Stride Admin User Guide

stride

Fundraising for Down Syndrome Communities

Dashboard
Settings
Content
Records
Payments
Reports

Welcome!

This document has several features to make navigation easy and intuitive. We recommend downloading and viewing it with a PDF viewer instead of in your browser to take advantage of these features.

All menus, including the table of contents, are clickable. The first page of each section has a menu on the left and at the top of the page.

The menu to the left will take you to any section of this guide.

The menu in the upper right will take you back to the table of contents.

Anytime a section in the text is referenced, you can click the blue, underlined reference and go to that page immediately.

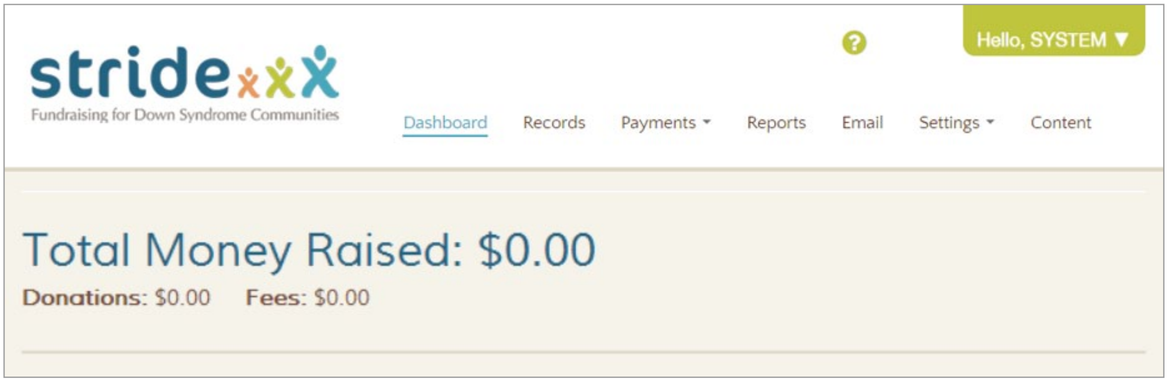
You can also navigate using the bookmarks menu in your PDF viewer.

Don't forget, if you have any questions, don't hesitate to contact us at info@ds-connex.org!

Contents

1. Dashboard

Welcome to Stride! The Dashboard is the first screen you will see when you log in using your administrative username and password. From here, you can access your records, payments, reports, settings, and content: everything you need to customize and manage your event site.

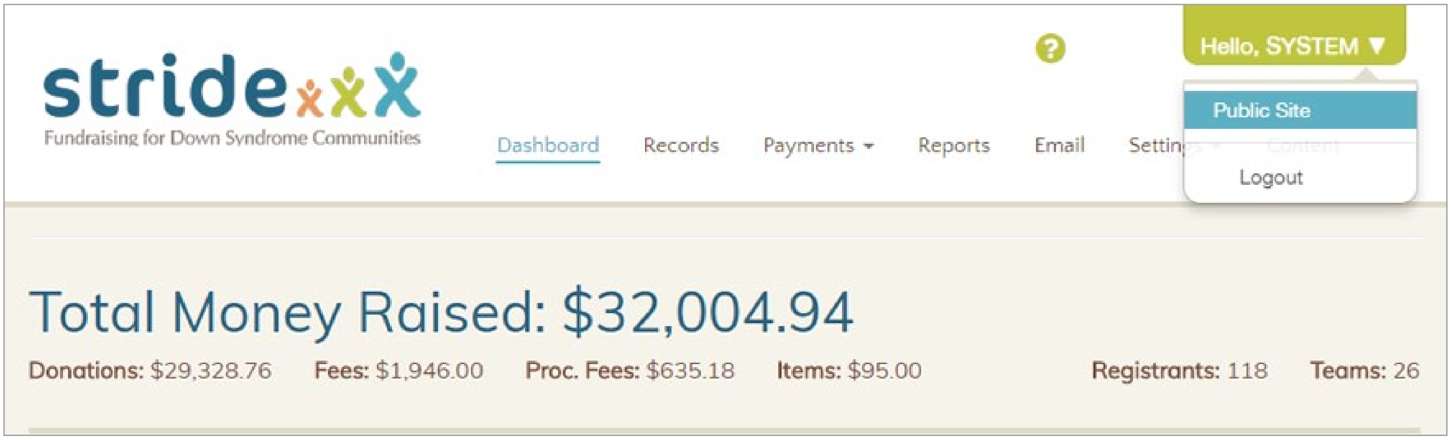


Originally, your dashboard will be empty, just like the image above. However, once registration and donations begin, the dashboard will be populated with several charts giving a statistical overview of your event. An example of a populated dashboard is shown below.

Right: Your dashboard will look like this after you've started raising money through donations and registrations.

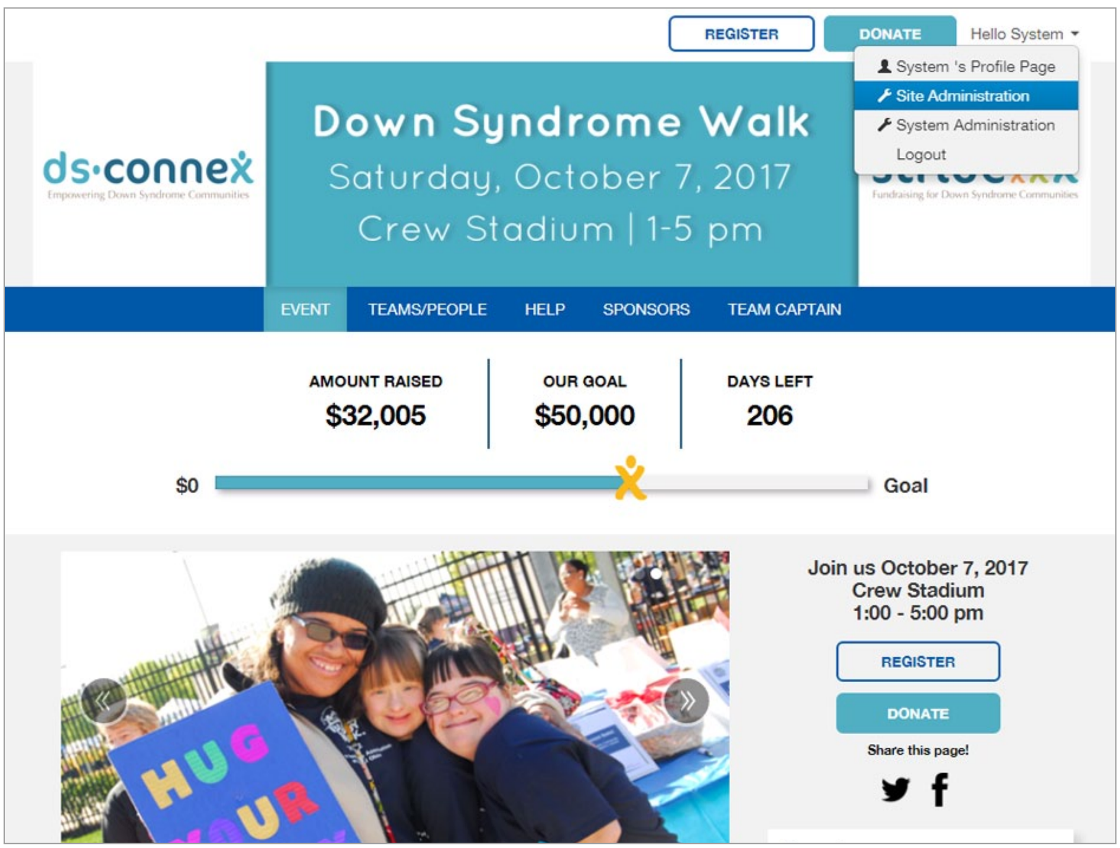
Note: For best results as site administrator, use Google Chrome, Firefox, or IE. If a change made on the site administration side is not reflected on public site, log out and then see if the change is reflected on public site.

Once you are logged in, you can switch between the public site and the administration view by clicking the green admin button at the top right-hand corner of your screen. Then, click “Public Site” on the menu that comes down.



If it’s convenient to your workflow, you can right click “Public Site” then open it in a new window or tab so that you can look at the public and administrative sites at once, refreshing the public site to see the changes you make in admin mode. You can also select “Site Administration” under “Hello [your name]” to go back to the administrative view.

Right: Toggle back to the admin site by clicking Site Administration, under the Welcome System button.



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2. Settings

The Settings tab is where you will start when designing and customizing your public web page and event. In the following pages, we will take a closer look at each of the options under the Settings tab.

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2.1 Dates

The Dates page allows you to set a date for your event, as well as specify open and close dates and times for several functions on your website.

Setting Your Event and Website Dates

When you set an event date, a countdown for your event will show up on your site home page. Aside from the event date itself, there are three main types of dates you can set: the open and close dates for the donation page, the registration page, and for the whole site.

