



TEAM CAPTAIN TIPS

Thanks for signing up to be a Step Up Team Captain! This event would not be successful without YOU! We have created incentive prizes as a way to thank our team captains for all their effort and now we've created some tips to get you started!

WHY fundraise?

"Giving is not just about making a donation. It's about making a difference." – Kathy Calvin

People want to know what their money is going to support and here is a basic explanation of how DSPNT uses money raised through this event:

Step Up for Down Syndrome 5K and Family Walk is a fundraiser and awareness opportunity for the Down Syndrome Partnership of North Texas. We are raising awareness of the potential of all individuals with Down syndrome. We are raising money that will provide support, education, and social opportunities for individuals with Down syndrome and their family members, while also educating the community about what it means to have Down syndrome.

People also want to know why it is important to you! Be sure and share with them what kind of events, activities, and outreach DSPNT has done that has made an impact on you and your family.

HOW to fundraise

"You won't get 100% of the donations you don't ask for."

Social Media – post your team link on your social media platforms or create a Facebook fundraiser (<https://www.facebook.com/help/990087377765844>). When DSPNT receives the check from Facebook, it will be credited to your team. It can take up to a month for the non-profit to receive the funds, so make sure you start early to get incentives!

Friends & Family – send your unique team link out via text with a picture of your loved one with Down syndrome and a short blurb about why it's important to you!

Host a small fundraiser – Raise money through a garage sale, lemonade stand, car wash, bake sale, etc. – and remember – all of these events also raise awareness!

Sell t-shirts – this has proven to be a successful way to raise money for many teams! You can personalize the shirts with your team name and use social media as a way to promote the sale. You can use platforms such as www.trybonfire.com or www.inktothepeople.com.

School fundraiser – ask your child's school if you can get their grade or the entire school behind your fundraiser! Ask students to bring in spare change and the class that brings in the most, gets a popsicle party or pizza party. Get the teachers involved! Every teacher that brings in \$3.21 gets to wear jeans. Remember – this ALSO raises awareness!

Bring in a sponsorship! Did you know that if you bring in a company or organization to sponsor the walk, that sponsorship is credited towards your team? So, share our sales packet with your dentist, eye doctor, hairdresser, favorite restaurant, favorite store, and your own employer!

WHEN to Fundraise

Keep in mind our fundraising deadlines. August 31st ends early registration (when prices go up slightly) and September 30th is the last day that donations will count towards incentive prizes.

QUESTIONS or need assistance

If you have questions or require assistance setting up your page, contact Ashley@dspnt.org or call 682-316-3121. Start today by scanning the QR code or going to [2022STEPUP](https://www.2022STEPUP.com).

