STEP UP FOR DOWN SYNDROME WALK

VIRTUAL

#StepUp2020
#DSACF
Hello Team Captains! We cannot wait for this year's VIRTUAL Step Up for Down Syndrome Walk! It’s not just a walk, it’s a festival celebrating loved ones with Down syndrome. Although we will be celebrating at a safe distance this year, we are certain to bring you and your loved ones a spectacular day!

Host your teams individual walk October 1-17, submit your photo to DSACF and you’ll be guaranteed a placement in the LIVE Step Up Celebration Day Video on Saturday, October 31st!

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 to have you! Thank you for leading our efforts by becoming a team captain. We are here to help along every step of the way.

Leading up to the event, you can begin to create a stir on social media by posting those pre-event photos of training and preparation. Use our official hashtags #StepUp2020 and #DSACF so we see all your posts!

**TIMELINE & IMPORTANT DATES**

**August 15**  
10a-11a  
Kick Off & Team Captain Toolkit Session

**October 1**  
Down Syndrome Awareness Month Starts! Start YOUR Step Up Team Walk and Celebration!

**October 17**  
Complete Your Step Up Team Walk and Celebration. Last day to submit photos to DSACF for guaranteed placement in Step Up Day celebration video.

**October 31**  
10a  
Tune in LIVE on the DSACF Facebook page for a special Step Up celebration and presentation!

**DON'T FORGET! EARN FUNDRAISING PRIZES ALONG THE WAY!**
5 EASY WAYS TO FUNDRAISE FOR YOUR TEAM

1. Sponsor Me! Team Shirts
   Is your team is creating shirts to wear at the walk? Ask local businesses you frequent to sponsor your team and you can add their logo to the back of your shirt!

2. Give Me A %
   Restaurants will help non-profits raise funds by hosting a dinner where 10%-25% of the night's proceeds are donated to your cause. In turn, the non-profit must help drive business to their establishment that night. DSACF will SET THIS UP for you!
   Contact us get yours started!

3. Hold An Event
   Great examples are: car washes, bake sales, Dress Down for Down syndrome days

4. Matching Gifts
   Find out if your company has a matching gifts program. They are a quick and easy way to double or even triple your donations. Encourage your donors and team members to check into their companies’ policies as well.

5. Get Creative
   Stay quiet for an entire day to raise money, ask your boss to dress up silly and wash cars during lunch for donations, wear funky costumes for funds!

TEAM AWARDS & PRIZES

All participants MUST be registered as a virtual walker in order to qualify for prizes. Teams must complete their walk by October 17th.

1st Place Money Raised  Who will our 2020 FUNdrasing 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!
Biggest Age Gap on a Team Do you have the largest age gap from young to old on your team?
Most Pets on a Team     We typically do not allow pets at Step Up, now is their time to shine!
10 TIPS TO BE A SUCCESSFUL TEAM CAPTAIN

1. Get Technical
Register your team at dsacfbuddywalk.donordrive.com and use all of the helpful tools we have in place for you!
- Personalize your team page with photos or videos and tell others why you are Stepping Up
- Send personalized emails to recruit walkers, sponsors and donations for your team
- Keep track of friends joining your team and donations coming in

2. Recruit
Ask your friends, family, coworkers, classmates and friends from the community to join your team!

3. Theme Your Team
Pick a fun theme or color for your team and go all out! Themes can include your favorite princess, superhero, or your favorite color. Create a banner for your team to hold during your walk!

4. Set Your Goal
Decide on a fundraising goal for your team that you feel is reasonable to obtain. Ask each team member to commit to setting a personal fundraising goal that counts towards your team. A good personal goal to start at is $200 per team member.

5. Get Loud on Social Media
Promote your team on Facebook, Instagram, Twitter and more! Use #StepUp2020 & #DSACF

6. Get Your Community Involved
Hold a fundraising night for your team at a local restaurant. DSACF will set your team up with this!

7. Stay Current
Stay up to date with upcoming events and important information by reading the Step Up Newsletter and following us on social media

8. Kickoff Party
Team Captains should register for our Virtual Kickoff and Team Captain Toolkit Session to cover the changes for our 2020 virtual Walk!

9. Walk
Complete your individual Team’s Step Up Walk from October 1st-17th, send your team photo, and then tune in LIVE on October 31st for a fantastic celebration from the safety of your home!

10. Thank Your Team
Send thank you notes to your team members to show your gratitude! DSACF can help you run a report with your team participants.
**FunDraise your way to this year's NEW incentives!**

### Step Up 2020 Fundraising Incentives by Amount Raised

<table>
<thead>
<tr>
<th>INCENTIVES</th>
<th>Create Team &amp; Raise $321</th>
<th>$500-999</th>
<th>$1,000-1,499</th>
<th>$1,500-2,499</th>
<th>$2,500-4,999</th>
<th>$5,000-7,499</th>
<th>$7,500+</th>
<th>GRAND PRIZE (TOP TEAM, $20,000+)</th>
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<tr>
<td>Family Trip (for 3) to Washington DC for the NDSS Buddy Walk on Washington Conference 2021 (flights, hotel, conference fees)</td>
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<tr>
<td>Entrepreneur Academy Gift Basket</td>
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<td>Walk a Mile in Style Package</td>
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<td>Celebration Day Kit</td>
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<tr>
<td>Team Name on Walk Shirt (due by September 3rd)</td>
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<td>BioBanners</td>
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<td>Custom Button with Self-Advocate Photo</td>
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<td>Step Up Walk Yard Sign (due by September 16th)</td>
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### Step Up 2020 Fundraising Incentives by Number of Walkers

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<th>10-19</th>
<th>20-29</th>
<th>30-39</th>
<th>40-49</th>
<th>50-75</th>
<th>75+</th>
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COMPLETE THE SCAVENGER HUNT

In addition to this year's exciting FUNdraising prizes, the more your Step Up Team participates, the more chances you have to win prizes! Complete our exciting Scavenger Hunt challenge during your Step Up Walk!

Team Captains should submit photos taken by their team

ITEM 1: Arrow
Take your team Walk photo with an arrow you find along the way!

Include Item 1 & receive an entry for Prize 1!

ITEM 2: Yellow & Blue
Take your team Walk photo with something yellow & blue you find along the way!

Include Item 2 & receive an entry for Prize 2!

ITEM 3: The Number 21
Take your team Walk photo by incorporating 21 along the way!

Include Item 3 & receive an entry for Prize 3!