

# WALK REGISTRATION STEPS

## STEP 1: Go To:

Diversitycenterneo.org. Click on the yellow Walk, Rock and Run ribbon on the home page. On the Walk, Rock and Run page, scroll to click on "Click here to register for the 1- and 3-mile Walks and 5K Run."

## STEP 2: Choose Your Event

Click the "Sign Up" button for one of the following:

- 5K Run & Fundraise
- 3 Mile Walk & Fundraise
- 1 Mile Walk & Fundraise
- Fundraising Only - Run/Walk not included
- T-shirt Only

## STEP 3: Register

If you have used this site before, it will prompt you to sign in. Can't remember your password? No worries, just click on the reset password link!

Begin to input your personal information. Continue until you reach the "registration complete" page.

## STEP 4: Create or Join a Team

As you scroll down (after the choose your event section), you will be prompted to join or create a Group/Team. Click "Yes." Click in the box to agree to the waiver and click "Continue."

On the next page you can create or join a team. If you choose to join a team, a search box will come up. Find your team name and click on it and follow the instructions to join the team. If you choose to create a team, follow those instructions.



## STEP 5: Register Others

As you are completing your registration, take advantage of the opportunity to add other participants.

All participants receive a confirmation email.

## STEP 6: Personalize Your Page

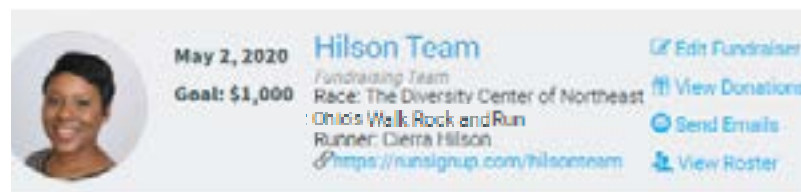
All participants/Team Captains will receive a fundraising page. You will receive a confirmation email with a link to your fundraising page. Or, you may access your page by doing the following: Go to [runsignup.com](https://runsignup.com) and login. Click on the person icon in the upper right-hand corner. Then click "Profile."



Scroll down to see your individual and team pages.

Click on the links to the right to:

- Edit Fundraiser
- View Donations
- Send Emails
- View Roster



## STEP 7: Tell About Your "WHY"

Click on "Edit Fundraiser" to:

- Create your Custom Fundraiser URL.
- Set your Fundraising Goal. Be a top fundraiser and raise \$1,000!
- Upload your Photo. Pick a great one!
- Create a Personal Message Heading. Tell WHY Diversity & Inclusion are important to you.
- Create a Personal Message to Display on your Fundraising Page. Tell your story...Tell WHY you are walking to benefit The Diversity Center of Northeast Ohio.

## STEP 8: Share

Share your fundraising page to your social media pages by clicking on the social media icons.

## STEP 9: Seek Donations

Use our Email Templates to recruit team members and seek donations. We will send Team Captains the email templates, after they have created their Team Page. Donors receive confirmation email receipts which contain their donation amount.

## Questions about Registration?

Contact Cierra Hilson at 216-752-3000 ext. 222  
[chilson@diversitycenterneo.org](mailto:chilson@diversitycenterneo.org)

# The Diversity Center of Northeast Ohio's Walk, Rock and Run TEAM CAPTAIN GUIDE



Sunday, June 21, 2020

1 & 3 Mile Walks • 5K Run  
Great Lakes Science Center

601 Erieside Ave, Cleveland, OH US 44114  
Check-In: 6:30 a.m. • Step Off: 8:30 a.m.



# TEAM CAPTAIN SUCCESS GUIDE

Thank you for agreeing to serve as a Team Captain of The Diversity Center of Northeast Ohio's 18th Annual Walk, Rock and Run.

The Diversity Center of Northeast Ohio has been dedicated to eliminating bias, bigotry, and racism since 1927. Walk, Rock and Run unifies communities across Northeast Ohio and spreads messages of respect, acceptance, and inclusion.

Walk, Rock and Run proceeds will be used to empower more than 14,000 youth and youth-serving professionals in 150 schools in 11 counties via in-school programming, conferences, and retreats to create communities where all people are connected, respected, and valued.

By taking the actions that are listed below, you will be well on your way to building a successful team!

## 1. Register Your Team at [Diversitycenterneo.org/events/walk-rock-run](http://Diversitycenterneo.org/events/walk-rock-run)

- After registering, personalize your team and personal page with a special photo, and your story.

## 2. Recruit

- Be intentional. Set a goal for your number of team members and a fundraising goal. Post both goals to your Team page.
- Everyone is busy, so share your story of "why" you're involved with Walk, Rock and Run on your personal page and on your team page. Also share your "why" in your social media and email.

## 3. Motivate

- Share your progress toward your goal for number of team members and your progress toward your fundraising goal. Friends, family, and colleagues want you to be successful and they will help you to reach your stated goal!
- Engage leadership in your workplace. Invite them to join your team and have them publicize having done so. Ask them to provide an incentive to help you to motivate your team.
- Challenge team members to invite their family and friends to walk and donate.
- Encourage each team member to fundraise.
- Create a competition within your team and offer a fun prize!

## 4. Celebrate

- Recognize each new team member and make them feel special.
- Send emails to your entire team and highlight achievements of team members.
- Create team signs, a team t-shirt, or wear a team color at Walk, Rock and Run.
- Celebrate your team on Sunday, June 21. Pick a place to meet at the Great Lakes Science Center plaza, and take a team photo. Post to social media. #WalkRockRun

## 5. Use Your Social Media



Step 1: Register as an INDIVIDUAL participant on The Diversity Center's website, to make sure the funds that you raise are credited to your Walk, Rock and Run goal.

Step 2: Once your page is complete, connect to Facebook by clicking the Facebook icon. Set up a Facebook Fundraiser, and your donations will show on your Walk, Rock and Run page. Ask all of your Facebook friends to join your team and donate. #WalkRockRun



Tweet links to your fundraising page before the Walk, and tweet photos from the event on June 21st. #WalkRockRun



Post a link to your fundraising page and ask your LinkedIn followers to donate and/or join your team.

## 6. Become a Diversity Champion

Lead the way. When you raise \$1,000 + on your personal fundraising page, you become a Diversity Champion! We will show you how much we appreciate you on event day at our Diversity Friend, Booster and Champion Tent. Get ready to celebrate!

Earn these Incentives:

PERSONALLY RAISE	YOUR TITLE	YOUR SWAG
\$250	Diversity Friend	Lei to wear as a badge of honor, coffee and donuts
\$500	Diversity Booster	Diversity Center hat, coffee and donuts, access to selfie station
\$1,000	Diversity Champion	Diversity Center hat, coffee and donuts, access to selfie station, stainless steel water bottle and Walk t-shirt



### Join the Competition!

2nd Annual Workplace Traveling Trophy and Top Individual Fundraising Prize!

You will have bragging rights for a year! Grand Marshal Russ Mitchell, Channel 3 News Anchor, will present your trophy or prize to you at TV-3. You will also be featured on TV-3's website and The Diversity Center's website.

**Top Workplace Fundraising Prize:** Traveling Trophy

**Top Individual Fundraising Prize:** Two Diamond Box seats at a Cleveland Indians game, and one night stay with breakfast for two at historic Renaissance Cleveland Hotel

### Questions about Fundraising?

Contact Pat Lyden at 216-752-3000 ext. 230  
[plyden@diversitycenterneo.org](mailto:plyden@diversitycenterneo.org)

