

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

# TEAM CAPTAIN GUIDE

20<sup>th</sup> Anniversary



Saturday, May 7, 2022

1 & 3 Mile Walks · 5k Run

Rock and Roll Hall of Fame

1100 Rock and Roll Blvd., Cleveland, OH 44114



Walk, Rock, Roll and Run! May 7, 2022  
[Diversitycenterneo.org/events/walk-rock-roll-run/](https://diversitycenterneo.org/events/walk-rock-roll-run/)

# TEAM CAPTAIN SUCCESS GUIDE

Thank you for agreeing to serve as a Team Captain of The Diversity Center's Walk, Rock, Roll and Run.

The Diversity Center is the leading advocate for justice, equity, diversity, and inclusion in Northeast Ohio. Diversity has been our mission – and our challenge – since 1927. We believe diversity makes us all stronger – in our classrooms, our workplaces, and across our community. But achieving diversity is harder than ever. In today's polarized environment, anti-Semitism, bigotry, and racism continue to thrive. Our work has never been more important.

When you support our work, you are helping a new generation of students and future leaders embrace their differences and become change agents for inclusion and diversity in our region. Your sponsorship(s) will allow us the opportunity to empower more than 10,000 youth and educators in 11 counties during the 2022-2023 academic year.

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 <https://www.diversitycenterneo.org/events/walk-rock-roll-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, Roll 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! Take a team photo. Post to social media. <https://www.facebook.com/DiversityCenterNEO/>, #WalkRockRollRun.



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## 5. Use Your Social Media



Step 1: Register as an INDIVIDUAL Walk, Rock, Roll 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! You receive complimentary Walk, Rock, Roll and Run t-shirt.



### Join the Competition!

**4th 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 Monday, May 9th.

**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 Peggy Zone Fisher at 216-752-3000 ext. 227  
pzfisher@diversitycenterneo.org

#### Questions about Team Captains?

Contact Cierra Hilson at 216-752-3000 ext. 222  
chilson@diversitycenterneo.org



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# WALK REGISTRATION STEPS

## STEP 1: Go To:

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

Register For  
The Diversity Center of Northeast Ohio's Walk Rock and Run  
Cleveland, OH US 44114

Group/Team for Pat Lyden

No Group/Team | Join an Existing Group/Team | Create a New Group/Team

Group/Team Type \*  
Team

Group/Team Name \*

Description:  
Put your team together today and join in on the fun!

Set Password

## STEP 5: Register Others

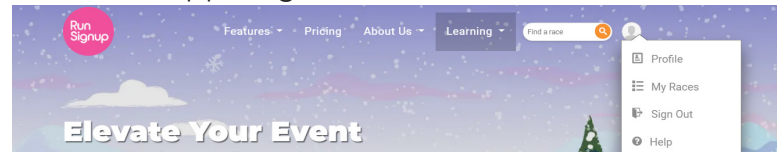
As you are completing your registration, take advantage of the opportunity to add other participants.

All participants receive a confirmation email.

## STEP 6: Personalize Your Page

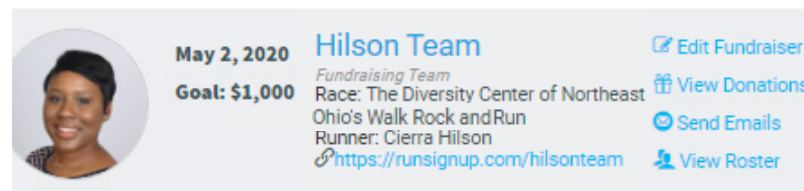
All participants/Team Captains will receive a fundraising page. You will receive a confirmation email with a link to your fundraising page. Or, you may access your page by doing the following:

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. 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, Roll 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 Cierra Hilson at [chilson@diversitycenterneo.org](mailto:chilson@diversitycenterneo.org)



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