



# 2020 Step Up for Down Syndrome Walk

October 10, 2020



down syndrome  
association for families  
of nebraska  
dsafnebraska.org

# Committee Breakdown



Marketing



Team Captain Engagement



Logistics



Event Experience



Fundraising

# Marketing Committee Responsibilities

(primarily pre-event)

This committee will collaborate closely with DSAF Marketing and Development Director on creation and distribution of the following:

- **Traditional media**
  - Write short articles/stories that could be used in newsletters, newspapers, local magazines, etc.
- **Social Media**
  - Use templates to create/share social media posts through DSAF social platforms and personal social media channels to raise awareness, increase attendance, and inform members and general public of important dates and deadlines.
- **Signage**
  - Create/design signage for day of Walk and publicity pre-Walk.
- **Other Unique Ideas**

# Team Captain Engagement Committee Responsibilities

(primarily pre-event)

This committee will be trained by DS-Connex (Step Up Walk web platform company) to carry out the following responsibilities:

- **Recruitment and Retention of Team Captains**
  - Recruit new team captains and cultivate relationships with current team captains in order to ensure their engagement prior to and the day of the Walk and fundraising success.
- **Mentoring/Answering Questions**
  - Assist new and current Team Captains with any troubleshooting questions that may arise.
- **Team Captain Fundraising Education**
  - Collaborate with Marketing Committee to create/distribute template fundraising educational materials for Team Captains.
- **Non-Traditional Teams**
  - Encourage the involvement of non-traditional teams in the Walk – i.e. schools, businesses, fraternities/sororities, events, etc.

# Logistics Committee Responsibilities

(primarily day-of)

This committee will coordinate details with Lancaster Event Center (LEC) for the day of the Walk to ensure a smooth and successful event:

- **Permitting**
  - Confirm with LEC that proper permits are in place for the event and understand rules for site use – i.e. set-up/clean-up requirements, team tent/table guidelines, sales regulations, etc.
- **Safety and Flow**
  - Ensure volunteer and participant safety, ease of foot and vehicle traffic, and overall flow of the event.
- **Parking**
  - Establish parking protocol with LEC in advance of Walk to ensure a smooth experience for all attendees and volunteers.

# Event Experience Committee Responsibilities

(both pre- and day-of)

This committee will be responsible for the planning, coordination, and execution of the majority of the day-of tasks for the Walk that make the day special for all involved:

- **Entertainment**
  - Recruit entertainment for the walk as a donation or at a discounted rate – i.e. String Beans band, face-painting, clown, fire truck, Runza Rex, etc.
- **Food**
  - Work with local food vendors to secure food/drink donations and/or discounts for Walk – i.e. coffee, donuts, bananas, popcorn, etc.
- **Volunteers**
  - Review and update current volunteer responsibilities for walk; recruit, train, and manage volunteers pre-walk (including for t-shirt sorting/distribution) and especially day-of
- **Fact Posters/Stars Display/Décor**
  - Collaborate with Marketing Committee to ensure Team Captains are aware of deadlines for Fact Posters and Stars Display; organize/arrange Fact Posters, Stars display and other décor the day of the Walk

# Fundraising Committee Responsibilities

(both day-of and pre-event)

This committee will collaborate closely with DSAF Marketing and Development Director to engage Team Captains, sponsors, and attendees in a manner that ensures the financial success of the Walk:

- **Corporate Sponsors**
  - Collaborate with Team Captain committee to ensure previous and new sponsors are properly engaged by Team Captains or DSAF prior to the Walk and that top sponsors AND Team Captains receive VIP treatment the day of the walk for their fundraising successes.
- **Team Captains**
  - Touches base with Team Captain committee to ensure Team Captains are engaged and motivated to fundraise. Assists in the creation of fundraising tutorials/resources for Team Captains as needed.
- **Merchandise Sales**
  - Inventories and organizes Walk sale of merchandise (i.e. t-shirts, bracelets, team tables window clings, etc.)

# What's Next?

Sign Up for Committees: Invite a Friend!

Monthly Meetings: April - November

Plan, Coordinate, Execute, CELEBRATE!







Mary Sweeney  
Marketing and  
Development Director  
402-202-0193,  
mary@dsafnebraska.org

Amie Lovegrove  
Step Up Walk Event  
Coordinator  
515-205-1679,  
amienreese@hotmail.com

THANK YOU!