

TEAM CAPTAIN FUNDRAISING TOOLKIT

Down Syndrome Association of Central Florida's
Step Up for Down Syndrome Walk

Saturday, October 14, 2023



Interactive!
Click the  to
view short tutorial
videos!

HELLO & WELCOME

We cannot wait for this year's Step Up for Down Syndrome Walk with you! It's not just a walk, it's a festival celebrating loved ones with Down syndrome.

Use this tool box to find information you need to promote your team and encourage others to join. Whether this is your first year walking, or you have been returning for many years, we are thrilled you're here! Thank you for leading our efforts by becoming a team captain. We are here to help along every step of the way.

Use hashtag #StepUp2023 & #DSACF on social media so we see all your posts!



WHAT'S INCLUDED

Get ready for FUN! All you have to do is show up with walking shoes and a smile - we take care of the rest! You'll find a variety of exciting and fun activities for the whole family!

Registration for Step Up includes wristbands to access all the activities in the park! There are no additional charges once you arrive.

- Superheroes and characters
- Face painting
- Bounce houses, carnival rides, dunk tank
- Craft area & sensory friendly activities
- Dance party
- Resource and Vendor Expo
- Snacks & treats
- Cheer squad
- & more!

TIMELINE

8:00AM: On-site Registration

8:30AM: Event Starts & Fun Zone Opens

9:45AM: Ribbon Cutting & Walk Start

11:00AM: Prize Drawings

12:00PM: Celebration Concludes



SAFETY



What can you expect at Step Up to keep you safe? DSACF follows the city recommendations and regulations.



sidewalk
walk route



hand sanitizing
stations



police and
traffic safety



wristbands





REGISTRATION 101

Have questions about registration for Step Up? We've got you covered! **Register at dsacfbuddywalk.donordrive.com**



[Types of registration](#)



[How to register online](#)



[How to customize your Team Walk Page](#)



[How to customize your Individual Walk Page](#)



[How to email you supporters and team participants](#)



[Missing a Donation](#)



[Missing a Walker](#)



[How to Change Team Fundraising Goal](#)

GET SOCIAL



[How to Promote on Social Media](#)



[How to Link a Facebook Fundraiser](#)



WHAT IS A TEAM

Walk as a team and ask all your friends, family and loved ones to walk with you!

- 1 Appoint a team captain! This person will lead the team.
- 2 Name your team (get creative - pick a theme/color you enjoy)
- 3 Register your team, recruit walkers, and start fundraising! Don't forget to organize a meeting place for your team on Step Up day.



PARKING & WALK ROUTE



The Step Up celebration is held in the SE portion of the park at Lake Eola - on the corner of North Eola Drive & East Central Blvd. The walk route is a short sidewalk path around the lake.

Parking is available in nearby parking lots at a minimal charge or on the street for free. Take me to the maps!



BIOBANNERS



BioBanners are one of the most memorable takeaways from Step Up each year! In the fall we offer professional photos for free of your loved one with Down syndrome. Then you select your favorite photo, give us a few exciting facts and we create these beautiful banners!

They are hung around the park on Walk day or you can take them and walk with them yourself - it's completely up to you! They are yours to keep!

Once your team raises \$1,000 - the BioBanners are earned for free.

Though the photo session is free, you're going to want to earn this great incentive! We'll be here along the way to help you with easy and simple fundraising tips so you can proudly display your loved one on your custom BioBanner. There is no option to purchase BioBanners, but reach out to DSACF staff for help with your fundraising goals.



TEAM TENTS

There are 2 ways to find yourself in a reserved Team Tent at Step Up so your supporters have a private space to gather.

1

Your team will automatically be guaranteed a space once you fundraise \$2,000 or more! The more you raise, the more benefits you'll receive at your tent. Read the fundraising incentives package for more info.

2

Team Captains can enter the lottery drawing! A number of spaces are reserved for the lottery. The lottery opens in the fall and will be announced via email and social media.



TEAM PHOTOS



Gather your team and head to the lakefront to capture this annual memory! Photographers are available all day. Remember to make a plan to meet your team at a certain time. Digital copies of the photos will be released on DSACF's Facebook and website after the walk.



GRAND MARSHAL



The Grand Marshal is the single most honorable job of the day at Step Up! Each year, a new Grand Marshal is selected to lead the walk and kick off the party!

Apply online by sharing the story of your loved one with Down syndrome! There is no age limit.

Grand Marshal duties include a morning welcome on the stage, ribbon cutting to start the walk, and a year of bragging rights!

ADULT FRIENDSHIP CLUB

The Friendship Club is a social club for adults with Down syndrome to experience independence, foster friendships and just have some good old fashion fun. Every Sunday the group of adults chooses activities around various Central Florida locations, so everyone can participate. The Friendship Club will be walking together at Step Up and encourages all adults with Down syndrome to join in on their team. The Friendship Club is run by volunteers to ensure safety and supervision of all adults with Down syndrome.

Don't forget to meet us at the DSACF tent during Step Up to make some friends!



SELF ADVOCATES



Are you a self-advocate ages 18+ and own your own business? We offer FREE vendor space at Step Up for individuals with Down syndrome to showcase your business!

