



Step UP for Down Syndrome Walk

Montgomery County, MD & Washington, DC

Saturday, October 19, 2024

HADLEY'S PARK

TEAM CAPTAINS

A Letter from DSNMC's Executive Director

DSNMC Step UP for Down Syndrome Walk Teams ROCK!!

Dear Team Captains,

Are you ready to STEP UP FOR DOWN SYNDROME? Thank you so much for taking on the important role of Team Captain. This year, we are heading back to Falls Road (Hadley's) Park for our **20th Anniversary** Awareness and Advocacy Walk! The Step Up for Down Syndrome Walk is our largest fundraiser of the year, attracting over 600 participants and raising 70% of the annual revenue needed to fulfill our mission.

Together, we STEP UP to celebrate the extraordinary lives of people with Down syndrome and raise much needed funds to provide education and support programs, resources and advocacy and initiatives that span the lives of individuals with Down syndrome from birth through adulthood.

We love our mission and we love those we serve, but we couldn't accomplish all that we do without those who financially support us and help provide the fuel for our work. Your team fundraising efforts are critical to reaching our \$140,000 goal this year. As a team captain, you are investing in the future of people with Down syndrome and their families. Together with fundraisers like you, we will create a culture of respect and inclusion.

We've developed this Team Captain Packet especially for you. In this packet, you will find detailed instructions for setting up and personalizing your team fundraiser, fundraising tips and fun incentives to keep you and your team motivated!

Please visit our fundraising platform for "Walk" information and to set up your team.

<https://www.ds-stride.org/stepupdsnmc>



Team Helen and I are thrilled to be STEPPING UP with you this year!

Gratefully,



Brooke Levey
Executive Director, DSNMC
brooke@dsnmc.org

2024 Team Captain Incentives

-  Team Captains who set up their fundraising site by **June 16** receive a pair of mismatched socks to sport on World Down Syndrome Day 2024. Socks will be provided when you pick up your walk shirts in October.
-  Teams that raise \$521 by **August 21** are entered into a drawing to win a \$50 grocery store gift card.
-  Teams that raise \$621 by **September 12** receive a personalized yard sign with your Team Name and QR code to your team fundraising site.
-  Teams that raise \$1,321 or more by **September 21** get their Team Name printed on the back of the event t-shirt.
-  Teams that raise \$5,321 by **October 12** receive a \$150 gift certificate to either El Andariego Restaurant, Mamma Lucia's, or Quincy's of Potomac.
-  Top 5 fundraising teams by **October 18 at Midnight** will have a 10 x 10 tent and chairs set up especially for their team at the Step UP Walk strategically placed near the event stage. Top fundraising teams must raise at least \$6,321 to receive this incentive.
-  Teams that raise \$10,000+ by **October 19** receive one reserved parking spot at the event parking lot.
-  Teams that raise \$10,000+ by **October 19** receive a \$150 gift card from one of our sponsoring restaurants.
-  Top fundraising team, by **October 19** at midnight, will be featured on the front page of the DSNMC website.

Peer to Peer Fundraiser

Starting a Team-page 1

Starting a Team



Step 1: Your Account

Click on "Register" ①.

To register with Facebook, click on "Login with Facebook" ②. Enter your user information, then click "Log In."

To register with Google, click "Login with Google" ③. Enter your user information, then click "Sign In."

Otherwise, click "New Account" ④ to begin registration.

If you already started registration, you can click the registration code link in your welcome email to continue where you left off or enter the code in the yellow box ⑤ and click "Continue".

The screenshot shows the 'Step 1: Your Account' registration page. At the top right, there are buttons for 'REGISTER' (with a circled 1), 'DONATE', and 'Log In'. Below this is the 'New Registrants' section with the instruction 'Please choose a login method:'. There are three buttons: 'Log In with Facebook' (with a circled 2), 'Log In with Google+' (with a circled 3), and 'New Account' (with a circled 4). At the bottom, there is a text prompt: 'Have you already started your registration? In the box below, please enter the registration code that was emailed to you.' Below this is a yellow box labeled 'Registration Code:' with an input field and a 'Continue' button (with a circled 5).