You can choose to open or close these parts of the site whenever you like. Some event coordinators choose to leave the donation and event page open year-long, so people can always see the site and donate. Others choose to close these when the event is over. If you do decide to leave donations upon year-round, you'll need to make sure your Authorize.net account remains open as well.

Many event coordinators close registration a few days before their event to leave time to organize for attendees. If you wish to leave one of these pages open year-long or indefinitely, set its close date in the distant future.

Continued on the next page.

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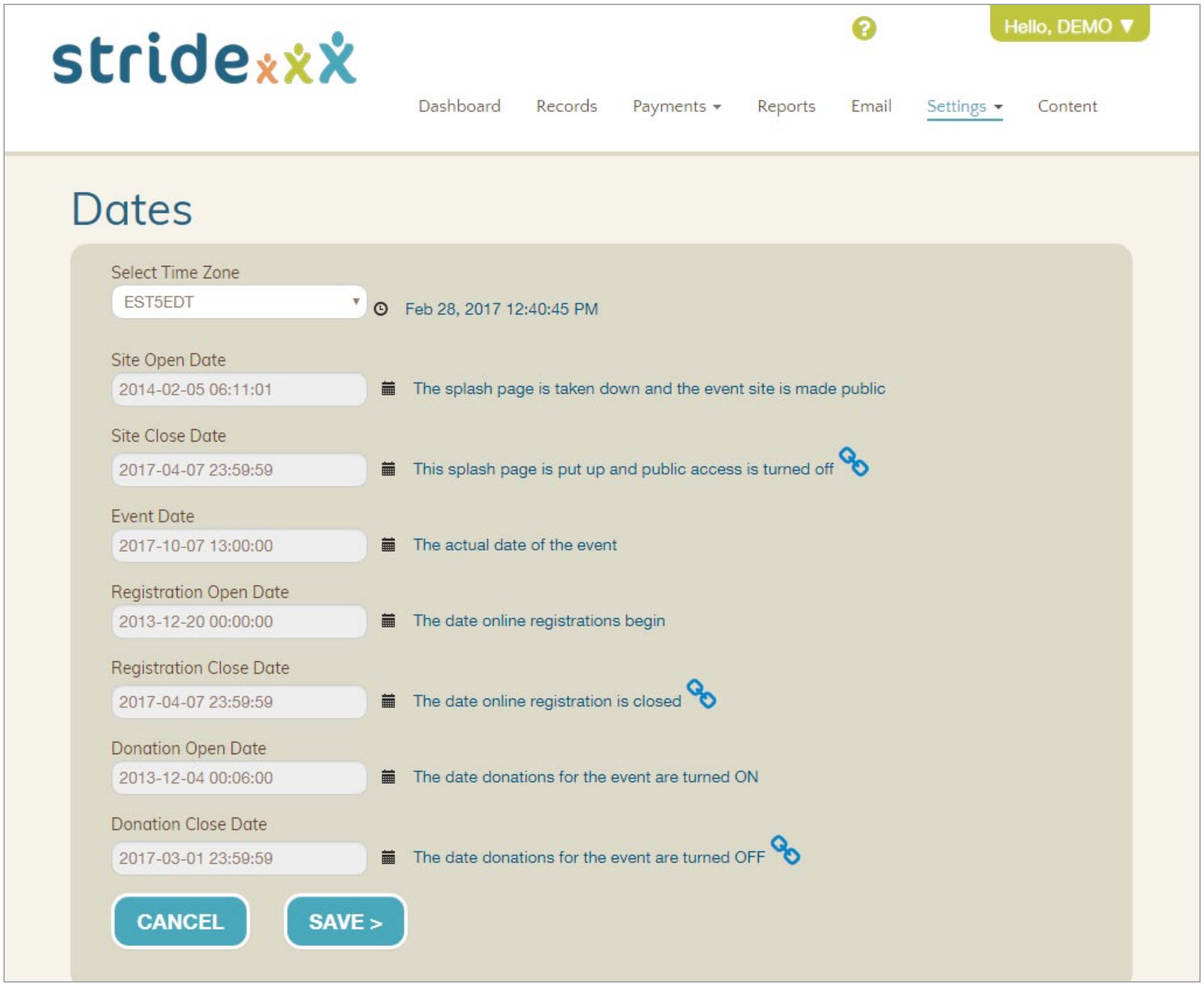
To set the dates for your event, select Dates, under the Settings tab. Use the drop-down menu at the top of the page to select your time zone. Click either the blank field or the calendar icon to edit the date. A calendar will appear.



Use the arrows at the top of the calendar to scroll between months. If you click the name of the month on the calendar, the calendar will change into a list of months. You can use this to pick a month further in the future.

If you want to go even farther into the future, click on the name of the year from this screen. It will take you to a list of all the future years. You can then click on the navigation arrows to see upcoming years.

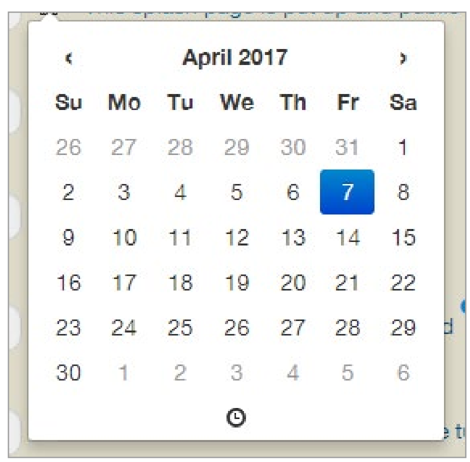
To set an exact time, click the clock icon at the bottom of the calendar. This is important to include when setting the event date, so the countdown on your event home page is accurate.

Click the up and down arrows to increase or decrease the hours, minutes, and seconds. It is a 24-hour clock.

Toggle back to calendar view by clicking the calendar button at the top of the clock.

Clicking the blue link icon to the right of a description will take you to the splash page settings, where you can edit what shows up when you try to access a part of the site that has been temporarily closed. For more info on splash pages click [here](#).

When you're done setting the date and time of the event, click on the page outside of the box to close the pop-up. Then, click Save.



Top: calendar view

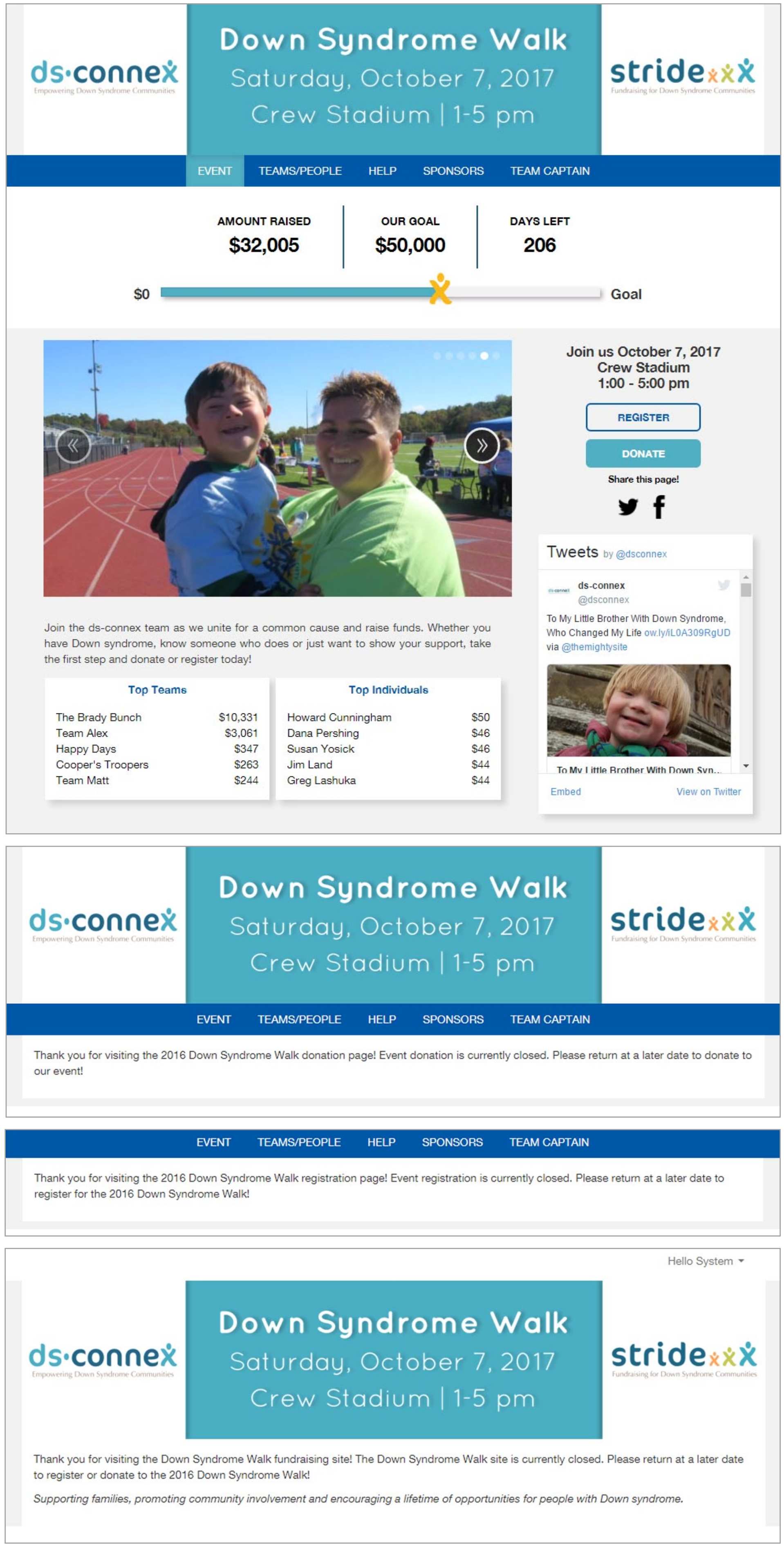
Bottom: clock view

Public Site Changes

Once you have entered a date for your event, there will be a countdown on your event home page (see right). Your settings will also be reflected in the open and close dates for registrations, donations, and the site in general.