[CLICK HERE](#) to learn more!



FIRST TIME WALKERS



There are three types of participants to choose from when registering. Please be careful to choose the right one for each person. We use this information to prepare wristbands, medals and more for your team!

1

WALKER | \$20

Any person that will attend the live event that does NOT have Down syndrome

2

Person with Down syndrome | \$20

Any person that will attend the live event and DOES have Down syndrome

3

Virtual Walker | \$20

Any person that will be joining your team, walking from a distance and will NOT be attending the live event.



SPANISH TENT

¡Hola! Tenemos muchos programas y recursos para familias dentro de la comunidad hispana. ¡Pase por la carpa de la Comunidad Española para conocernos y aprender más!

Email: informacion@dsacf.org



RESOURCE EXPO



Stop by the Resource Tent during Step Up to meet folks from many of the other nonprofits and/or services that are available that serve our loved ones with Down syndrome.



WHY FUNDRAISE



As the largest DSACF fundraising event of the year, the Step Up Walk provides a large percentage of the support needed for programs and resources needed for the DSACF to fulfill its mission throughout the year. Here are just a few examples of how that money may be used:

- Covers the costs of group classes dealing with essential early intervention building blocks along the lines of sign, music or occupational therapy
- New Family Celebration, New Parent Baskets and hospital outreach
- Family & Community Group Events to connect parents and children with each other
- Educational Workshops to empower parents with the tools to nurture and care for the unique needs of raising a child with Down syndrome
- Social Skills classes for teens with Down syndrome to prepare them for adulthood
- Social gatherings and programming for adult self-advocates

Scholarship priority is awarded to DSACF members who participate in programming and fundraising. Membership is always encouraged!



EARNING PRIZES

Want to know why we call it FUNdraising? During Walk season we always offer fundraising prizes and incentives to team captains! Some prizes change weekly and some are more spread out. Keep up with our newsletters and social media to find sprint challenges and goals to win fun awards for your team!

Not a pro at fundraising yet? Not to worry, we give prizes for things like Farthest Walker and Most Walkers on a Team!



LUCKY BUCKS



Everybody has a chance to win prizes at Step Up - whether you're an expert fundraiser or a beginner. There are two types of Lucky Bucks.

1

For each \$100 your team raises, you are awarded one Lucky Buck ticket. At Step Up, find the Lucky Bucks prizes near the stage and drop your ticket into the prize you'd like a chance winning. The more Lucky Bucks you earn, the better your chances are to win the prizes of your choice!

2

Each Team Captain Packet includes a Lucky Buck for all, no matter your fundraising total. Find these prizes at the stage.

FACEBOOK FUNDRAISERS

Fundraising just got easy when you set up a Facebook Fundraiser. Did you know the average fundraiser raises \$150?

After you register your walk team, it only takes a few clicks to link your Facebook. Set a begin/end date if you like, and start inviting your friends to support your loved one with Down syndrome. Funds will automatically import to your walk team page.

Watch this video on how to [Start a Facebook Fundraiser Now](#)



SPIRIT NIGHT

We have creative and fun ways to help you fundraise. Does your team love a restaurant like Chipotle, Blaze Pizza, Tijuana Flats? DSACF will set up a fundraiser for your team, and YOUR team gets to run it! You promote it, invite your friends to join you, and YOUR team gets the credit for the money earned.

We always suggest pairing up with another team since many of the restaurants have a minimum amount to be raised in order to get a percentage back. Don't worry - we split the money between the teams!

Sign up for a spirit fundraiser on the DSACF website or contact us with any questions!



GET SPONSORED

Ask for team sponsors from local businesses, restaurants, and more. Print their logo on your team shirt & wear them on walk day. Remember, if you help secure a walk sponsorship, the business receives the benefits and your team receives the credit! All you need to do is connect the sponsor with a DSACF staff member or Walk Committee member.





THE TAKEAWAY



The Step Up Walk is the biggest celebration of the year for the Down syndrome community. We are so excited to celebrate with you during all of October for Down Syndrome Awareness Month and at the Step Up Walk.

Most of all, thank you for your efforts in fundraising for the Down Syndrome Association of Central Florida - so that we may continue to serve and advocate for our loved ones with Down syndrome and their families.



FINISH LINE

The finish line is one of the best moments at Step Up. So cheer, sing, applaud and cross that finish line with a giant smile. Photographers will capture your memory and medals will be given to the individual with Down syndrome!
















































VOLUNTEERS



It takes approximately 150 volunteers to make Step Up possible. From parking and security to the cheer squad, we can't do it without them. You can help by referring volunteers from corporate volunteers, to youth groups from your church, to high school clubs. No group of volunteers is too big or small. Sign up a volunteer!