Step 2: Account Info

Choose "Start a Team" ① from the icons at the top of the page.

Choose your registration type ②.

Fill out your account information ③ and agree to the waiver ④.

Click Continue ⑤.

The screenshot shows the 'Step 2: Account Info' registration page. At the top, it says 'Please select one of the following:'. There are three radio button options: 'Start a Team' (with a circled 1 and a flag icon), 'Join an Existing Team' (with a circled 2 and a group icon), and 'Participate Without a Team' (with a circled 3 and a single person icon). Below this is a text prompt: 'Please complete the information below and check the waiver to continue. In the next step you can join a team, start a team or participate as an individual. You can also add other family and friends as part of your registration.' There is a 'Have Promo Code? Click Here' button. Below that is a note: '* denotes required fields'. There are two registration type options: 'Participant age 13 or over' (with a circled 2, a checkmark, and a description: 'Includes T-shirt, breakfast, all 195 activities & live entertainment for \$15 thru 10/7 (\$10.00)') and 'Walk Participant - no shirt' (with a description: 'Walk Participant without a shirt - free (FREE)'). Below these are several input fields: '* Email', '* First Name', '* Last Name', 'Address', 'City', 'State', 'Zip', 'Phone Number', and 'Shirt Size' (with 'No Shirt' selected). At the bottom, there is a waiver text: 'I hereby waive all claims against the Stride, sponsors, vendors, volunteers and any personnel for any injury that I or my family member might suffer from this event. I attest that I and my family members are physically fit and prepared for this event. I grant full permission for organizers to use photographs, videos and quotations of me and my family member in legitimate accounts and promotions of this event.' Below the waiver is a checkbox labeled '* I agree to these conditions' (with a circled 4) and a 'Continue' button (with a circled 5).

Peer to Peer Fundraiser

Starting a Team-page 2

Step 3: Registrants

"Start a Team" has been selected **1**.

Enter your team name **2**.

Use the drop-down to choose how many years your team has existed **3**.

Next, use the drop-down menu to choose your relationship to the team or participant that encouraged you to register **4**.

If your employer matches donations and this field is visible, check the box and enter the name of your place of employment in the field that pops up **5**.

Note: It is the participant's responsibility to secure the matching funds.

Then, use the "How did you hear about us?" menu to choose how you found out about the event **6**.

To add additional registrants, click the green "Add Another Registrant" button and fill out the requested information **7**. Repeat as needed.

Click "Continue to Cart" **8**.

Step 4: Checkout

Next, you can designate an additional donation **1**, and if there are items in the store that you would like to purchase, you can add them to your cart **2**.

Complete the "Billing Information" form **3**. If your event has a processing fee, you can choose whether or not you'd like to help cover it **4**. Click "Finalize Registration" **5**.

Click on "Print Receipt" to print. A receipt will also be sent to your email.

After your registration is finalized, you will receive an email welcoming you to your event. This email will contain a username and password which will allow you to log into your page next time you

For information on next steps like setting up and sharing your page, see "Managing Your Team Fundraising Page" under the Help tab and check out the Team Captain section of your site for more information. For additional support, go to Technical Support under the Help tab.

Name	Over 18?
Joy Miller	Yes

Description	Price	Add to Cart
Water Bottle: Water Bottle	\$5.00	Add to Cart
Sack lunch : Sandwich, fruit & cookie	\$2.00	Add to Cart

Item	Qty	Price
Participant age 13 or over	1	\$10.00
Adult Medium	1	\$0.00

Peer to Peer Fundraiser

Managing a Team-page 1

Managing Your Team Fundraising Page

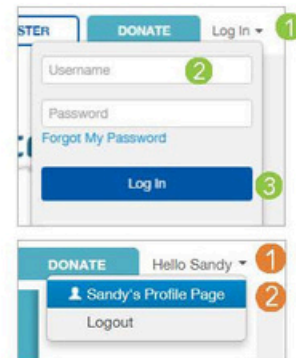
stridexxx

Logging In

To manage your team fundraising page, you'll need to sign in using the login info email sent at the end of registration. Your username and password will be at the bottom of the email with the subject "[Your Name], Thank you for registering!"

