



The  
**Diversity Center**  
*of northeast ohio*

# Team Captain Guide



**Join Us Saturday, May 4, 2024!**

1 & 3 Mile Walks · 5k Run

**Great Lakes Science Center**

601 Erieside Ave., Cleveland, OH 44114

## WHO WE ARE

**Mission:** Founded in 1927, we are dedicated to eliminating bias, bigotry, and racism.

**Vision:** creating communities where all people are connected, respected, and valued.

**Core Programs:**

School & Youth programs,  
*LeadDIVERSITY*, and  
SHIFT consulting.

**Commitment to Education:** Through our programs, we conduct workshops and training, empowering individuals and communities for a more accepting and understanding Northeast Ohio.

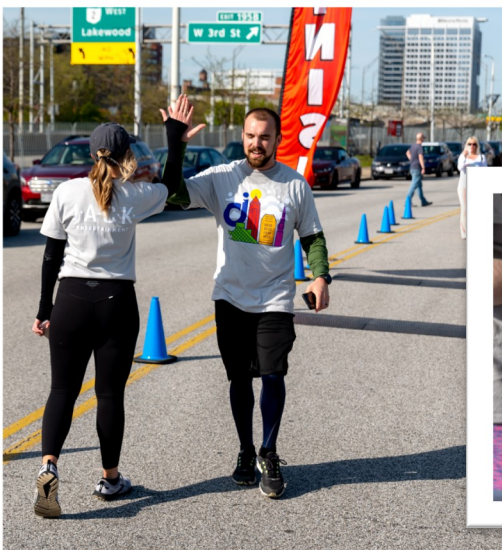
## A Guide to Successfully Forming a Team Champions for Equity

Are you ready to make strides towards a brighter, more inclusive future? Form a Team and join us on **May 4th, 2024, at the Great Lakes Science Center for the 22nd Annual Walk, Rock, Roll and Run**, hosted by The Diversity Center of Northeast Ohio. We are thrilled to invite you to be a part of something truly transformative.

### How This Guide Works

Welcome to your team-forming guide! In the next few pages, we've crafted easy-to-follow, step-by-step instructions to help you not only create your team but also master the art of sharing it seamlessly on social media. But that's not all—is your company aiming for the pinnacle of participation? Discover how to enter the esteemed **Top Workplace Competition** and set your sights on winning the prestigious **Top Workplace Traveling Trophy**.

But wait, there's more! Uncover the exciting opportunities to snag individual prizes as the top fundraiser and even compete for a fantastic basket of prizes. This guide is your key to not just participation, but to elevating your experience and making it truly memorable. Let's get started!





**in Fiscal Year 2023:**

**1000 Students**

served across 7 counties in  
the last fiscal year.



**809 Educators**

received professional  
development training from  
our organization.



**191 Workshops**

with our School & Youth team  
resulting in approximately **4000**  
student and educator engagements.



**1,652 Professionals**

received professional development  
from our **SHIFT Consulting** team.



**47 Leaders**

participated in our  
**LeadDIVERSITY** program for  
professionals and community  
leaders.



**Follow @Diversity\_NEO for More!**



## Forming a Team—The Nuts and Bolts

### Quick Guide for the 22nd Annual Walk, Rock, Roll & Run

- Go To:** Visit the [RunSignUp link](#), click on “register for 1 & 3 mile Walks and 5K Run
- Choose Your Event:** Sign up for your preferred event, a) 5K Run and Fundraise, b) 3 Mile Walk and Fundraise, c) 1 Mile Walk and Fundraise, or d) Shirt Only (the Run/Walks are not included in this option)
- Registration:** Log in if you've visited before; reset your password if needed. Enter personal information and proceed to the "registration complete" page. .
- Team Creation or Joining:** After selecting your event, scroll down to find the Group/Team prompt. Click "Yes," agree to the waiver, and proceed by clicking "Continue." On the next page, choose to join or create a team. To join, search and click your team name, then follow instructions. To create, follow the provided instructions.
- Registering Additional Participants:** While finalizing your registration, seize the chance to include other participants. Each participant added will receive a confirmation email.