FUNDRAISING INCENTIVES

PRIZE	\$321+ or 10+ walkers	\$500+ or 20+ walkers	\$1,000+ or 30+ walkers	\$2,000+ or 40+ walkers	\$3,500+ or 50+ walkers	\$5,000+ or 60+ walkers	\$7,500+ or 75+ walkers	\$10,000+	\$15,000+
Guaranteed tickets to Theme Park Family Fun Days for a Year									
Giant yard greeting sign displayed in your yard week of Walk									
Food & Beverage at Team Tent									
DSACF Corkcicle									
DSACF Picnic Blanket									
DSACF Bumper Sticker									
BioBanner									
Down Syndrome Awareness Bracelet									
Down Syndrome Sticker Pack									

ADDITIONAL FUNDRAISING PRIZES

\$25,000+

2 Tickets to DSACF Down to Party Gala 2024

\$50,000+

2 Tickets to NDSS Advocacy Conference 2024 in Washington DC

ADDITIONAL PRIZES FOR TEAM TENTS

\$2,000+

Guaranteed Team Tent Space at Walk

\$5,000+

DSACF Sets Up Your Team Tent, Tables & Chairs at Walk

FUNDRAISING PRIZES

Join us at the stage on walk day at 11am for team prizes!

1st Place Money Raised Who will our 2021 FUNdraising Champion be?

2nd Place Money Raised Step Up Hero!

3rd Place Money Raised Step Up Warrior!

Farthest Walker Who is the farthest walker from DSACF's Success Center?

Most Walkers on a Team Now is the time to get your out of town friends and family walking with your team!

Most Pets on a Team Well tempered dogs are welcome at Step Up, other pets may join your team and participate virtually!

TEAM CAPTAIN RECRUITMENT & FUNDRAISING

RECRUITMENT CHECKLIST

I have...

- ☐ Set my team recruitment goal
- ☐ Help in organizing and motivating my team.
- ☐ Posted information about my walk team on social media (Facebook, IG)
- ☐ Personalized my email signature so others know I am walking and recruiting.
- ☐ Personally asked individuals to join my team.
- ☐ Encouraged team members to recruit at least one new team member to join.



FUNDRAISING CHECKLIST

I have...

- ☐ Set my team goal and shared it with team members.
- ☐ Personalized my personal and team page.
- ☐ Familiarized myself with the Team Captain Toolkit and the Walk Webpage for updated info this year.
- ☐ Asked my company or organization to make a donation to our team.
- ☐ Asked my team members and donors if their companies have a matching gift program. If so, I have encouraged them to spread the word about donating and matching funds.
- ☐ Planned at least one fundraising event for my team (e.g. bake sale, car wash, etc.).
- ☐ Told my team the date of Step Up and delegated responsibilities to them.
- ☐ Led by demonstration and made a donation to my team before I ask others to donate.
- ☐ Asked each team member to personalize their fundraising page and send 5 emails to potential donors.
- ☐ Connected my walk team to a Facebook fundraiser

FUNDRAISING TIPS

The best way to get started with fundraising is by making a plan! Here are a few steps to help you succeed.

1

Set a Goal

Decide on a fundraising goal for your team. Make it realistic and achievable!

For example: if this is your first year fundraising, you may want to start with a smaller goal like \$250 or \$500. If you are a pro..shoot for the stars!

2

Make a Plan

Look at your goal and set a realistic plan to help yourself achieve the goal.

For example: Pull out the calendar and set timely milestones. By XYZ date, send 20 emails; or by XYZ date ask 5 restaurants you visit frequently to donate. By XYZ date, I should have reached 20% of my fundraising goal.

3

Take Action

Spread the word by promoting your team, DSACF and the Step Up Walk.

For example: Write your story, share it with your friends, send the texts/emails, post on social media, follow-up a few weeks later with folks who have not donated yet. Remember to ask them to help you earn fundraising prizes along the way during incentive weeks.

4

Thank & Celebrate

After you've reached your fundraising goal, always say "thank you"!

For example: Send a message to your supporters announcing you've reached your goal and include a photo. Let them know you're not ready to stop and you want to increase your goal by 10%. Put supporters names on your team shirts, give social media shoutouts, and invite them to walk with your team on walk day!

RAISE \$250

- Ask 4 family members for \$25 = \$100
 - Ask 5 co-workers for \$10 = \$50
 - Ask 4 neighbors for \$10 = \$40
 - Ask 6 friends for \$10 = \$60
- = \$250**

RAISE \$500

- Use this fun template when asking supporters to donate. Reach your goal by filling out the board!

RAISE \$1,500

- Ask 5 friends to commit to raising \$20 from 5 friends = \$500
 - Ask 5 health professionals (pediatrician, dentist, cardiologist, eye doctor, dermatologist, endocrinologist, etc.) to donate \$100 = \$500
 - Ask your workplace Human Resources department to host a "dress down day" and charge \$5 to wear jeans on Fridays for a month. 25 employees @ 4 weeks = \$500 = \$500
- = \$1,500**

OTHER SUGGESTIONS

- Set up a Facebook Fundraiser (the average FB fundraiser raises \$150) = \$150
- Host a game night and ask 5 friends to donate \$10 to play = \$50
- Ask 3 restaurants you frequently dine at for \$50 = \$150
- Ask your child's teacher if you can speak about Down syndrome in October. Ask 5 of your child's friends to join your team. = \$100