If you've lost the email, you can contact your event administrator and recover your username and password using the contact info at the bottom of the event website.

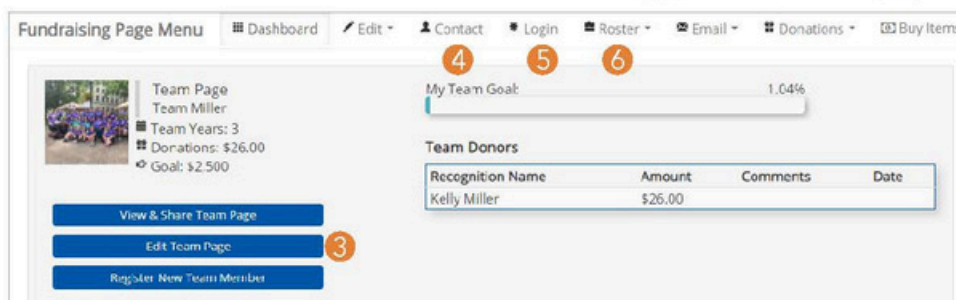
To log in, click "Log In" at the top-right of the page 1. Enter your username and password 2 and click Log In 3 or hit Enter.



Your Dashboard

Your dashboard is displayed when you sign in. If you've navigated away, you can pull up your dashboard by clicking the Hello tab 1, then the Fundraising Page option 2.

To edit your page, click Edit Team Page 3. Team captains will have the option to edit both personal and team pages. To edit your contact or login information, click Contact 4 or Login 5 (see below). To view team member or donor roster, click Roster 6.



Editing Your Page

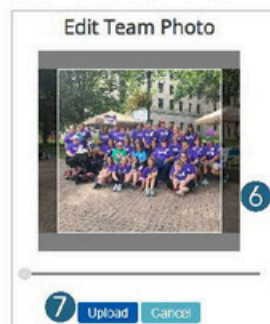
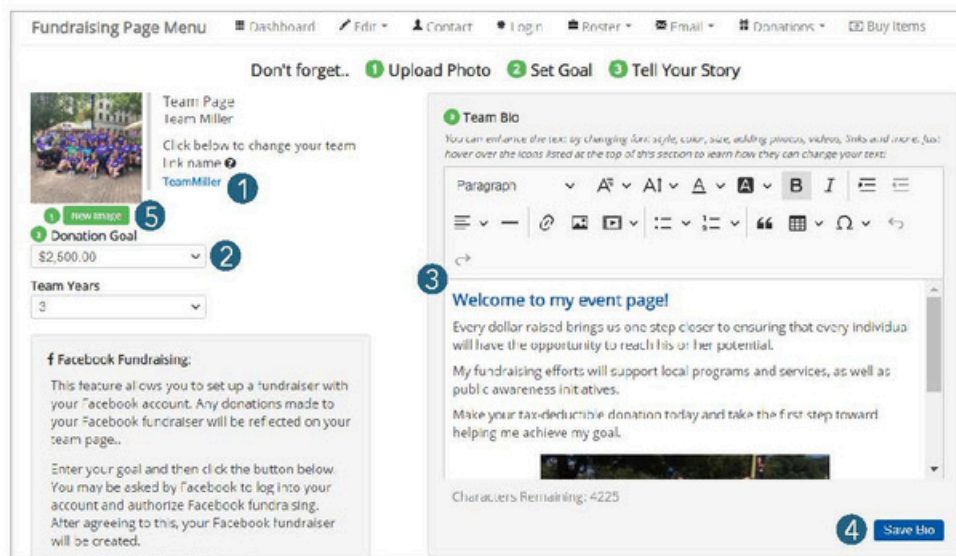
To get to your page, see Step 3 above. To customize your page link, click the blue highlighted text 1 and enter a custom link and click "Save Changes."

