, and empower people with disabilities, and their families, to live meaningful lives of their choice. Our vision is a world where individual differences are appreciated and celebrated and where everyone contributes.** We uphold this mission and vision as **we support more than 5,000 children, adults, and families throughout Massachusetts and Rhode Island, providing lifespan services to people of all abilities, as they reach for independence.**

IncredABLE Day is HMEA's largest fundraising effort of the year. **Proceeds raised for this event are returned to our programs – including 24/7 Residential, Day Habilitation and Employment, Children's, Clinical and Medical, and Applied Behavioral Health services – to ensure the continued provision of these invaluable services and the ongoing pursuit of our mission.**

Your actions, your involvement, and your willingness to Do Something incredABLE by serving as an incredABLE Ambassador is so important! **Help us get the word out and let others know about the fun, interesting, and useful ways they can get involved!**

• Suggested Actions:

Action	Tools	Completed?	Date
RSVP to incredABLE Facebook Event	https://fb.me/e/2cunl6q98	<input type="checkbox"/>	Click or tap to enter a date.
Share incredABLE Facebook Event	https://fb.me/e/2cunl6q98	<input type="checkbox"/>	Click or tap to enter a date.
Invite your friends to incredABLE FB event	Available soon!	<input type="checkbox"/>	Click or tap to enter a date.
Use incredABLE profile picture frame	www.facebook.com/profilepicframes/?selected_overlay_id=141942414454825	<input type="checkbox"/>	Click or tap to enter a date.
Share upcoming fundraiser event links	<ul style="list-style-type: none"> Bingo 04/23: http://www.hmea.org/bingo Bingo 05/21: http://www.hmea.org/bingo2 Trivia 04/02: http://www.hmea.org/smarty-pants Trivia 05/07: https://www.hmea.org/smarty-pants2/ Take-Out to Give-Back: http://www.hmea.org/take-out Photo Contest: http://www.hmea.org/contests#PHOTO Video Contest: http://www.hmea.org/contests Auction: website coming soon 	<input type="checkbox"/>	Click or tap to enter a date.
Share “What is incredABLE Day?” text	<p>Suggested (edit as you'd like!)</p> <p>HMEA launched its first incredABLE Day in 2001 as a way to bring together the community we support and work with, to celebrate the ABLE in all of us. The event is @HMEA's biggest fundraiser of the year and aims to bring attention to the role of HMEA as a nonprofit community disability services agency.</p> <p>In typical years, the event is attended by more than 2,500 people, including dedicated staff and caring, compassionate, and enthusiastic members of our community – like you! – to advocate on behalf of our workforce and the people we support. This year's incredABLE Day will be a virtual event and includes a wide variety of associated events and activities. Visit www.hmea.org/incredible-day to learn more and get involved!</p>	<input type="checkbox"/>	Click or tap to enter a date.
Share event registration website	20th Anniversary incredABLE Day - HMEA	<input type="checkbox"/>	Click or tap to enter a date.
Create and share your own video: “Why I’m an incredABLE Ambassador”	<p>Suggested script (edit as you'd like!)</p> <p>“My name is <u>(name)</u>. HMEA provides services and supports to more than 5,000 children, adults, and families impacted</p>	<input type="checkbox"/>	Click or tap to enter a date.

