



# Step UP for Down Syndrome Walk

Montgomery County, MD & Washington, DC

Saturday, October 15, 2022



**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. After two years of limited in-person event programming, we are excited to make this year's Step UP Walk our biggest yet! The Step Up for Down Syndrome Walk is our largest fundraiser of the year, attracting over 700 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 \$100,000 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!

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

Gratefully,



Brooke Levey  
Executive Director, DSNMC

*Donations to DSNMC are tax deductible.  
DSNMC's 501(c)3 tax id # is 45-3139194.*

# Important Information! Please Read!

## NEW Fundraising Platform This Year See pages 5-7 for step by step instructions.

DSNMC is excited to announce our partnership with Network for Good. Through our new donor database platform, we are able to set up event registration AND create peer to peer fundraisers. We realize that there will be a learning curve for all of us as we learn this new system- Joy and Brooke are here to help!

- For help with peer to peer fundraising set up, please email [brooke@dsnmc.org](mailto:brooke@dsnmc.org).
  - If you would prefer your peer to peer fundraising site be set up for you, please send us your team name, email address, preferred password and photo of your loved one with Down syndrome.
- For questions regarding registration, please email [joy@dsnmc.org](mailto:joy@dsnmc.org).



**In addition to setting up a peer to peer fundraising team, each person wishing to attend the October 15th Step UP Walk is required to register on our event registration site.**

**To set up a team fundraiser, please click the following link:**

<https://dsnmc.networkforgood.com/projects/161268-2022-step-up-for-down-syndrome-walk>

**To register for the October 15th, 2022 Step UP Walk, please click the following link:**

<https://dsnmc.networkforgood.com/events/44723-2022-step-up-for-down-syndrome-walk>

# 2022 Team Captain Incentives

-  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.
-  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 \$3,021 by **October 1** receive two registrations to the 2022 Techniques for Success Conference.
-  Teams that raise \$5,321 by **October 10** receive up to 5 hoodies with the 2022 event t-shirt design.
-  Teams that raise \$10,000+ by **October 15** receive a \$100 gift card from one of our sponsoring restaurants.
-  Top 5 fundraising teams by **October 15** 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 \$5,321 to receive this incentive.*
-  Top fundraising team, by **October 15** at midnight, will be featured on the front page of the DSNMC website.

# Peer to Peer Fundraiser

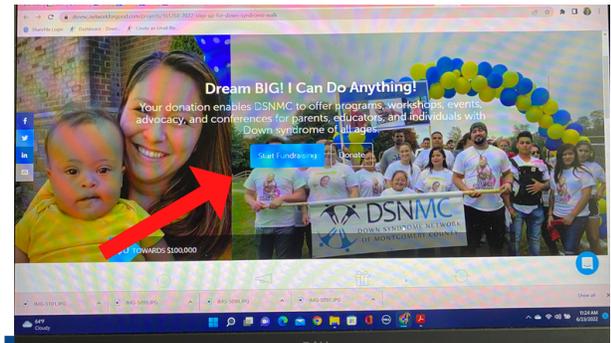
## Set-up Directions-page 1

### Step #1: Login/Create an Account

Go to 

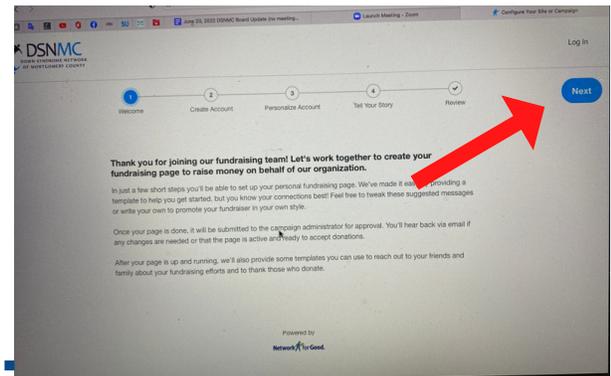
<https://dsnmc.networkforgood.com/projects/161268-2022-step-up-for-down-syndrome-walk>

Click on: "Start Fundraising"



### Step #2: Login/Create an Account

Click "Next".



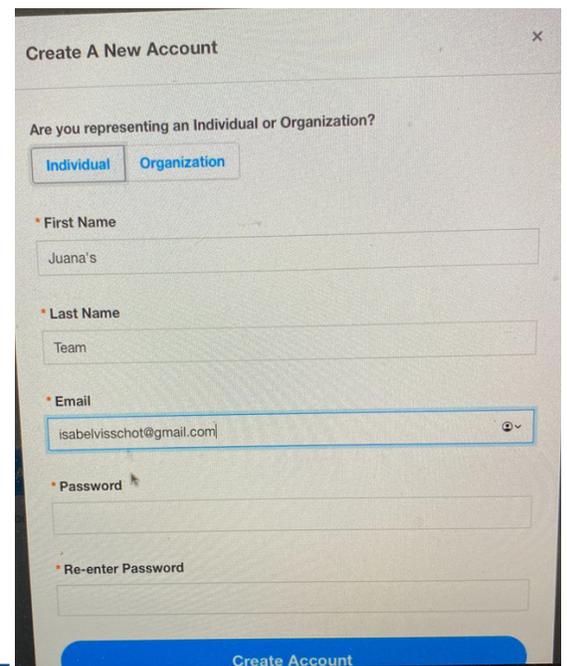
### Step #3: Login/Create an Account

This is where you will either login to an existing or create a new account.

