



Presented by:



# Team Captain Packet

**Gold Coast Down Syndrome Organization**

The 2021 DownRight ExtraOrdinary Walk

*It's more than just a walk in the park!*

**October 10, 2021**

**2021 Fundraising Goal \$200,000**

## INTRODUCTION

Thank you for becoming a DownRight ExtraOrdinary Walk Team Captain and supporting the work of the Gold Coast Down Syndrome Organization. We are excited that you and your team will be joining us for our **27<sup>h</sup>** Annual Walk. Last year, with over 220 vehicles caravanning in a year of a pandemic, we raised \$150,000 to help children and adults with Down syndrome in our community!

The DownRight ExtraOrdinary Walk for Down Syndrome Committee prepared this packet to help you plan for the Walk. It should provide everything you need to put together a successful team. Information about team registrations, incentives, collection of donations and event day is included.

Please do not hesitate to contact me at 561.752.3383 or [goldcoastdsorg@att.net](mailto:goldcoastdsorg@att.net) if you have any additional questions or need help with the team registration process. If you have not yet done so, you will want to visit <https://www.ds-stride.org/downrightextraordinary> to register your team, create your own team webpage, set a team goal and see the other teams who are participating.

Thank you again for all you have done and continue to do to make the GCDSO DownRight ExtraOrdinary Walk a success.

Sincerely,

*Corinne Pike*

Director of Development



## **DOWNRIGHT EXTRAORDINARY**

### *WALK FOR DOWN SYNDROME*

**27** YEARS OF WALKING TO BUILD AWARENESS ABOUT DOWN SYNDROME AND  
FUND THE GOLD COAST DOWN SYNDROME ORGANIZATION

**Sunday October 10, 2021**

**8:00 a.m. to Noon**

**Check-In 8:00 a.m. Walk begins at 9:15 a.m.**

**John Prince Park, Center Drive Pavilion  
4759 South Congress Ave. Lake Worth, FL 33461**

#### **Registration Fees:**

**\$20 Online through 10/7/21**

**\$25 DAY OF REGISTRATION AVAILABLE AT PARK**

#### **Registration Includes:**

- T-Shirt
- Breakfast
- Raffle & Silent Auction
  - 1 Mile Walk
  - Bounce Houses
  - Carnival Games
  - DJ & Dancing
  - Pony Rides
- Live Entertainment
- And Much More!



## 2021 Dates to Remember

### June 22:

- Launch of DownRight ExtraOrdinary Walk Registration Website  
<https://www.ds-stride.org/downrightextraordinary>

### September 17:

- Deadline for \$10,000/\$4,000/Largest Team Fundraising Incentives

### September 26:

- Deadline for DownRight ExtraOrdinary Photo Incentive
- Deadline for Parade Marshal Drawing
- Deadline for \$2,500 Fundraising Incentives

### October 3:

- Last Day to Be Guaranteed a T-Shirt with Registration
- Deadline for Top Ten Fundraisers

### October 7:

- Online Registration Closes
- Food Pre-Sale Closes

### October 4-8:

- T-shirt Pick-up at the GCDSO Office (Ends at Noon 10/8)

### October 10:

- DownRight ExtraOrdinary Caravan for Down Syndrome

*\*ALL DATES SUBJECT TO CHANGE*

# Responsibilities of a Team Captain

## Design

- Register at <https://www.ds-stride.org/downrightextraordinary>
- Customize your team page and fundraising page
- Upload photos for team and fundraising pages
- Set a goal

## Publish

- Email link of your team page to friends & family
- Spread the word on Facebook, Twitter, Instagram, Snapchat
- Email reminders to your team until the  
DownRight Extra Ordinary Caravan

## Manage

- Maintain team member information
- Keep people involved with fundraising goal
- Explain benefits of signing up early & reaching incentives
- Encourage members to sign up online
- Set a goal for yourself & your team
- Push all team members to reach this goal
- Fundraise, Fundraise, Fundraise!



## Fundraising Tips

Create a Campaign “Dimes/or Dollars for Down Syndrome”

Use incentives to encourage your team to raise money (i.e. gift cards, artwork by your child, gas cards, etc.)

Encourage all teammates to contact their HR director on how their company handles company matching gifts

Include information in company newsletters, website & bulletin boards

Throw a Facebook Birthday Fundraiser for the Walk – invite friends and family to give to the Walk in honor of your birthday

Walk 21+ 3 Miles for Awareness during the month of October! Set a goal on FB and ask your friends and family to sponsor you at \$1 for each mile you walk during the month of October and post daily miles walked and dollars earned

## How to Raise \$500 in a Week

<b>Day</b>	<b>Outreach</b>	<b>Amount</b>
1	Sponsor yourself for \$25	\$25
2	Ask three family members for \$25	\$75
3	Ask five friends to donate \$15	\$75
4	Ask five co-workers to sponsor you for \$10	\$50
5	E-mail 15 contacts and ask for a \$10 donation	\$150
6	Ask your company for a \$75 contribution	\$75
7	Ask two businesses you frequent for \$25	\$50
	<b>Total</b>	<b>\$500</b>

*Don't forget to check on your company's matching gift program*

# Tips on Using Social Media

## Be involved on Social Media

- “Like” Gold Coast Down Syndrome Organization on Facebook
- Repost/retweet GCDSO page posts to generate excitement
- Create a Facebook group for your team, where you can post important registration and donation information, as well as day-of information for all of your friends
- Walk 21+3 Miles for Awareness during the month of October! Set a goal on FB and ask your friends and family to sponsor you at \$1 for each mile you walk during the month of October and post daily miles walked and dollars earned