	<p>by developmental and intellectual disability throughout Massachusetts and Rhode Island.</p> <p>For me, HMEA provides (<u>brief personal impact story</u>). That's why I've registered to participate in and fundraise for HMEA's 20th Annual incredABLE Day!</p> <p>Since 2001, thousands of people have come together every year on this special day to celebrate the ABLE in all of us. Join us on May 23, 2021, for a virtual 5K presentation and raffle drawing. But be sure to stay tuned to hmea.org and our social media pages for all the fun ways you can get involved in fundraising in the months leading up to incredABLE Day! We'll have virtual trivia and bingo, an online auction, amazing raffles, and so much more! All of the funds raised for incredABLE Day are returned directly to our programs, to fuel our mission to teach, support, and empower people with developmental disabilities, and their families, to live meaningful lives of their choice, supported by the skilled, compassionate, and innovative HMEA community.</p> <p>So, what's your reason to support HMEA's 20th Annual incredABLE Day? Post a video and share your own story. Visit hmea.org/incredible-5k to register and learn more! Invite your friends and family, coworkers, and community members to join you and let's all Do Something incredABLE!"</p>		
Solicit event sponsorships	https://files.constantcontact.com/85dddbe6301/1169eb38-9ec1-42a8-8d55-751ae96f911e.pdf	<input type="checkbox"/>	Click or tap to enter a date.
Solicit raffle prize donations	Available soon!	<input type="checkbox"/>	Click or tap to enter a date.
Solicit auction item donations	Available soon!	<input type="checkbox"/>	Click or tap to enter a date.
Register as a Team Captain & get others to join your team by sharing on social media	www.hmea.org/incredible-day	<input type="checkbox"/>	Click or tap to enter a date.
Like, comment on, or share any of @HMEA's incredABLE social posts	Facebook : tag or search for @HMEA, Inc. Instagram : tag or search for @hmeainc YouTube : search for HMEA, Inc. LinkedIn : search for HMEA, Inc. Twitter : search for @HMEA tweets	<input type="checkbox"/>	Click or tap to enter a date.
Tag your friends, family, coworkers, community leaders, etc. in incredABLE post comments	Facebook : tag or search for @HMEA, Inc. Instagram : tag or search for @hmeainc YouTube : search for HMEA, Inc. LinkedIn : search for HMEA, Inc.	<input type="checkbox"/>	Click or tap to enter a date.

	<u>Twitter</u> : search for @HMEA tweets		
Share text-to-donate information	Support @HMEA's incredABLE Day! Text "Able2021" to 44321 and make a donation in any amount today!	<input type="checkbox"/>	Click or tap to enter a date.
Send emails to your community	Feel free to borrow any language/graphics from this or other HMEA incredABLE communications; always remember to include the link to event website	<input type="checkbox"/>	Click or tap to enter a date.
Share incredABLE info in Facebook groups you're a member of	Feel free to borrow any language/graphics from this or other HMEA incredABLE communications; always remember to include the link to event website	<input type="checkbox"/>	Click or tap to enter a date.
Find new Facebook groups and share incredABLE info	Suggested Facebook groups to focus on: disability services, autism, wellness, exercise, volunteerism, activism, etc. Feel free to borrow any language/graphics from this or other HMEA incredABLE communications; always remember to include the link to event website	<input type="checkbox"/>	Click or tap to enter a date.
Let your friends, family, coworkers, and community know about your role with incredABLE Day	Let your community know what you dedicate 5 months out of every year to working on. Inspire them to Do Something incredABLE! Feel free to borrow any language/graphics from this or other HMEA incredABLE communications	<input type="checkbox"/>	Click or tap to enter a date.

Have other ideas? List your actions below, and share with the incredABLE Committee!

Other: Click or tap here to enter text.	Click or tap here to enter text.	<input type="checkbox"/>	Click or tap to enter a date.
Other: Click or tap here to enter text.	Click or tap here to enter text.	<input type="checkbox"/>	Click or tap to enter a date.
Other: Click or tap here to enter text.	Click or tap here to enter text.	<input type="checkbox"/>	Click or tap to enter a date.
Other: Click or tap here to enter text.	Click or tap here to enter text.	<input type="checkbox"/>	Click or tap to enter a date.

- **incredABLE Ambassador Tools**

Event URL: www.hmea.org/incredible-day

incredABLE Ambassador Volunteer URL: www.hmea.org/volunteer

Social Media Links and Tags:

[Facebook](#): tag or search for @HMEA, Inc.

[Instagram](#): tag or search for @hmeainc

[YouTube](#): search for HMEA, Inc.

[LinkedIn](#): search for HMEA, Inc.

[Twitter](#): search for @HMEAtweets

Image Bank:



- **Questions or Suggestions?**

Contact Samantha Shepherd, incredABLE Ambassador Coordinator

- 508.298.1121 (work)
- 774.571.7997 (cell)
- sshepherd@hmea.org
- Message HMEA on our social media pages