**To login to an existing account**, go ahead and login using your password.

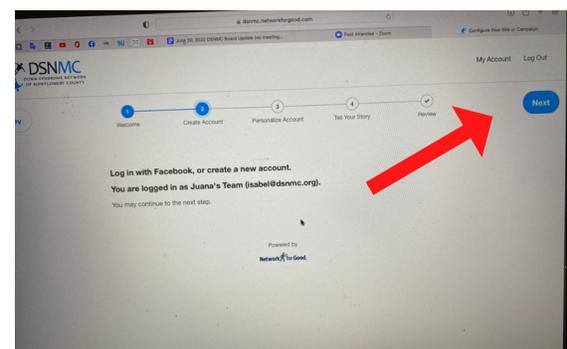
**To create a new account**, add your information, create a password and click, "create new account".

**Please note:** The name of your team will be whatever you add for your first and last names. For example, if you put Brooke (first name), Levey (last name), your team will be called Brooke Levey's Fundraiser. If you put Team (first name), Helen (last name), Your team will be called Team Helen's Fundraiser.



### Step #4:

Click, "Next".

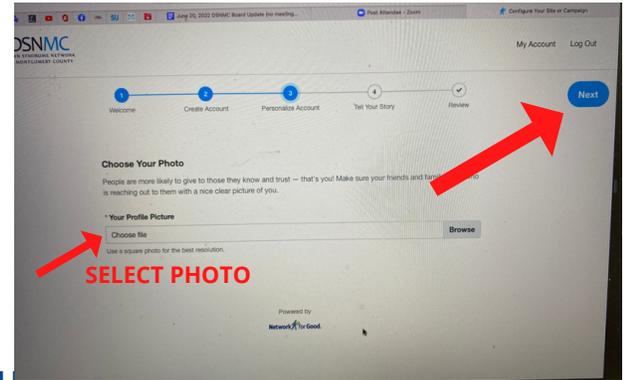


# Peer to Peer Fundraiser

## Set-up Directions-page 2

### Step #5: Add a Photo

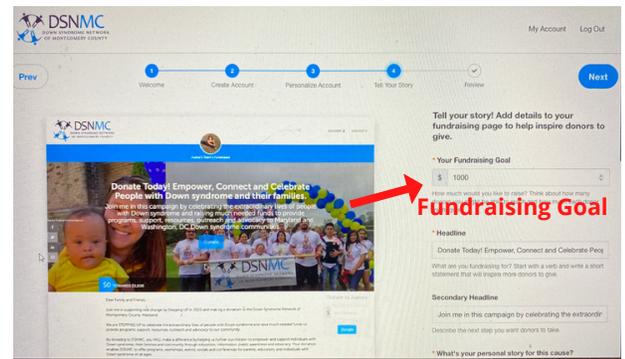
In this step, you will choose a photo of your loved one with Down syndrome to feature on your team page. Please choose a photo from your computer and follow upload instructions. A square headshot photo works best. **Please note: Once a photo is selected, click, "Next". The selected photo does not show up in step #5. It will show up in step #6.**



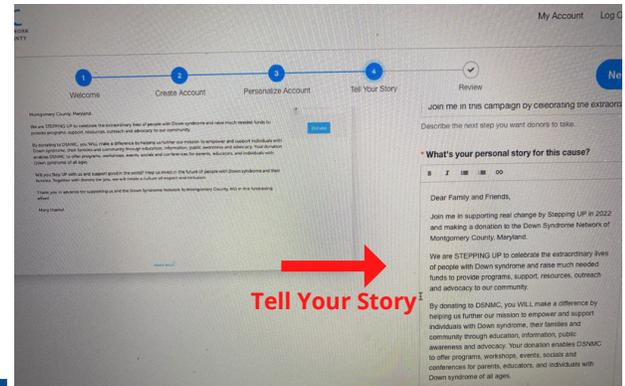
### Step #6: Tell Your Story!

In this step, you can set a **team fundraising goal** and **personalize your story** to inspire donors to give.

There is a default fundraising goal of \$1,000 and letter to your donors. We recommend you personalize your fundraising page. Donors want to know why you are raising funds. This is an opportunity for you to update them about your loved one with Down syndrome and to tell them why DSNMC is worthy of their gift.

