



ENDLESS  HIGHWAY

**BUILD TO
INCLUDE**

ENDLESS HIGHWAY INCLUSIVE PLAYGROUND INITIATIVE

INCLUSION INFLUENCERS TOOLKIT

We're on a mission to build a more inclusive future for children and young adults of all abilities. The Build to Include initiative applies this mission to the structure of community play spaces, such as playgrounds, centers, and parks.

Help us harness the power of play through universal design as an inclusion influencer. Use the tools below for ideas and inspiration to get involved!

SHORTCUT:

[CLICK HERE TO ACCESS DOWNLOADABLE GRAPHICS](#)

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KEY MESSAGES

Spread the word about Build to Include with confidence. Whether you are sharing the initiative, mission, and current fundraising project with friends and family online or in-person, here are some key messages you can lean on during conversations:

- Inclusive play is an important social experience for childhood development and family bonding.
- Play is powerful! Playing builds confidence, creativity, health, and connection.
- Standard playground infrastructure is often inaccessible to children or adults with disabilities, especially those who use mobility devices such as wheelchairs, crutches, or walkers. This can hinder opportunities for people of all abilities to maximize their playground experience and play together.
- **Build to Include: An Endless Highway Inclusive Playground Initiative** is dedicated to partnering with town, city, and county leadership to identify opportunities to build, remodel, or expand areas of inclusive play by acquiring and installing universally designed play equipment.
- Build to Include is a consulting, planning, and fundraising program led by the team members at **Endless Highway, Inc.** — a Rochester, NY-based nonprofit organization that expands access to inclusive experiences and adaptive equipment for children and young adults with physical disabilities.
- You can support the initiative's current projects, and stay up-to-date on their fundraising and installation goals, at endless-highway.org/build-to-include.
- Build to Include is open to partnerships with towns, cities, and counties across New York State. To partner up, contact Operations and Communications Director, Caralie Fennessey, at caralie@endless-highway.org.

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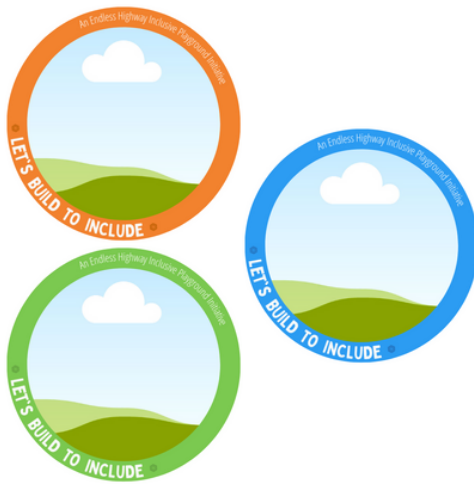


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10 QUICK WAYS TO INFLUENCE INCLUSION

There are several ways you can get involved in Build to Include to spread the word, help us raise necessary funds for installation projects, and promote a more inclusive future. Get started with these quick tips.

1. Let your online community know that you, or your company, are all in for inclusion. Use this [online profile photo template](#) to customize your social media profile pictures.



Add one of these colorful frames to your Facebook, Twitter, or Instagram profile photo. Click the link above to be taken to a free, easy-to-use photo editor called Canva, where the frame template is waiting for you.

Upload your social media profile photo to the platform using the navigation panel on the left side of the screen. Then, drag your photo on to the photo placeholder in the frame color of your choice.

Once you've positioned your profile photo how you like it, click the Download button in the top right corner. Select the page number that your photo and frame are on, click Done, then click Download. Now add your newly framed profile picture to your accounts!

2. Keep going! Customize your profile with mission-driven images and smiles with the downloadable Facebook and Twitter cover graphics previewed below. [Click here to download them.](#)

Facebook Cover Graphic



Twitter Cover Graphic



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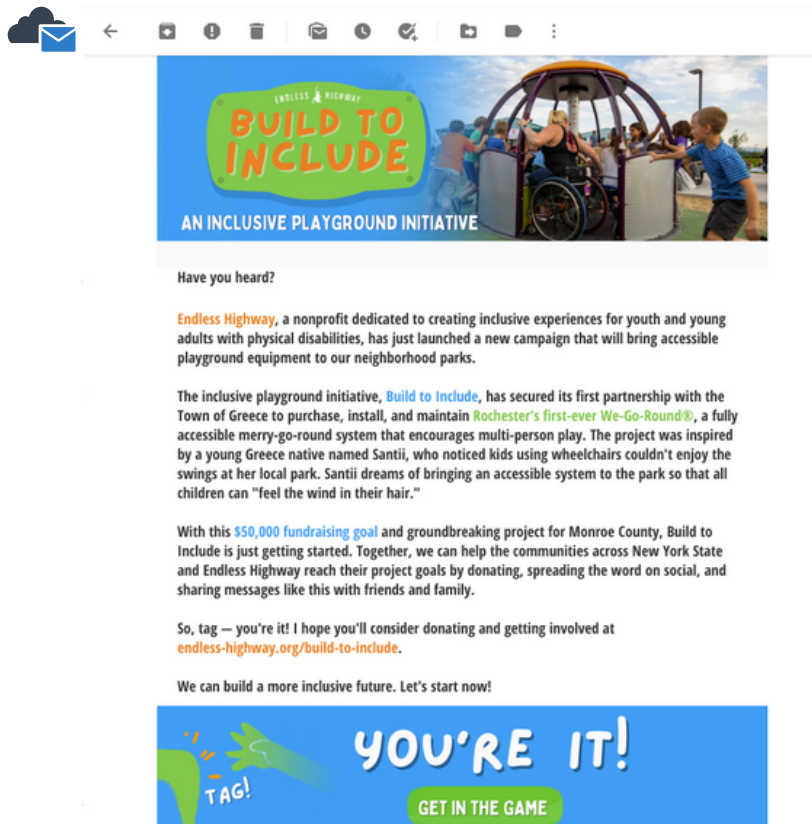
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3. Use your social media profiles to tell others about the new projects, fundraising goals, and mission of the Build to Include initiative. [For sample messages and ready-to-post graphics, check out the next section of the toolkit!](#)