If you visit a part of the site after it is closed, a splash page will appear, telling you that the site has been closed temporarily. Below are examples of the donation, registration, and global splash pages.

You can edit the default text that appears by going to Settings > Text Defaults > Splash Pages. For more information, click [here](#).



Right: The donation, registration, and global splash pages

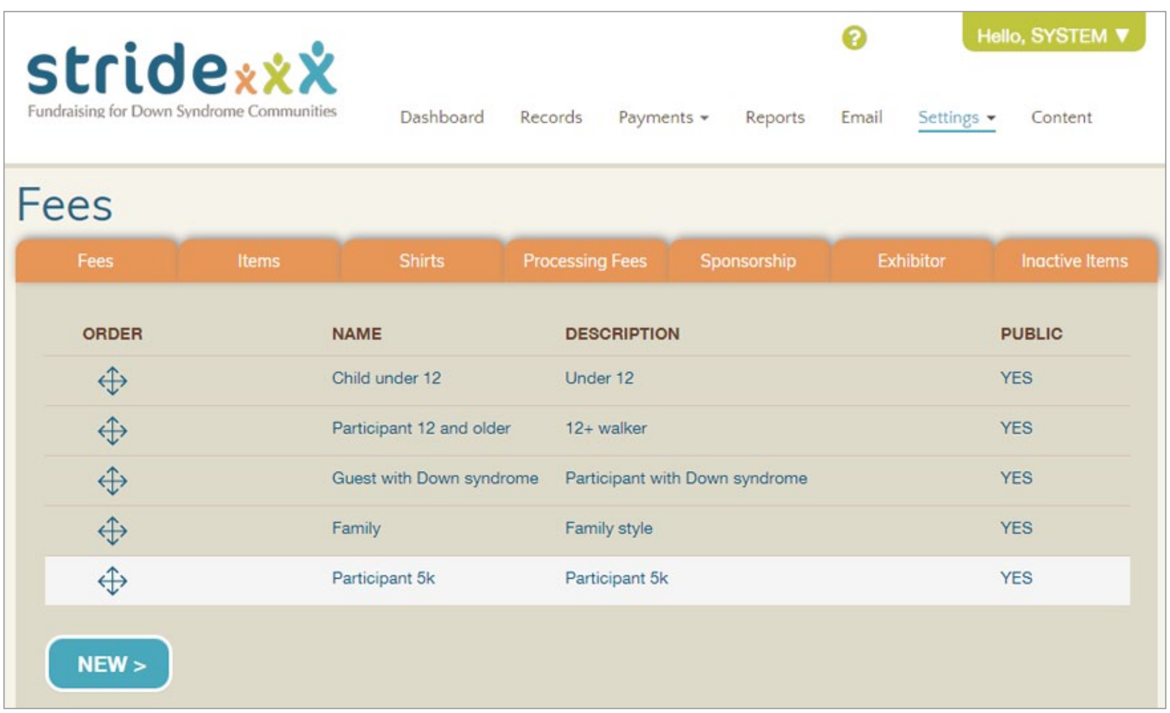
2.2 Fees

The Fees section of the site allows you to set the various registration types, or fees, that people will be able to choose from during registration. These are usually categories like Child, Adult, or Senior.

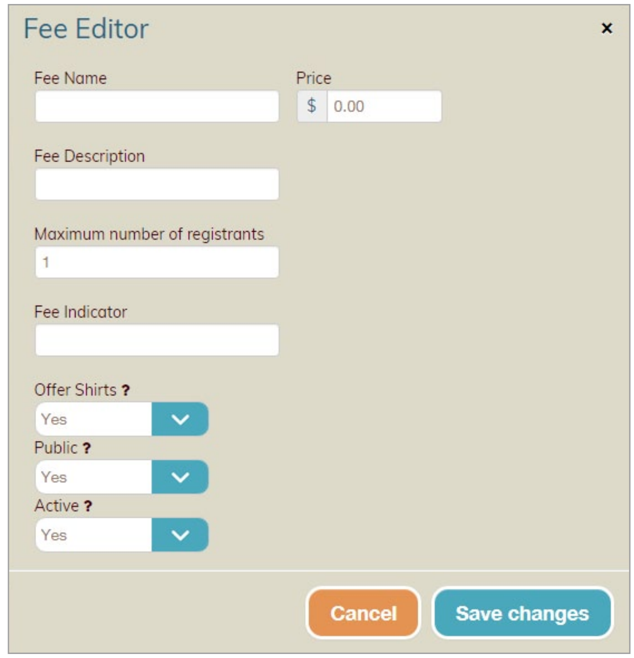
Adding and Editing Fees

To set up the fees for your event, select Fees, under Settings.

The image below is of the fee configuration page. Here, you can create specific registration types and place them in any order you like. These will show up on the public site, during the registration process. To create/add new registration types, click the blue "New" button.



To set a fee, fill out the following fields in the Fee Editor:



Fee Name: Enter the name of the fee that you want to appear on the site, for example, "Child."

Fee Description: Enter a description, such as "12 and under."

Price: Enter the fee amount.

Maximum Number of Registrants: If relevant, enter the maximum number of registrants for this fee type.

Fee Indicator: Use this to indicate a 5K so the gender and date of birth fields will be requested during registration.

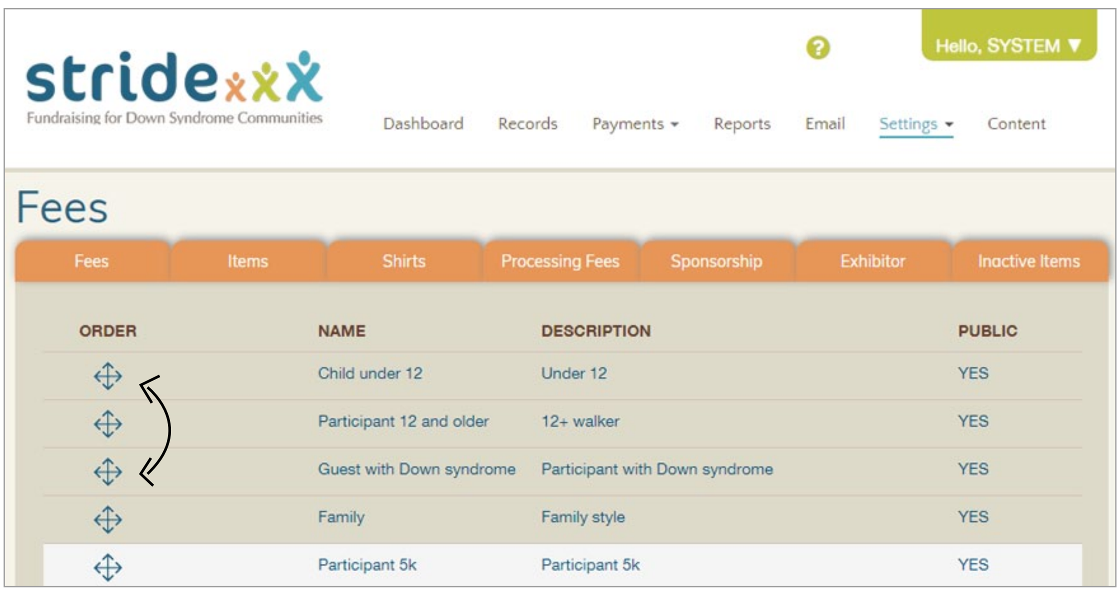
Offer Shirts: Toggle to YES to offer shirts.

Public: Toggle Public on or off by using the drop-down menu. If Public is set to "No," the registration type will not be visible on the public site. You will still be able to use it when you register people behind the scenes.

Active: Next, toggle Active on or off by using the drop-down menu. If Active is marked as "No," the registration type will not show up in reports run under the Reports section.