## Use statuses and tweets to:

- Provide a link directly to your team page
- Provide a link to the walk video
- State your purpose and request clearly
- Create buzz and excitement
- Post updates regularly about goals you are setting and reaching as a team
- Post pictures of last year, your child, preparation for day-of, etc.
- Ask for a specific amount on a specific day
  - “Help us reach \$1,500 by the end of the day. Only \$250 to go”





## 2021 DownRight ExtraOrdinary Walk

### TEAM INCENTIVES

**Raise \$10,000+ and  
Get Your Team  
Name on Team T-  
Shirt with Color of  
Your Choice**

\*Personalized Team Sign  
\*Foto and Fact Sign  
\*Entry Into Parade  
Marshal Drawing (if  
eligible)

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Deadline: Friday,  
September 17th

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**Raise \$4,000+ and  
Get Your Team  
Name on  
Team T-Shirt**

\*Personalized Team Sign  
\*Foto and Fact Sign  
\*Entry Into Parade  
Marshal Drawing (if  
eligible)

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Deadline: Friday,  
September 17th

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**Raise \$2,500+  
Get a Personalized  
Team Sign**

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\*Foto and Fact Sign  
\*Entry Into Parade  
Marshal Drawing (if  
eligible)

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Deadline: Sunday  
September 26th

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**Raise \$500 and Get a  
Foto and Fact Sign  
at the Walk**

\* Team Captain chooses  
picture and short saying.  
\*Entry Into Parade Marshal  
Drawing (if eligible)

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Deadline: Sunday  
September 26th

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**Raise \$100+ and Be  
Eligible for Parade  
Marshal Drawing.**

If your team is celebrating  
a person with Down  
syndrome who is 16 or  
over, for every \$100  
raised, his/her name will  
be entered into a drawing  
to be the Parade Marshal.

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Deadline: Sunday  
September 26th

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**Top Ten  
Fundraising Teams  
are Recognized at the  
Walk and Captains  
Attend Post Walk  
Party with a Guest**

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Deadline: Sunday  
October 3rd

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# REGISTER YOUR TEAM

We have put together a quick guide to walk you through the process of **STARTING A TEAM** for the DownRight ExtraOrdinary Walk. Are you ready? Let's do this!

\*NOTE: Help guides for the website, social media etc. can be found under the TEAM CAPTAIN tab on the website

- Go to the DownRight ExtraOrdinary home page  
<https://www.ds-stride.org/downrightextraordinary>
- Step 1: Your Account. Click on "Register"

**To register with Facebook**, click on "Login with Facebook". Enter your user information, then click "Log In." Click "Okay" to allow ds-connex to see your information. Click "Okay" to allow yourself to post to Facebook through your event site.

**To register with Google**, click "Login with Google+". Enter your user information, then click "Sign In." Click "Accept" to allow ds-connex to see your information.

Otherwise, click "New Account" 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.

- STEP 2- Account Info

Fill out your account information and agree to the waiver. Click Continue.

- STEP 3- Registrants

Click "Start New Team".

Enter your team name.

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

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

**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. 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.**

To add additional registrants, click the green “Add Another Registrant” button and fill out the requested information.

Click “Continue to Cart”.

- [STEP 4- Checkout](#)

Next, you can designate an additional donation, and you can add items available to purchase, to your cart.

Complete the “Billing Information” form. If your event has a processing fee, you can choose whether or not you’d like to help cover it.

Click “Finalize Registration”.

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. You can now log into your profile on the event page

**Once you have registered everyone:**

- Personalize your fundraising page.
- As the Team Captain, you will need to customize both your personal page AND your team page. We encourage you to add photos and a story to make it compelling.

Please contact Corinne Pike at [goldcoastdsorg@att.net](mailto:goldcoastdsorg@att.net) with any questions!



## Fact Sheet

<https://goldcoastdownsyndrome.org>

### What is Gold Coast Down Syndrome Organization?

The Gold Coast Down Syndrome Organization (GCDSO), a 501 (c)(3) organization, exists to provide support, education and advocacy for people with Down syndrome, and their families throughout Palm Beach County.

### GCDSO Mission Statement

The mission of the Gold Coast Down Syndrome Organization is to enhance the lives of children and adults with Down syndrome through education, advocacy and family support.

Our purpose is to:

- Empower parents of children with Down syndrome, young and old, by providing up-to-date information and resources.
- Pursue inclusion of individuals who have Down syndrome in all areas of life so they embrace opportunities to contribute and be valued members of society.
- Dispel myths, promote positive awareness, and emphasize abilities of people with Down syndrome to parents, educators, physicians, therapists, and the general public.
- Advocate and defend the human and civil rights of persons with Down syndrome.

### Vision Statement

The Gold Coast Down Syndrome Organization will be a driving force in our community, generating acceptance and belonging of individuals with Down syndrome. We will create a society in which people with Down syndrome can involve themselves in activities that will assist in their personal development. This will include their choice to pursue a higher education level, better employment opportunities, and a variety of recreational activities, all without prejudice or discrimination.

# Down syndrome Fact Sheet

## Down syndrome:

- Occurs in one in 691 live births
- Is the most frequently occurring chromosomal abnormality
- Affects people of all ages, races and economic levels
- Puts people at increased risk for certain medical conditions such as heart, hearing and respiratory problems, Alzheimer's disease and childhood leukemia
- Results in cognitive delays but the effect is usually mild to moderate and not indicative of the many strengths and talents each individual possesses
- With early intervention, quality medical care, education programs and social acceptance, people with Down syndrome can live full, productive lives.



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