

Email Template Language Toolkit

Reminder to Team Captains to Personalize their Team Profile

Goal: Encourage team captains to personalize their team profiles as it gives them more opportunity to secure support. We'd recommend sending to all currently registered team captains.

“Why are you walking?” “Why do you want me to join/support you?” “What impact does my support have?” These are the questions potential supporters have when they visit your team page. You can make it easy for them by personalizing your team profile!

When people understand why **[organization]** and the **[event name]** are important to you, they form a connection, and are more likely to support your efforts. Stride, our event fundraising website, makes it quick & easy to personalize your profile:

- Add a photo of your loved one with Down syndrome
- Write a brief description of your loved one and why the walk is important to your family
- Customize the URL so it has your Team Name in the link
- Set a fundraising goal for your team

It's that simple! We have great help guides to assist you through the personalization process. You can find them at: **LINK**.

Don't wait, personalize your profile today!

For Organization Social Media:

Facebook

Team Captains! Don't forget to personalize your team profile. It helps your potential supporters better connect with why you walk. Details: **[link to how to guide]**.

Twitter

Team Captains! Personalizing your team profile helps your supporters better connect with why you walk. Details: **[link to how to guide]**.