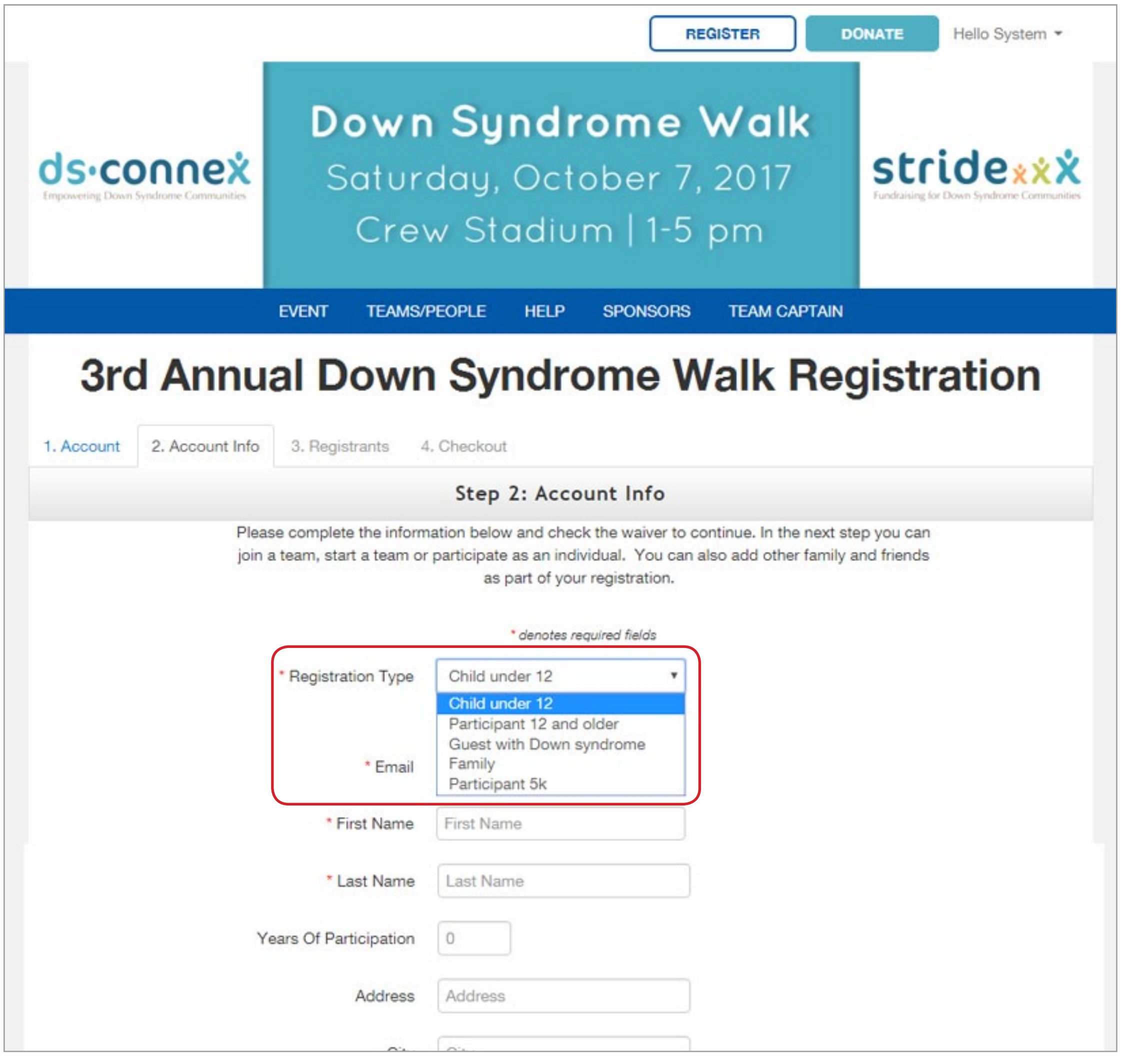
Click "New" and repeat the steps above to add another registration type. Once you have created your registration types, you can arrange them in the order you'd like them on the public site. Click and drag the cross-arrow icons to rearrange.

Right:
Rearranging the fees.



Public Site Changes

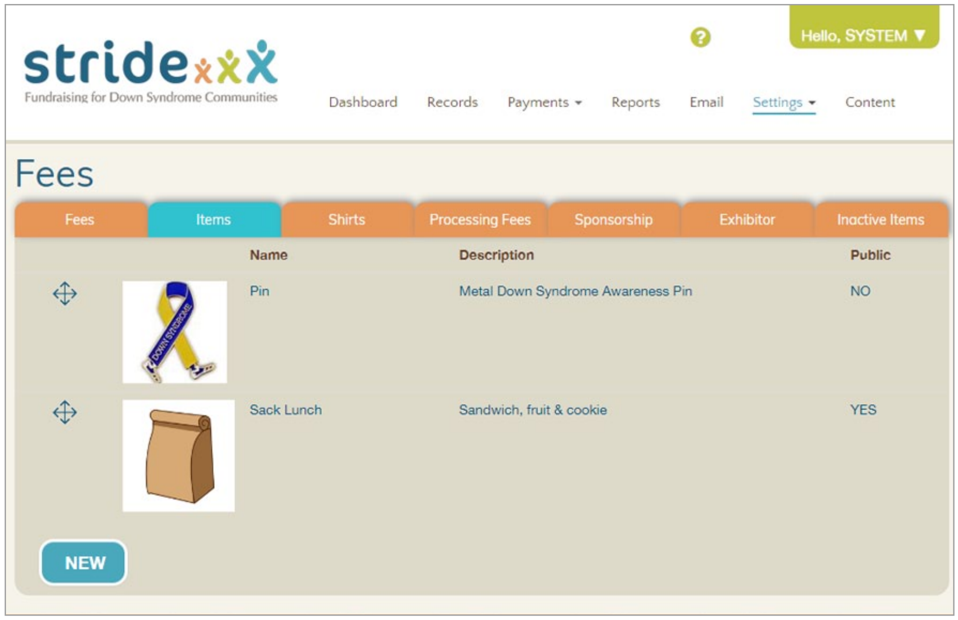
When you click Register on the public site, you will be able to see the registration types you selected in the second step, "Account Info." When you pick one, its description will appear between the Registration Type and Email fields.



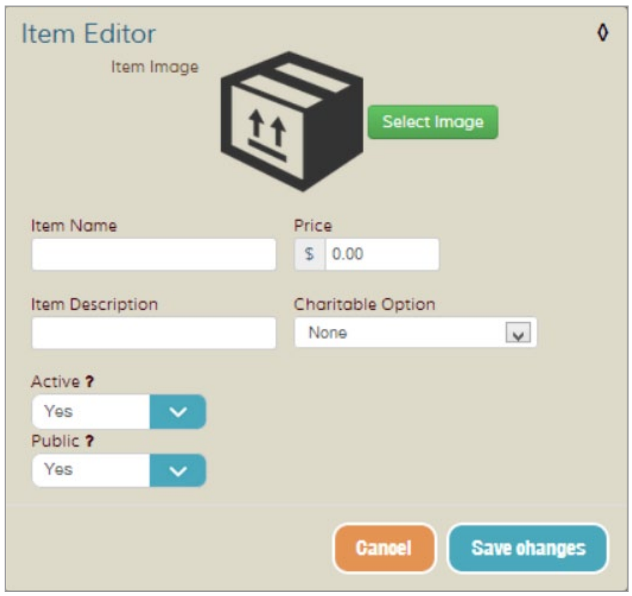
Sale Items

This option allows you to create specific sale items to sell to registrants, like water bottles or pins. These will be visible during the last step of registration.

From the Fees page, click the middle tab, Items, to add a new sale item. Select "New."



The image to the right is the pop-up that appears when you click on the blue "New" button:



Item Name: Enter an item name, such as "BandAbout Bracelet."

Item Description: Enter a description, such as "Personalized photo bracelet."

Price: Enter your item price.

Charitable Option: Choose your charitable option: None, Dollar Amount, or Percentage. This allows you to determine whether the items for sale will be eligible for a tax deduction and if so, what type.

If the item is to be tax-deductible, enter a percentage or a dollar amount in the box that pops up.