To set a donation goal, use the Goal drop-down menu to select an amount 2.

To edit your bio text, click in the text box 3 and add your preferred language. You can type directly in the box or you can copy text from a word processor document. When you're done, click "Save Bio" 4.

To edit your profile picture, click "New Image" beneath the picture thumbnail 5. Select the image you want from your file library, then click Open. Next, use the slider below the image to re-size if necessary. Then drag the image so it is positioned in the box how you want it 6.

Click "Upload" to save 7.



Editing Your Contact Info

To edit your name, home address, and email address, click "Contact" from your dashboard 4. Edit your contact information by clicking and typing in the text fields. To save your changes, click "Update."

Changing Your Username/Password

Once you have logged in with the credentials from your welcome email, you may want to change your password into something you can remember. To edit your username or password, click "Login" on your dashboard 5.

Enter a new username or password using the text boxes. When you're done, click "Update."

Peer to Peer Fundraiser

Managing a Team-page 2


Additional Text Editing

In addition to editing the text, you can also edit the font **1**, font size **2**, text color **3**, and add a highlight color behind the text **4**. You can also make the text bold or italicized **5**.

If you want to change the text justification, you can switch between left, right and center **6**. If you want to add a bulleted or numbered list as shown in the example, click on either option to choose your preferences and add your text **7**.

As you are typing, you will see the numbers of characters remaining adjust **8**. This will let you know when you are getting close to the text limit for your bio. When you're done, click "Save Bio" **9**.

You can enhance the text by changing font style, color, size, adding photos, videos, links and more. Just hover over the icons listed at the top of this section to learn how they can change your text!



Paragraph **1** **2** **3** **4** **5** **6** **7**

Welcome to my event page!

Every dollar raised brings us one step closer to ensuring that every individual will have the opportunity to reach his or her potential.

My fundraising efforts will support local programs and services, as well as public awareness initiatives.

Make your tax-deductible donation today and take the first step toward helping me achieve my goal.

Characters Remaining: 4517 **8**

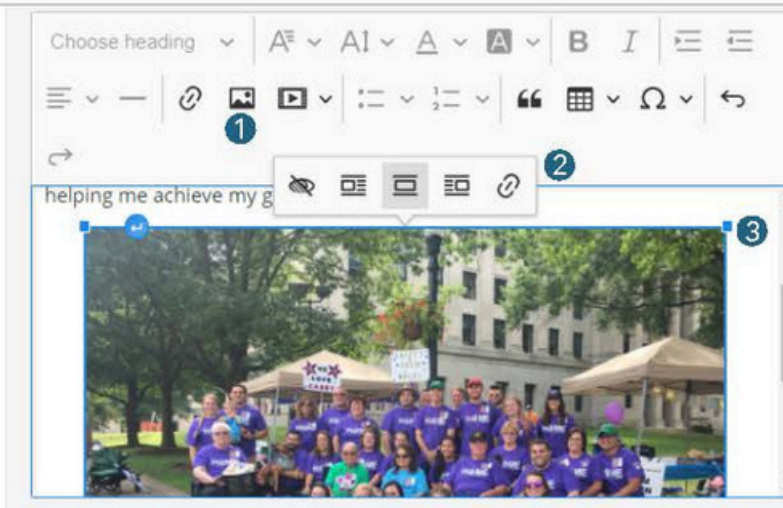
9 Save Bio

Adding Additional Photos and Video

To add additional photos to your personal bio, click the insert image button **1**. Next, select the desired photo from your computer. Once the photo has been added you can adjust the justification or add a link using the icons above the photo **2**. To adjust the size of the photo, drag the blue squares in the corners of the highlighted rectangle **3**.

