

The Diversity Center of Northeast Ohio's
Walk, Rock and Run

TEAM CAPTAIN GUIDE

19th Annual

Walk Rock and Run

Diversity
Center
of northeast ohio



Saturday, May 22, 2021

Virtual 1 & 3 Mile Walks • 5K Run



MEDICAL MUTUAL®



Walk, Rock and Run! May 22, 2021
[Diversitycenterneo.org/events/walk-rock-run/](https://diversitycenterneo.org/events/walk-rock-run/)

TEAM CAPTAIN SUCCESS GUIDE

Thank you for agreeing to serve as a Team Captain of The Diversity Center's 19th 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 students and educators in 11 counties 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

- 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 for members to print and hold as they walk, or create a team t-shirt.
- Celebrate your team via Zoom! Take a team photo of the screen. Post to social media. <https://www.facebook.com/DiversityCenterNEO/>, #WalkRockRun.



5. Use Your Social Media



Step 1: Register as an INDIVIDUAL Walk, Rock and Run participant.

Step 2: After your page is complete, connect to Facebook by clicking the Facebook icon FROM your Walk page. 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 and donate. #WalkRockRun



Tweet links to your fundraising page before the Walk, and tweet photos from the event. #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 \$500 + on your personal fundraising page, you become a Diversity Champion! We will mail a complimentary Walk, Rock and Run t-shirt to you after the event!



Join the Competition!

3rd Annual Workplace Traveling Trophy and Top Individual Fundraising Prize! You will have bragging rights for a year! Grand Marshal Russ Mitchell, Anchor WKYC 3 News, will present your trophy or prize to you virtually. Our Walk, Rock and Run Awards Ceremony will be featured on TV-3's website and The Diversity Center's website.

To qualify for prizes, The Diversity Center must be in receipt of all funds by 4 p.m. on Friday, June 4th.

Top Workplace Fundraising Prize:
Traveling Trophy and participation in Awards Ceremony!

Top Individual Fundraising Prize: The Rock Hall Special Experience and participation in Awards Ceremony! Rock Hall Special Experience includes:

- **Private Tour (6 tickets)**
- **Gift Bag**
- **Chance to Play Hall of Fame DJ (Blast your favorite song over the museum PA system!)**

Questions about Fundraising?

Contact Pat Lyden at 216-752-3000 ext. 230
plyden@diversitycenterneo.org



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diversitycenterneo.org/events/walk-rock-run/

WALK REGISTRATION STEPS

STEP 1: Go To:

<https://www.diversitycenterneo.org/events/walk-rock-run/>

Click on "Click here to register for the 1 & 3 mile Walks and 5K Run"

STEP 2: Choose Your Event

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

- Virtual 5K Run and Fundraise
- Virtual 3 Mile Walk and Fundraise
- Virtual 1 Mile Walk and Fundraise
- Shirt Only – Run/Walk Not Included

STEP 3: Register

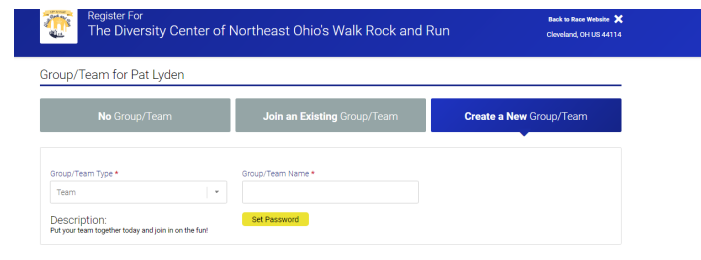
If you have used this site before, it will prompt you to sign in. Can't remember your password? No worries, just click on the reset password link!

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.



The screenshot shows a registration page for "The Diversity Center of Northeast Ohio's Walk Rock and Run". It features a header with a logo and navigation links. Below the header, there are three buttons: "No Group/Team", "Join an Existing Group/Team", and "Create a New Group/Team". The "Create a New Group/Team" button is highlighted. Below the buttons, there is a form with fields for "Group/Team Type" (set to "Team"), "Group/Team Name", and "Description". A "Set Password" button is also visible.

STEP 5: Register Others

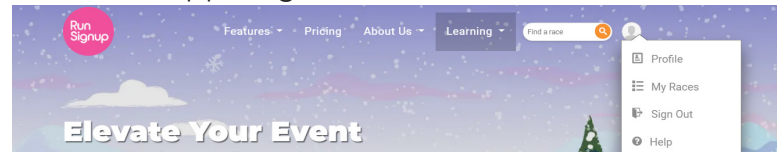
As you are completing your registration, take advantage of the opportunity to add other participants.

All participants receive a confirmation email.

STEP 6: Personalize Your Page

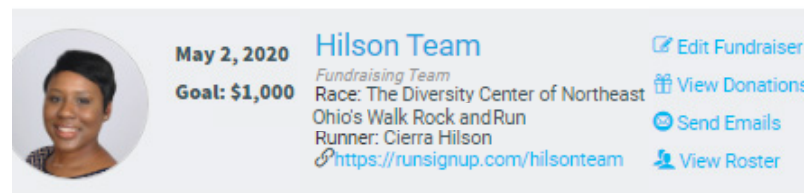
All participants/Team Captains will receive a fundraising page. You will receive a confirmation email with a link to your fundraising page. Or, you may access your page by doing the following:

Go to runsignup.com 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. Go BIG!
- Upload your Photo.
- Create a Personal Message Heading. Tell WHY Justice, Equity, Diversity and Inclusion (JEDI) are important to you.
- Create a Personal Message to Display on your Fundraising Page. Tell your story...your WHY.

STEP 8: Share

To make your Facebook donations credit and show to your fundraising page:

Step 1: Register as an INDIVIDUAL Walk, Rock and Run participant.

Step 2: After your page is complete, connect to Facebook by clicking the Facebook icon FROM your Walk page. 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 and donate. See our chart for more social media tips.

STEP 9: Seek Donations

Your family, friends and colleagues want you to succeed. Most people need a few prompts before they act, so follow up a few times after your initial ask. If you raise \$500, we will mail a complimentary t-shirt to you!

Questions about Registration?

Contact Adam Petrovic at apetrovic@hermesccleveland.com



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