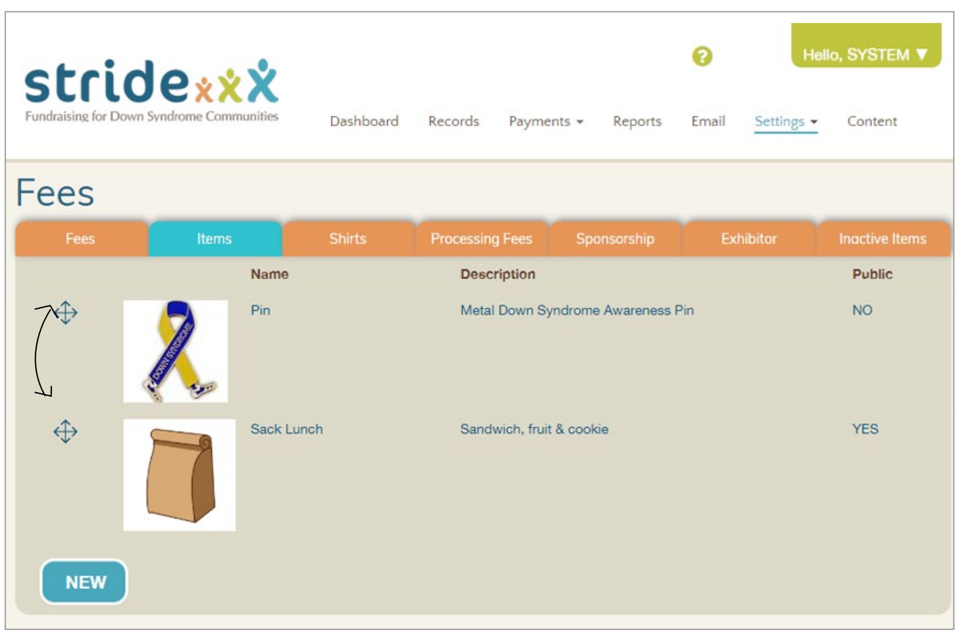
Active: Use the drop-down menu to change "Active" to "Yes" so the sale item will show up in reports run under the Reports section.

Public: Use the drop-down menu to set "Public" to "Yes" so that the public can see the sale item when registering.

Click Save changes.

Click "New" and repeat the steps above to add another sale item.

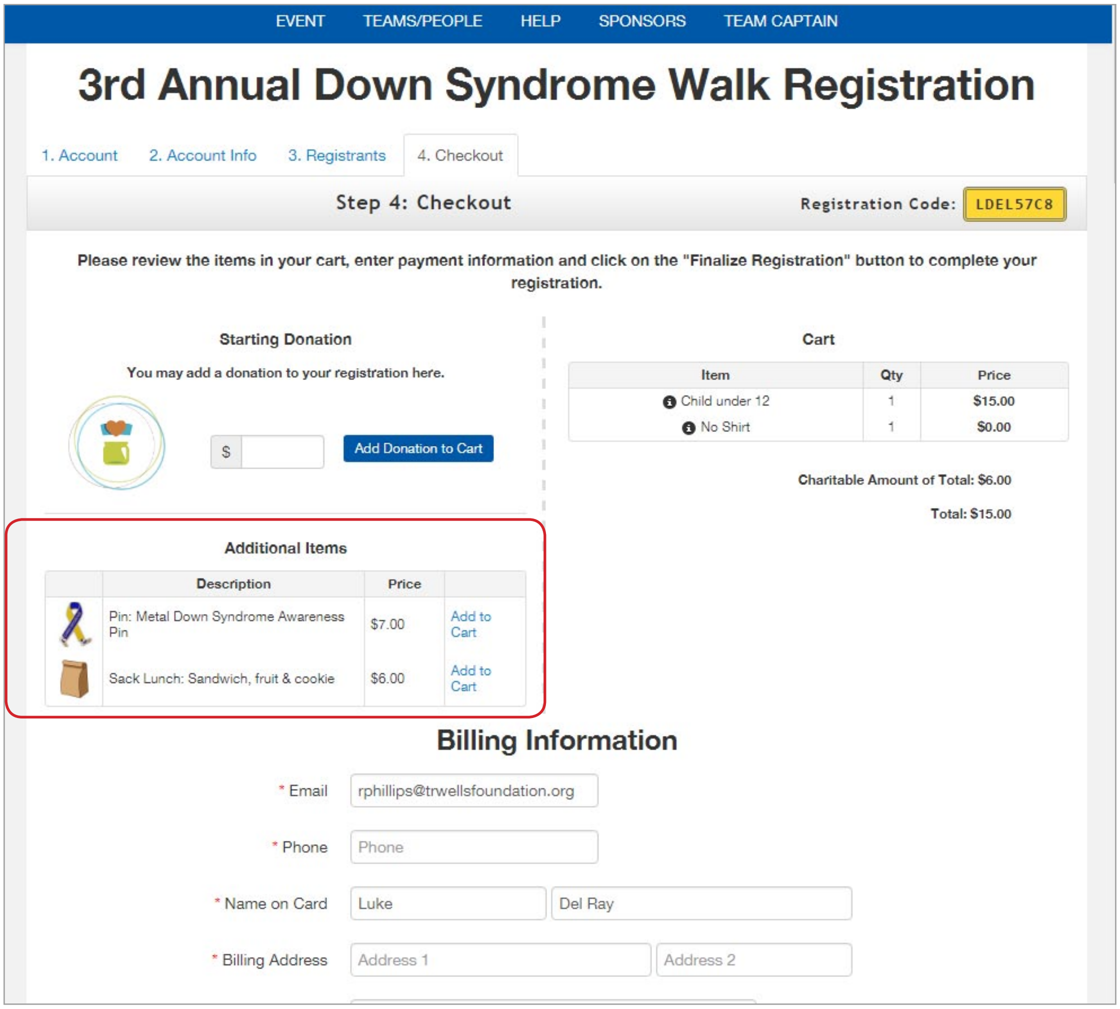
Once you have created your sale items, click and drag the multi-directional arrows to arrange them in the order you want them to appear.



Above: Rearranging the sale items.

Public Site Changes

Once you have added items for sale, they will be visible at the last stage of registration. Registrants will be able to add sale items to their cart before they finalize their registration.



Shirts

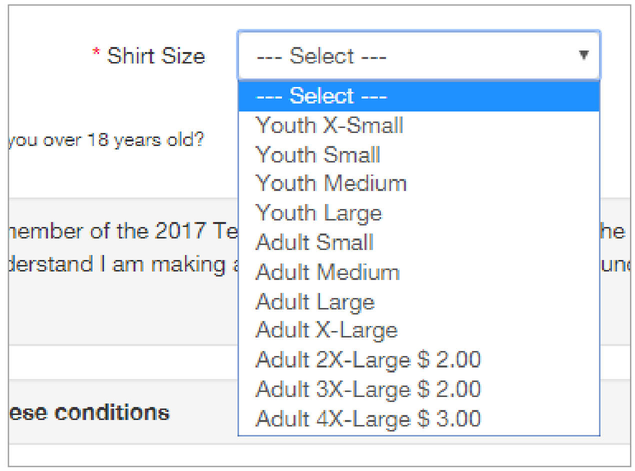
If your event includes shirts with registration, you can activate these by checking off the sizes you want to offer under Settings > Fees > Shirts.

You can customize which shirt sizes you want to offer, as well as add a surcharge if your shirt provider charges more for larger sizes. There is a wide variety of sizes available, from onesies to 5XL.

To make a shirt size show up in the shirt drop-down menu during registration, make sure the Active box is checked. To remove it from the list, click the checked box again to uncheck it.

In the Description text box, enter a description for the shirt. If you plan on making T-shirts an additional cost or having a surcharge for larger shirt sizes, it's a good idea to include this detail in the description ("Adult XXL– $2.00 extra," for example).

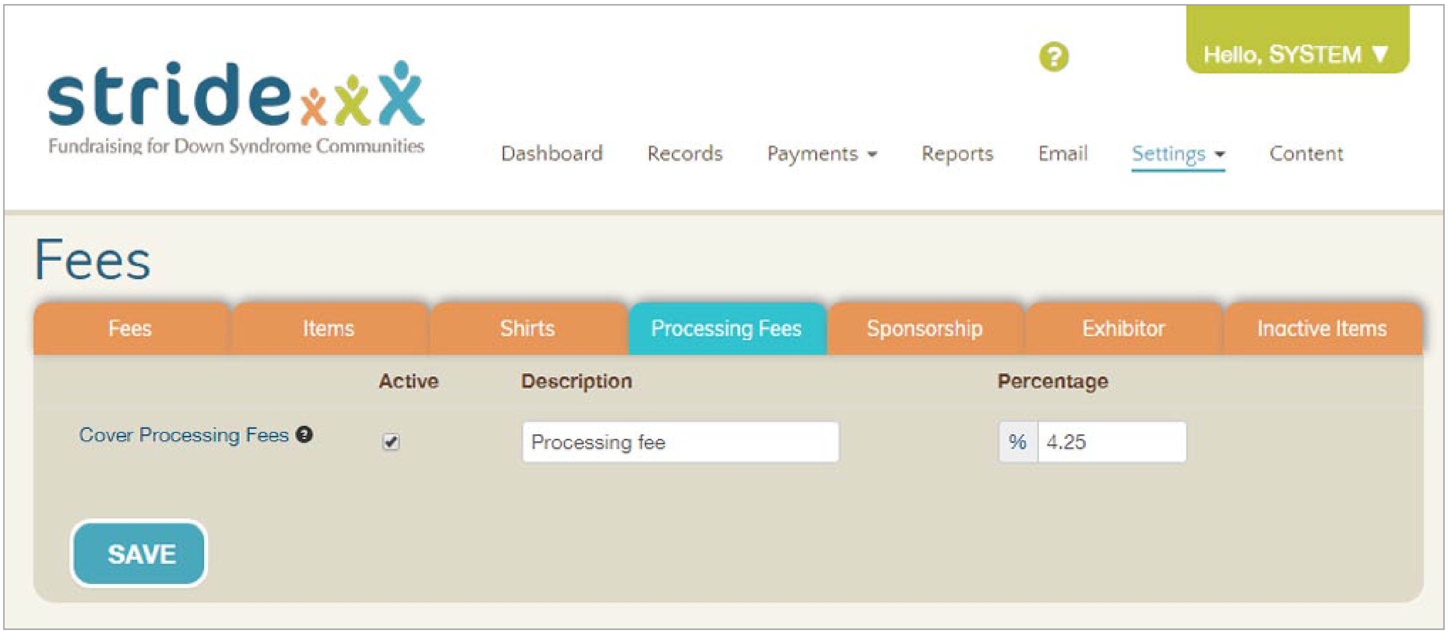
If there is an extra fee or surcharge, enter the extra amount in the Extra Charge column. Click Save when you're done.