To add an embedded video to your personal bio, click the insert video button **4**. Paste the video link into the box **5** and click the green check mark **6**.

Choose heading **1** **2** **3**

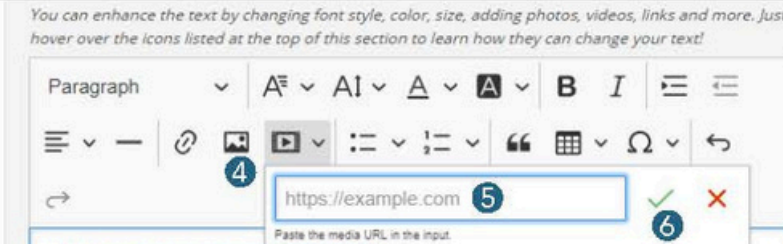


helping me achieve my g

Characters Remaining: 4346

You can move inserted pictures and video around in the personal bio area by clicking on them and dragging them to the desired spot. When finished making changes, click "Save Bio"

You can enhance the text by changing font style, color, size, adding photos, videos, links and more. Just hover over the icons listed at the top of this section to learn how they can change your text!



Paragraph **4** **5** **6**

https://example.com

Welcome to my event page!

Every dollar raised brings us one step closer to ensuring that every individual will have the opportunity to reach his or her potential.

My fundraising efforts will support local programs and services, as well as public awareness initiatives.

Peer to Peer Fundraiser

Managing a Team-page 3

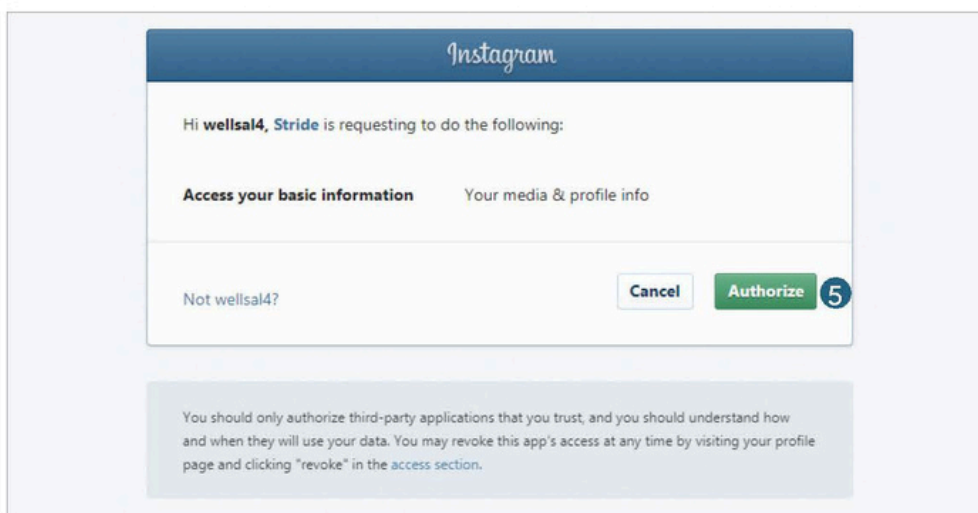
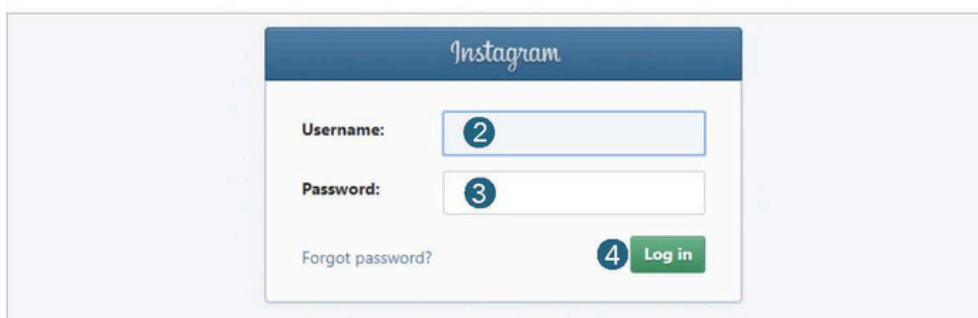
Adding Your Instagram Feed to Your Page

