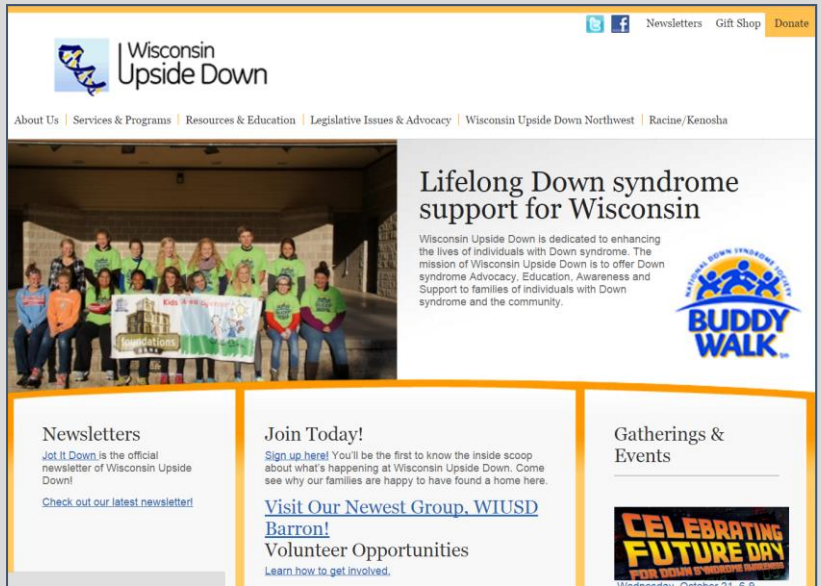**ds·connex**
Empowering Down Syndrome Communities

Promoting Walk on Your Website

5 Keys to Successful Walk Promotion on your Organization Website:

1. **Prominent Placement**
2. **Colorful Visual**
3. **Clear Event Description**
4. **Clear Call to Action**
5. **Link to Register**

What is one of the easiest ways to promote your walk to people who already have an interest in your mission? You guessed it: Your website! In 2015, an average of 9% of visitors to the Stride fundraising website came from the organization's website.

As soon as your walk registration link is live, we recommend having your walk event prominently featured on the homepage of your website. In today's digitally driven, ever increasingly mobile world, it is extremely important to make it as easy as possible for people to find your event registration website.

Before your event registration website is even live, we recommend connecting with your web developer (or whoever manages your website) to upload an image from last year's walk event, create a short description about the event, with a clickable call to action (ex: Register Today / Form a Team Today) that goes directly to your Stride fundraising website when it is live.

By doing the preparation work ahead of time, all you need is to plug in the event website link and you are ready to promote your walk!

Another best practice is to double expose your event on your website. In addition to the homepage, if you have an event tab or an events calendar, placing a photo, the event description, and the link to register in these places will also help drive your website visitors to your walk registration website.