Above: The shirt menu that appears during Step 2 of registration, reflecting the fees screenshot (right).

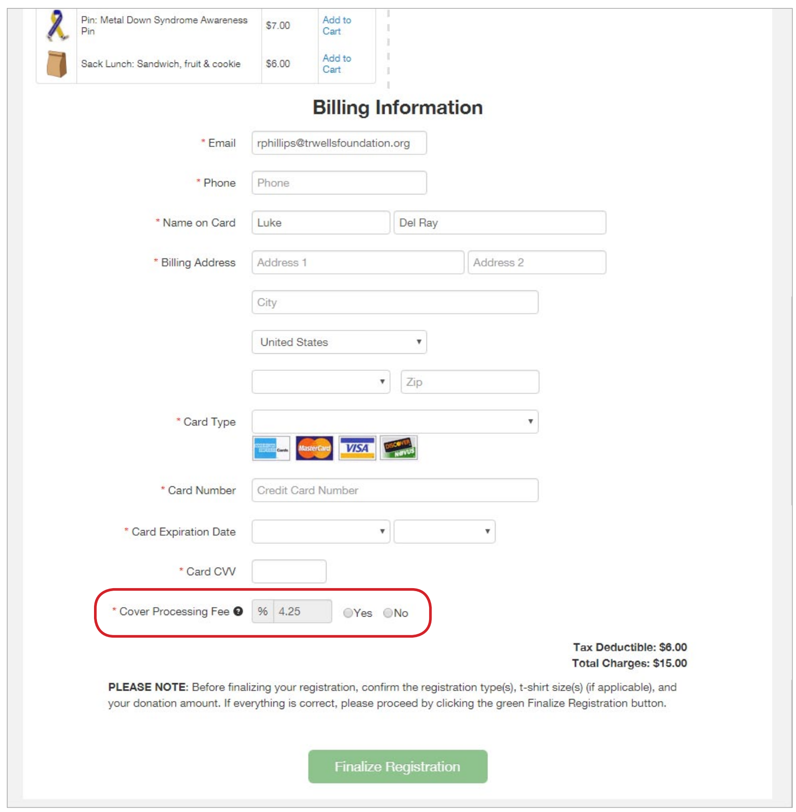
Processing Fees

Stride gives you the option of adding a processing fee that the registrant or donor can opt to cover during checkout. To add this option, make sure the “Active” box is checked. Next, enter a description and a percentage. Click Save when you’re done.



Public Site Changes

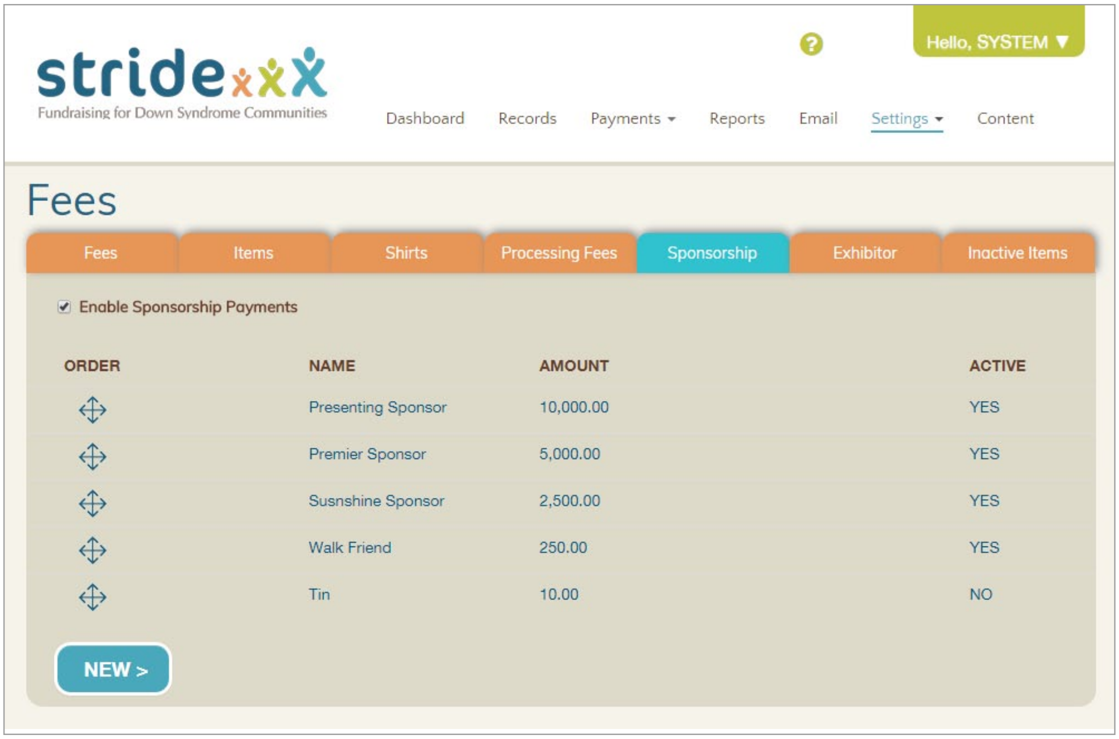
During checkout for registrations or donations, users will be able to choose to cover the processing fee, therefore helping to lessen credit card and processing fees that would otherwise take away from the funds raised.

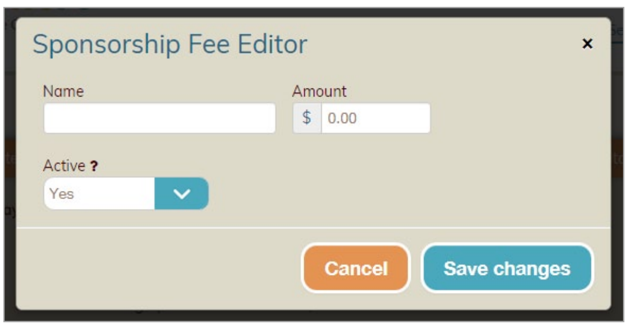


Sponsorship

Check "Enable Sponsorship Payments" to allow sponsors to pay by credit card on your site. This option will appear under the SPONSORS tab.

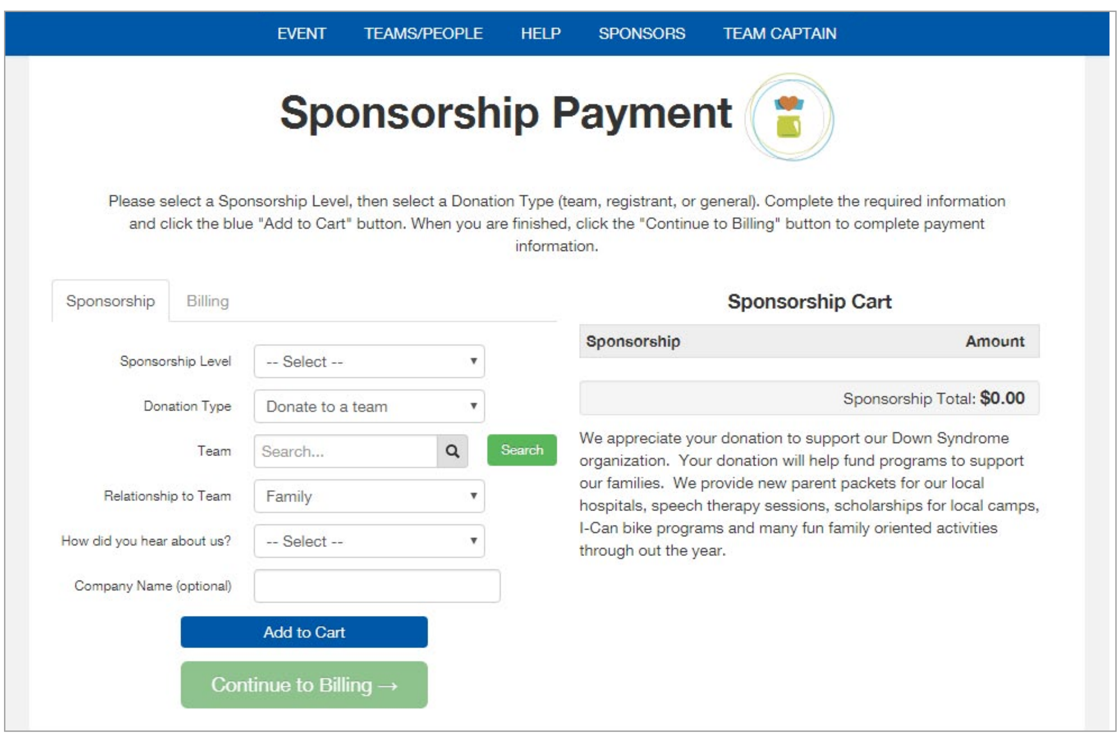
Click NEW and enter the sponsorship level name and amount. Click Save Changes and drag the arrow icon to change the order the levels appear.