To add your Instagram feed to your page, click to enable Instagram photos **1**.

Enter the Username **2** and password **3** associated with your Instagram account and click "Log In" **4**.

Next, click "Authorize" **5** to give Stride permission to pull the most recent photos from your Instagram to show up on your team page.

Once your account is connected, it will show under Current Account **6**. If you want to remove your Instagram feed from your page, click the "Remove" button **7**. To view your Instagram feed on your page, go to the public view and scroll down to the bottom. Your most recent photos will rotate along the bottom of the page. Users can click on a photo to open the photo in Instagram.



Peer to Peer Fundraiser

Managing a Team-page 4

Viewing & Sharing Your Page

You can share your page to potential donors through Facebook, Twitter, and Email. Before you share on social media, make sure you have a photo uploaded to your Stride team page to appear with the post.

Recognition Name	Amount	Comments	Date
Kelly Miller	\$26.00		

First, go to your page by clicking "View & Share Team Page" from your dashboard 1. Then, click either the Facebook, Twitter, LinkedIn or Email icon below the navigation bar 2.

For Facebook, you'll need to log in if you aren't already. A dialogue box will pop up where you can enter your credentials.

For Twitter, you can log in and Tweet at the same time. The link will already be pasted in for you. Fill out any additional text and click Share Link, or Tweet.

To share your personal page via email, click the Email icon. Choose the type of email account you have. Log in to your account, if you aren't already. An email draft will pop up, with the link to your page pasted in for you. Enter in your recipients' emails, enter any additional text, then click Send.

You can also copy your page link using the black button 3 and send it via email or use the link to post on any social media channel.

Once they click the link to your page, your recipients will be able to donate or join your team by clicking the big blue buttons at the top of your page 4.

Team Miller

Walk with Us! 4 Donate to Our Team

Welcome to my event page!

Every dollar raised brings us one step closer to ensuring that every individual will have the opportunity to reach his or her potential.

My fundraising efforts will support local programs and services, as well as public awareness initiatives.

Make your tax-deductible donation today and take the first step toward helping me achieve my goal.

Team Years: 3

Team Miller Members

★ Kelly Miller

Share This Page

f t in e 2

Copy Page Link 3

Our Funds Raised: \$26.00

My goal: \$2,500.00 1%

Achievements

Show All Available

Fundraising History

Kelly Miller	\$26.00
--------------	---------

Public view of fundraising page

Peer to Peer Fundraiser

How to Set Up a Facebook Fundraiser from your Fundraising Page

How to set up a Facebook Fundraiser from your Fundraising Page



When your Facebook fundraiser is created from your fundraising page, all donations will automatically be added to your Stride fundraising page.

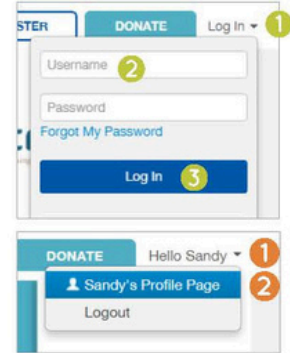
**Please Note: You will need to be logged into Facebook before starting setup with Stride.

Logging In

To set up a Facebook fundraiser, you'll need to sign in using the login info email sent at the end of registration. Your username and password will be at the bottom of the email with the subject "[Your Name], Thank you for registering!"

If you've lost the email, you can contact your event administrator and recover your username and password using the contact info at the bottom of your event website.