4. Play a game of virtual tag! Use the [downloadable Email Newsletter](#) (previewed below) to insert into an email to your friends, family, or associates. Leverage your digital address book to educate more people on the Build to Include initiative, and tag others into the movement!



5. Make a donation of any size to the current Build to Include project by visiting endless-highway.org/build-to-include and help us get to our fundraising goal even faster! Just find the blue "Donate" button.



6. Be sure to Like/Follow/Subscribe to Endless Highway on all social platforms that you use. When a new post or announcement goes out, click the **Share** option on a post to quickly get the message out to thousands of other friends!

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7. Encourage workplace giving by sharing Build to Include with your associates. Organize a company-wide fundraising challenge or ask leadership if they would consider matching your personal contribution to the current Build to Include project.

8. Wear your heart on your... signature line. Add your commitment to inclusion to your personal or work email signature line with a few words and a link to the initiative landing page. Spread the word by letting your signature line do the work for you.

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John Smith

Director of Sales

XYZ Company

555-123-4567

xyzcompany.com

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We can build a better future. Learn more about the power of inclusive play and universal design at endless-highway.org/build-to-include **#BuildToInclude**



9. Sign up for our seasonal Newsletters by [subscribing to our mailing list here](#). Easily read, forward, or share special edition Build to Include newsletters right from your inbox!

10. Recommend a project! If you know of a community play space working towards accessibility, or in need of an inclusive design upgrade, share your thoughts with us directly at caralie@endless-highway.org.

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COPY, PASTE & PASS IT ON

Copy and paste or customize these sample messages to share the Build to Include initiative and mission on your personal or company's social media accounts. [Click here to access](#) ready-to-share graphics with your post to grab extra attention! Don't forget to tag [@endlesshighwayinc](#) or include the program page [endless-highway.org/build-to-include](#) in your content.

FACEBOOK/INSTAGRAM

- I'm partnering with Endless Highway, Inc. to support the launch of their new Build to Include fundraising initiative that will bring accessible, inclusive playground equipment to our neighborhood parks. Learn more and join me at [endless-highway.org/build-to-include](#)!
- #NewProfilePic to support inclusion in all spaces — especially the play spaces that shape our children's social interactions and experiences! Learn more about #BuildToInclude at [endless-highway.org/build-to-include](#)
- Imagine a world built with every body in mind. Check out the #BuildToInclude campaign here: <https://youtu.be/WHfxNc01sUg>
- Please join me in rounding up for Rochester's first-ever We-Go-Round! The Build to Include initiative is raising \$50,000 to purchase, install, and maintain a unique merry-go-round system that is fully accessible for children and adults of all abilities and encourages multi-person play. Let's support our local communities!

TWITTER

- #NewProfilePic to show my commitment to inclusion! Learn more at [endless-highway.org/build-to-include](#)
- With a goal of \$50,000, we can bring the area's first-ever We-Go-Round to the Town of Greece. Check it out! <https://youtu.be/WHfxNc01sUg>
- @[insert a friend's Twitter handle] TAG - YOU'RE IT! I'm tagging you to check out the #BuildToInclude inclusive playground campaign at [endless-highway.org/build-to-include](#). Learn, share, or donate!
- Round and round we go for Rochester's first We-Go-Round! Just \$_____ left until we reach the goal! Please donate at [endless-highway.org/build-to-include](#)

LINKEDIN

- I'm partnering with Endless Highway, Inc. to support the launch of their new Build to Include fundraising initiative that will bring accessible, inclusive playground equipment to our neighborhood parks. The first project will secure Rochester's first inclusive merry-go-round system, the We-Go-Round, to be installed in the town of Greece. Learn more and join me at [endless-highway.org/build-to-include](#)!
- Our company is joining the local #BuildToInclude movement. Through [date], all employee donations to the campaign will be 100% matched! Will your company help to double the impact, too? Get involved at [endless-highway.org/build-to-include](#)

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