Public Site Changes

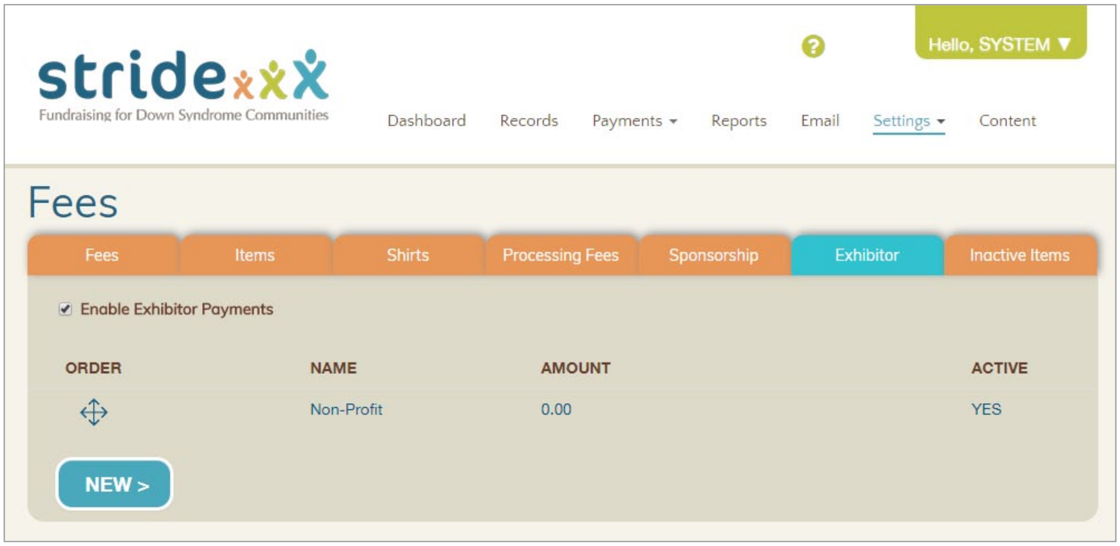
This form appears under the SPONSORS tab.

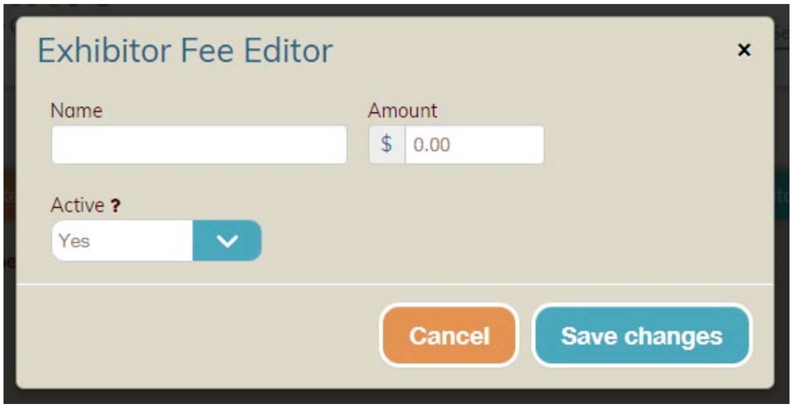


Exhibitor

This tab allows you to activate exhibitor fees, where exhibitors can pay on your site to set up at your event. This option will appear under the SPONSORS tab as "Exhibitor Enrollment."

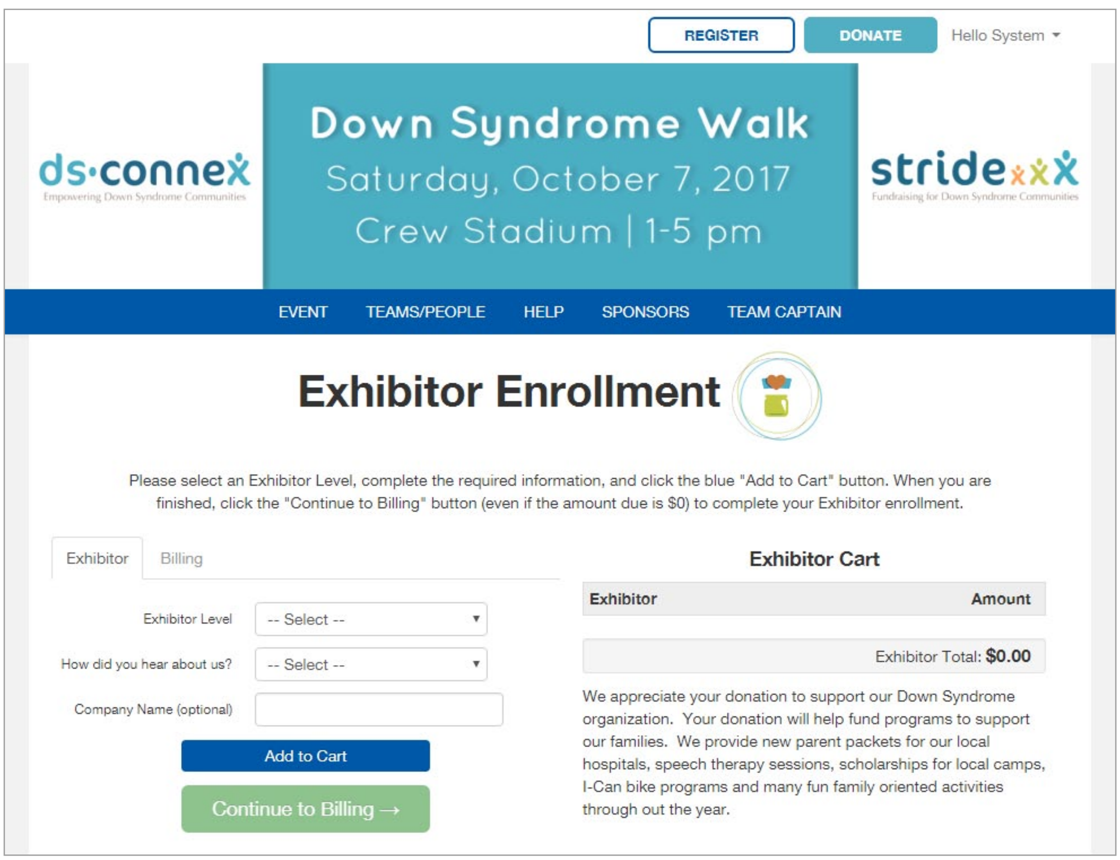
Click NEW and enter the fee name and amount. Click Save Changes and drag the arrow icon to change the order the fees appear.





Public Site Changes

This form appears under the SPONSORS tab.



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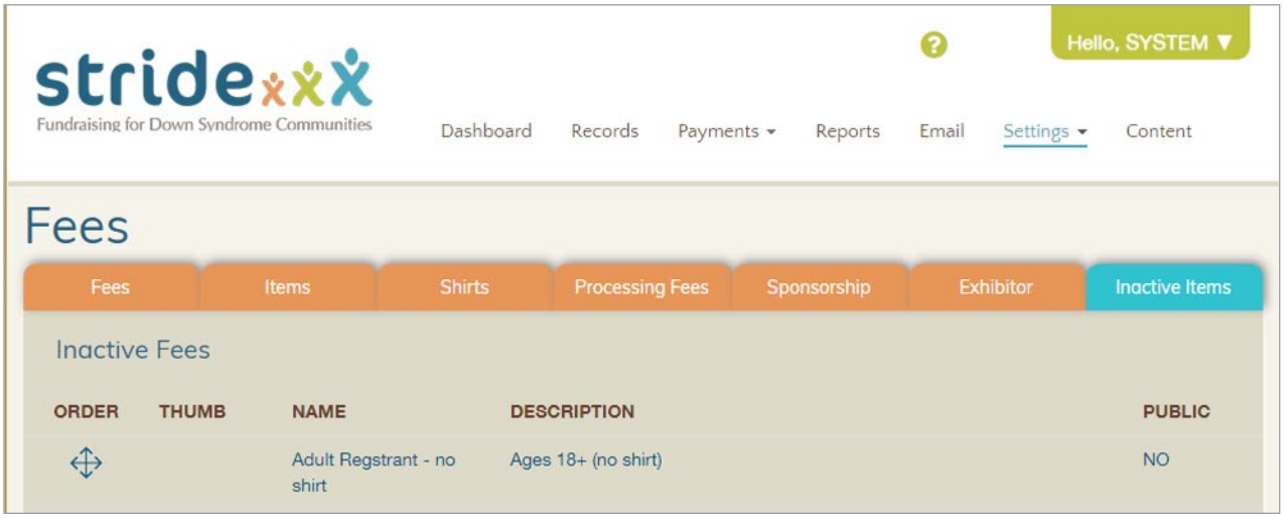
Inactive Items

This tab allows you to view all of the inactive fees and items in your store. If an item or fee is inactive, it will not appear as an option during registration. To make an active item or fee inactive, click on it, then set the "Active" drop-down menu to "No."