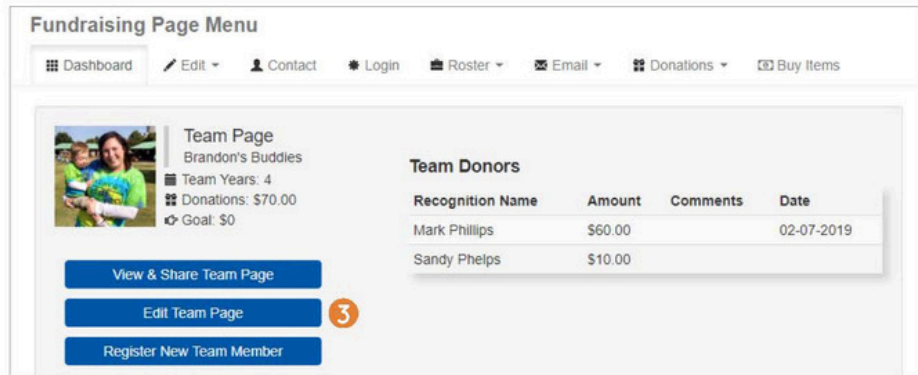
To log in, click "Log In," the rightmost item on the menu bar **1**. Enter your username and password **2** and click Log In **3** or hit Enter.



Your Dashboard

Your dashboard is displayed when you sign in. If you've navigated away, you can pull up your dashboard by clicking the Hello tab **1**, then the Profile Page option **2**.

Click "Edit Team Page" or "Edit Personal Page" **3**.

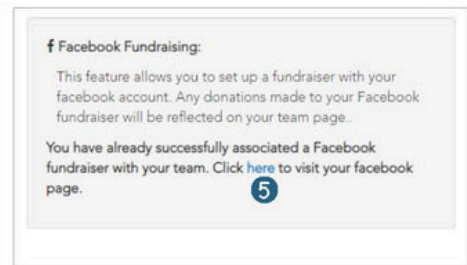
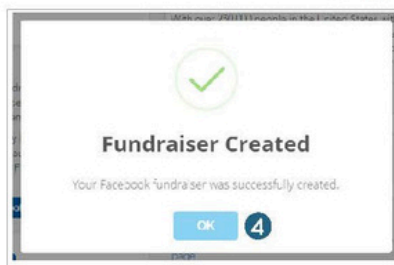
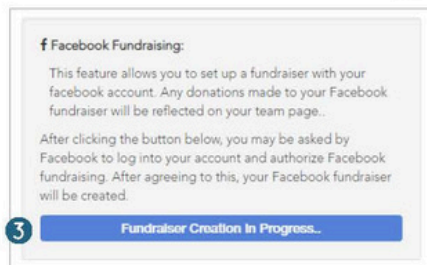
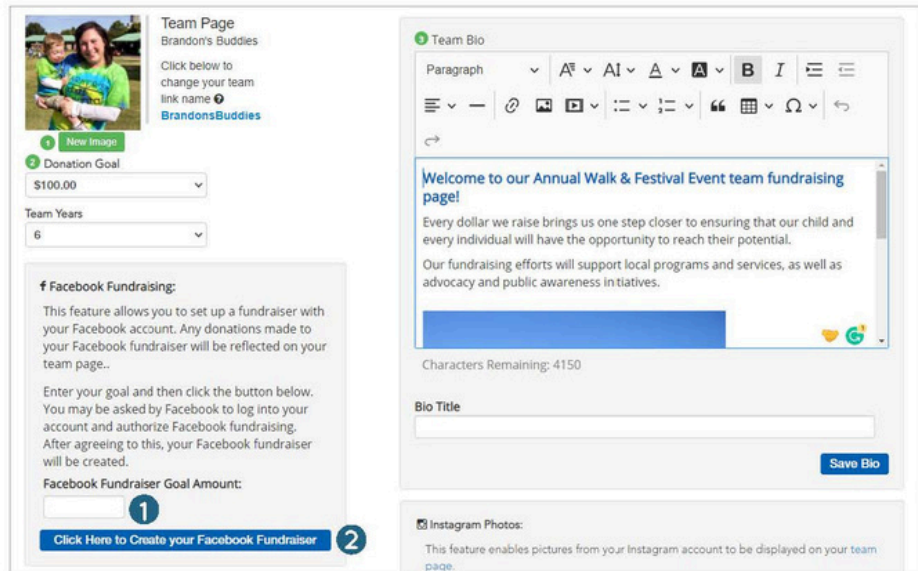