(con't next page)



In 2023 56% of students participating in our programs were deeply engaged.

*That's over half of our students investing 10 hours or more in our transformative programs!*

## We Transform Lives

*Age doesn't determine your impact on the world.—A Middle School Student*

*This training has made me realize my impact on the community as a student leader. Now, I have the skills to responsibly navigate all manners of situations confidently.  
—High School Student*

*A lot of the content was very applicable to the classroom, a good reminder of how to act as a person in society, and affirmation of best practices in the classroom regarding diversity. —Educator*



## Forming a Team- Quick Guide Con't

**6. Customize Your Fundraising Page:** Every participant and Team Captain will be provided with a fundraising page. Upon completing your registration, check your confirmation email for a link to your fundraising page. Alternatively, you can access your page by following these steps:

- Visit the [RunSignUp](#) link and log in.
- Click on the person icon located in the upper right-hand corner.
- Select "Profile."

**7. Unlock your "WHY" power!** Edit your fundraiser to create a unique URL, set a bold fundraising goal, add a impactful photo, and share a compelling message about why Justice, Equity, Diversity, and Inclusion (JEDI) ignite your passion.

Questions about registration? Reach out to Cierra Hilson at [Chilson@diversitycenterneo.org](mailto:Chilson@diversitycenterneo.org) or call 216-752-3000 ext 222



# Ignite your Impact on Social Media

## Facebook



Step 1: Kick off your journey as an individual participant in Walk, Rock, Roll and Run.

Step 2: Once your page is set, dive into the social scene! Connect to Facebook directly from your Walk page, launch a Facebook Fundraiser, and watch those donations light up your Walk, Rock, Roll and Run page. Don't forget to rally your Facebook crew with a call to join and donate – use #WalkRockRollRun.



## X

Before the Walk, spice up your tweets with links to your fundraising page, and during the event, share vibrant photos capturing the spirit of the day, all under the hashtag #WalkRockRollRun.



## LinkedIn

Extend the ripple on LinkedIn by posting your fundraising page link, urging your followers to contribute or even join your stellar team.

Become a true Diversity Champion – your social media stage awaits! #WalkRockRollRun



# Top Workplace Competition

## How to become and Executive Leadership Team (ELT)

### 1. Form Your Executive Leadership Team (ELT):

- **Contact Brenda Saridakis:** Email Brenda at [bsaridakis@diversitycenterneo.org](mailto:bsaridakis@diversitycenterneo.org) to confirm your ELT participation or [RSVP here](#) to sign up your team for the competition. You can also scan the below QR Code.
- Use the ["Run-Sign Up"](#) Link. Establish your workplace Walk, Rock, Roll and Run Team at [Run-Sign Up Link]. Pages 3-4 give you specific instructions
- Set goals for team size and fundraising.

### 2. Become a Diversity Champion:

- Fundraising Excellence:
- Aim to raise \$500+ on your personal fundraising page. For every \$500 you raise on your personal fundraising page, you will be automatically entered into a raffle with a chance to win fantastic prizes. Must be present to win on May 4, 2024.

### 3. Seek Sponsorship:

- We encourage you to request Company Support: Access the online [Sponsorship form here](#) or scan this QR Code

### 4. Save the Date - Virtual Kickoff:

- Participate in the Kickoff: Join our 30-minute virtual Executive Leadership Team Kickoff on February 23rd at 12 Noon.

### 5. Stay Connected:

- Engage in Follow-up Meetings: - Participate in four follow-up 30-minute virtual meetings for fundraising updates and competition status. Learn from other teams and stay motivated towards winning the Top Workplace Traveling Trophy!
- Mark Your Calendar: March 8, March 22, April 5, April 19, and May 3rd. All meetings are virtual and at 12 Noon

Sponsorship Form Scan  
the code



ELT RSVP form scan  
this code







Prizes!