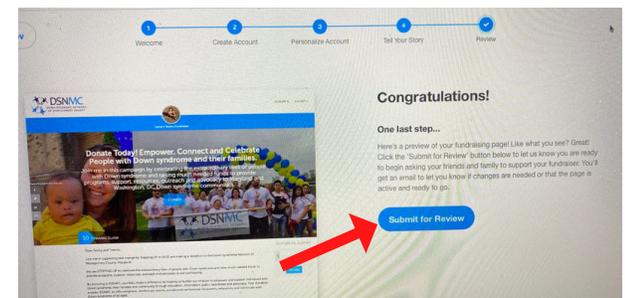


Once you complete this step, **click, "Next"**.



### Step #7: Submit for Review

You are almost done! **Click, "Submit for Review"**. At this point, your fundraising page will be sent to DSNMC staff for review and then approved. Once approved, you may begin fundraising right away!

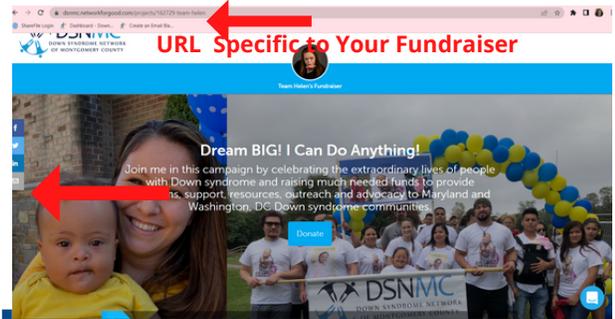


# Peer to Peer Fundraiser

## Set-up Directions-page 3

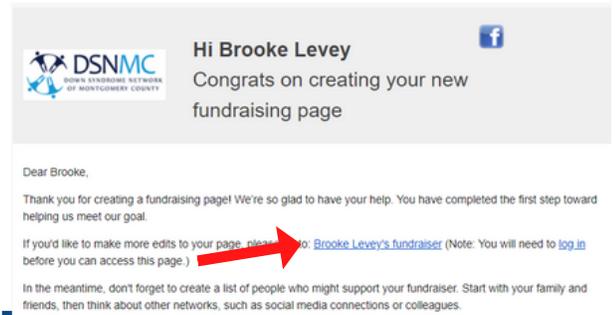
### Step #8: Your Team Fundraising Page

Once you have completed all the above steps, you will be brought to your fundraising page. From this website, you may **share to Facebook, email, twitter, and LinkedIn**. You may also copy the URL and share with family and friends.



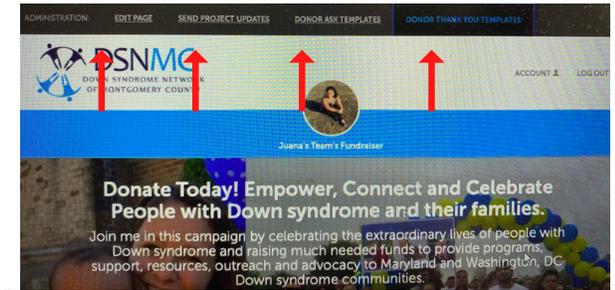
### Step #9: Congratulations!

Your fundraising page is now created! **You will receive an email from Network for Good with a link to edit your page.** Please note, to make edits, you will need to login to your account.



### Step #10: Making Edits

At the top of your page (when logged in), you will see several tabs: Edit Page, Send Project Updates, Donor Ask Templates and Donor Thank You Templates. These resources are already drafted and ready to use.



### Step #11: Start Fundraising!!

Once your fundraiser is approved by DSNMC staff, **you will receive a second email with your fundraiser link. This is the link to share with all prospective donors.** Thank you so much for captaining a team and Stepping UP for people with Down syndrome!



### Step #12: Register for the Step UP Walk



**IMPORTANT!!** In addition to setting up a peer to peer fundraising team, each person wishing to attend the October 15th Step UP Walk is required to register on our event registration site.

<https://dsnmc.networkforgood.com/events/44723-2022-step-up-for-down-syndrome-walk>

# Fundraising Tips

How to raise \$401 in only 10 days!!

Day 1	Make a personal \$25 contribution.	+\$25 = \$25
Day 2	Ask your partner for a \$25 contribution.	+\$25 = \$50
Day 3	Ask a family member for a \$50 contribution.	+\$50 = \$100
Day 4	Ask three friends for a \$25 contribution.	+\$75 = \$175
Day 5	Ask your boss for \$25 contribution.	+\$25 = \$200
Day 6	Ask three co-workers for \$21 contribution.	+\$63 = \$263
Day 7	Ask your sibling for a \$25 contribution.	+\$25 = \$288
Day 8	Ask two more family members for a \$25 contribution.	+\$50 = \$338
Day 9	Ask three neighbors for \$21 contribution.	+\$63 = \$401
Day 10	Ask a business owner of somewhere you spend money for a contribution	+\$50 = \$451

# 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, @DSNMCMaryland on Twitter or @down\_syndrome\_network\_moco on 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.