Setting Up Fundraiser

To create a Facebook fundraiser, enter your Facebook Fundraiser Goal Amount **1** and click the "Click Here to Create a Facebook Fundraiser" button **2**.

While Stride is setting up the fundraiser with Facebook you will see an in progress message **3**. Once setup is complete, you will get a pop-up message that says "Fundraiser Created". Click "OK" **4**.

Your Facebook fundraiser has now been set up. You can go directly to Facebook or click the blue highlighted text to visit your Facebook page **5**.



Fundraising Tips

How to raise \$551 in only 10 days!!

Day 1	Make a personal \$25 contribution.	+\$25 = \$25
Day 2	Ask your partner for a \$50 contribution.	+\$50 = \$75
Day 3	Ask two family members for a \$50 contribution.	+\$100 = \$175
Day 4	Ask three friends for a \$25 contribution.	+\$75 = \$250
Day 5	Ask your boss for \$25 contribution.	+\$25 = \$275
Day 6	Ask three co-workers for \$21 contribution.	+\$63 = \$338
Day 7	Ask your sibling for a \$25 contribution.	+\$25 = \$363
Day 8	Ask three more family members for a \$25 contribution.	+\$75 = \$438
Day 9	Ask three neighbors for \$21 contribution.	+\$63 = \$501
Day 10	Ask a business owner of somewhere you spend money for a contribution	+\$50 = \$551

Fundraising Tips

Once you've set up your team—be sure to do the following!!

SHARE YOUR WHY—Make your personal fundraising page personal! Tell family and friends why you are raising funds for DSNMC.

DONATE—Donate to your team to kick off your fundraising. Statistics show individuals are more likely to donate when they see others have!

ASK EVERYONE—Don't be afraid to ask everyone to support you! What about your coworkers? Relatives? Neighbors?

GET SOCIAL—You may be surprised at the support you'll receive from a Facebook post, tweet or Instagram photo. Share your personal fundraising page on all your social media channels.

EMAILS—Send individual emails to your family and friends. Remember to be specific when asking for a donation.

TEXT MESSAGING—Do you have friends or family who don't check their email often? Try sending a text message with your fundraising page URL.

DOUBLE YOUR IMPACT—Check with your HR department to find out if your company has a matching gift program.

RECRUIT OTHERS—Encourage friends to join your team, share your fundraising link or make a donation.

Thank You, You and YOU!—Remember to thank ALL of your donors because without them, DSNMC would not be the organization it is today. Tag your donors on social media and recognize them publicly for helping your cause.

Fundraising Tips

Social Media

Using social media to support your fundraising efforts can be easy, effective and fun! Get your friends and family involved – and raise more money for people with Down syndrome – by following these simple tips.

RECOGNIZE SUPPORTERS—Give your supporters a SHOUT OUT with a tag or @Mention! This can encourage others to donate while showing your appreciation. You can also thank people through direct messages. Thank them!

USE HASHTAGS—Use #StepUpForDSNMC in your posts to make it easy for your friends to follow your fundraising progress!

TAG US—Tag @dsnmcmaryland on Facebook and Instagram so we can follow along.

LINK TO US!—Even though some posts will be more donation-focused than others, always give people the opportunity to learn more about Down syndrome and donate using your personal account.