## RAFFLE

Aim to raise \$500+ on your personal fundraising page. For every \$500 you raise on your personal fundraising page, you will be automatically entered into a raffle with a chance to win fantastic prizes. Must be present to win on May 4, 2024



## 6th Annual Workplace Traveling Trophy

- ⇒ **Top Workplace Traveling Trophy:** Triumph as the top Executive Leadership Team by raising the most dollars to support The Diversity Center of Northeast Ohio. Symbolizing your team's unwavering commitment to making a genuine impact.
- ⇒ **Thrilling Trophy Presentation:** Grand Marshal Russ Mitchell, WKYC TV-3's Channel 3 News Anchor, virtually or in-person, presents your well-deserved trophy.
- ⇒ **Victory Celebration at Awards Ceremony:** Bask in the glory of your win at the Walk, Rock, Roll and Run Awards Ceremony. Featured on TV-3's website and prominently displayed on The Diversity Center's website.

**Deadline for Top Workplace Fundraising Prize: Ensure all funds are received by 4 p.m. on Monday, May 6th.**

## Top Individual Fundraiser

The individual who conquers the fundraising realm and reigns supreme as the top contributor is in for a treat—the exhilarating Rock Hall Special Experience awaits! The Prize package includes:

- ⇒ **Private Tour:** 6 tickets for an exclusive behind-the-scenes exploration.
- ⇒ **Gift Bag:** Swag bag filled with surprises to commemorate your legendary experience.
- ⇒ **Hall of Fame DJ:** Play your favorite song over the museum's PA system to celebrate your victory.
- ⇒ **Award Ceremony Victory:** Celebrate your win at the Walk, Rock, Roll and Run Awards Ceremony. Featured on TV-3's and The Diversity Center's websites. .

**Deadline for Top Workplace Fundraising Prize: Ensure all funds are received by 4 p.m. on Monday, May 6th.**

# FAQs and Contact info

1. **Who forms an ELT?** Any company that aspires to stand out as a champion for communities where everyone is accepted, respected, and valued can form an Executive Leadership Team (ELT). If managing the competition feels daunting, consider delegating the responsibility to someone within your company who is passionate about the cause. For details on team responsibilities and commitments, refer to page 6. Let's join hands in making a meaningful impact!
2. **If I have questions about the registration process, whom should I contact?** For inquiries regarding the registration process, reach out to **Cierra Hilson**, our Director of Marketing and Special Events, at [CHilson@diversitycenterneo.org](mailto:CHilson@diversitycenterneo.org) or call 216-752-3000.
3. **Whom do I contact for sponsorship inquiries?** To discuss sponsorships, get in touch with Brenda Saridakis, our Chief Development Officer.
4. **For general Walk, Rock, Roll, and Run questions, who should I contact?** **Lorraine Pennick** at [Lpen-nick@diversitycenterneo.org](mailto:Lpen-nick@diversitycenterneo.org) or call 216-752-3000 for any general questions related to the event.
5. **Can I join a team without participating in the Top Workplace Competition?** Yes, absolutely! Simply follow the steps outlined in this guide to join a team.
6. **If I don't join the Top Workplace competition, will I still be considered for top fundraiser recognition?** Yes, all runners and walkers are eligible for the top individual prize, even if not participating in the Top Workplace competition.



3659 Green Rd.  
Cleveland, Ohio 44122  
216.752.3000 ph



The  
**Diversity Center**  
*of northeast ohio*

[www.DiversityCenterNEO.org](http://www.DiversityCenterNEO.org)

Contact Brenda Saridakis at [BSaridakis@diversitycenterneo.org](mailto:BSaridakis@diversitycenterneo.org) with questions. 216-752-3000 ext 230