To make an inactive item or fee active, click on the name of the item you want to edit. The Item or Fee Editor will pop up. Change the "Active" drop-down menu to say "Yes."



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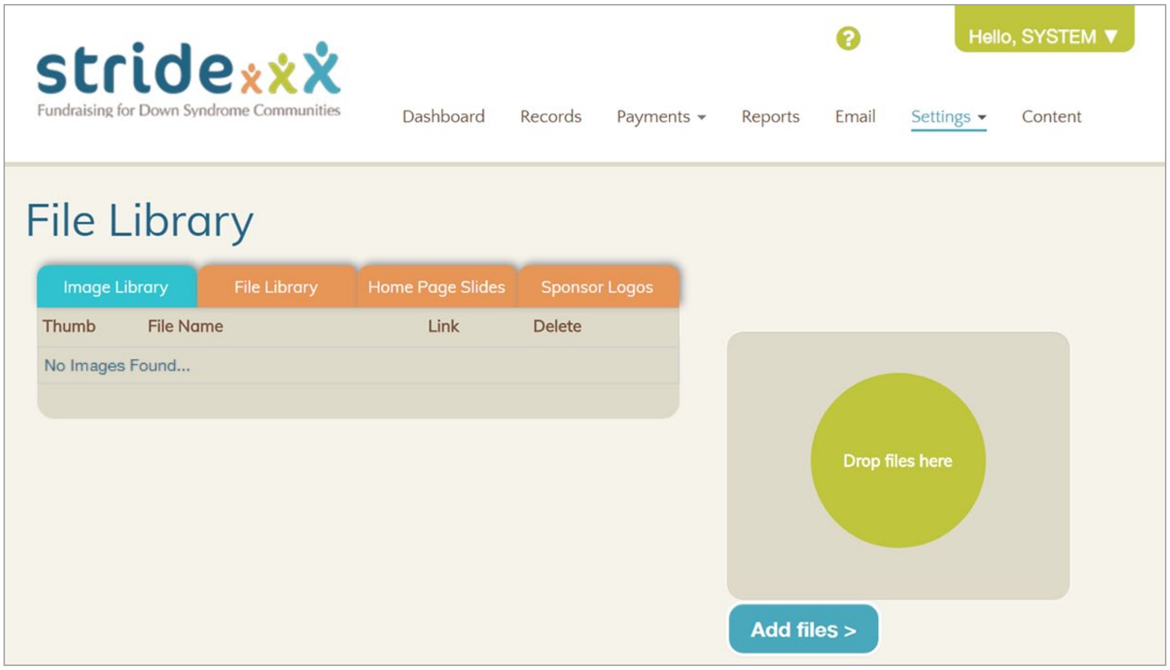
2.3 File Library

This option allows you to upload files to one location hosted through Stride. These can then be accessed for content pages and rotating images on the event site.

Uploading Images

To add an image to the Image Library, go to Settings > File Library. Then, click the Image Library tab. Select Add Files at the bottom-right of the screen. **Make sure the image does not have a period or apostrophe in its file name.**

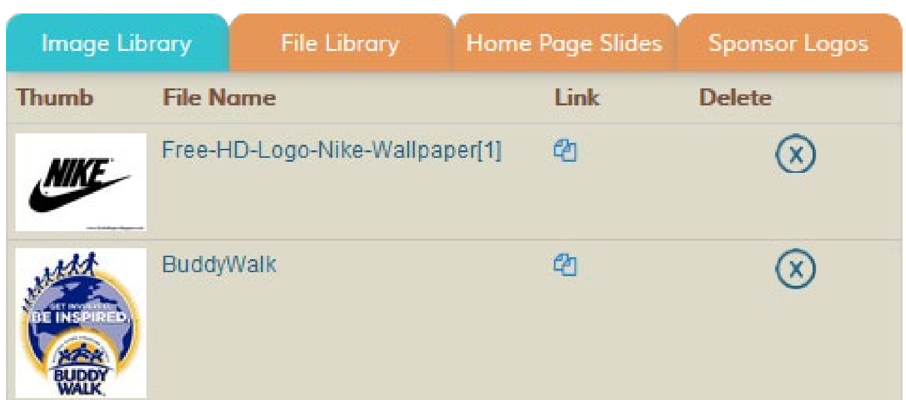
Once you have selected a file from your computer's file directory, click Open. The image will be added to your library for use anywhere you can use images on your site. See [Home Page Slides] and [Sponsor Logos] for Image Library applications.



The File Library page, before any files have been uploaded.

To delete an image, click the Delete icon. If you need to for any reason, you can access the hosting location by clicking the link icon to the right of a picture. If you copy the link in the box that pops up and paste it into your browser, you can download or link to the image.

Right: The File Library page, with some uploaded images. From here, you can download or delete them.



Shrinking Image Size

If an image does not load quickly, the file size of the photo may be too large. You can look at the file size by right-clicking on the image in your file browser and selecting the last drop-down option called "Properties." The size should be less than 3.5 MB or any number followed by KB.

To reduce photo size on a PC:
Right click on the image in your file browser. Click Open with > Paint. Under Image, click Resize. Make sure the "Maintain Aspect Ratio" box is checked. Enter a new percentage under Horizontal. If the image is exceptionally large, enter a smaller number, like 25. Then, click OK. Next, save the image under a new name so that you can keep your original image for other uses. Your image should now upload more quickly.

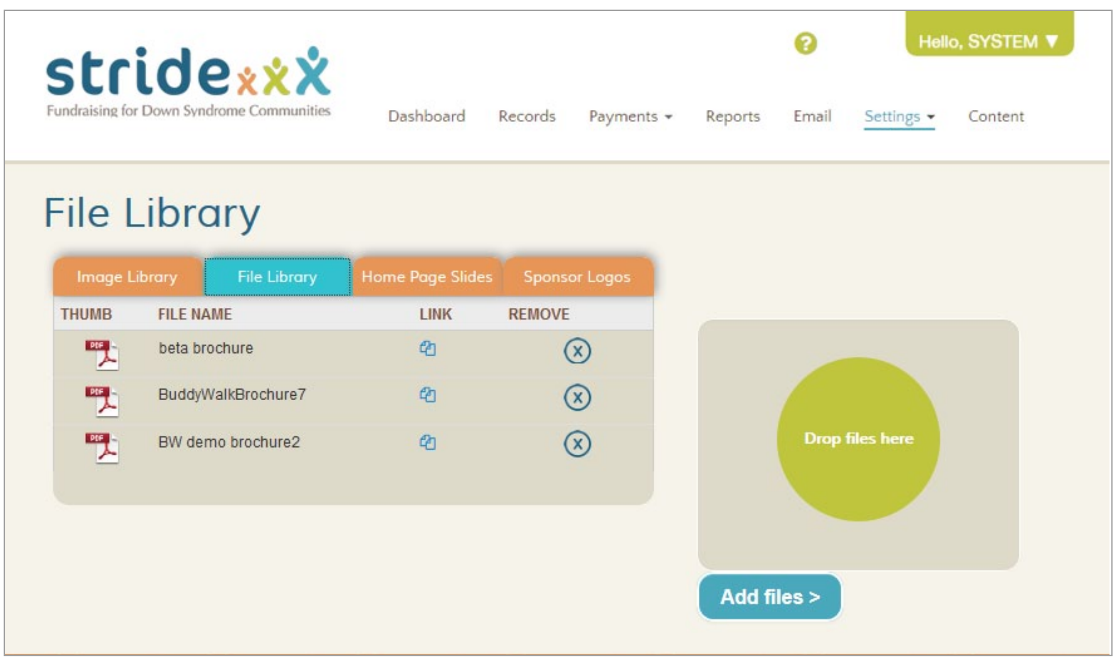
To reduce photo size on a Mac:
Right click on the image in Finder. Click Open with > Preview. In Preview, click Tools > Adjust Size. Make sure "Scale Proportionately" and "Resample Image" are selected. Enter a new, smaller number for the width and click OK. Next, save the image under a new name so that you can keep your original image for other uses. Your image should now upload more quickly.

Uploading Files

The File Library uploads PDFs to Stride. You can then paste the link into a content page. When a visitor clicks on the content page menu item, they will be redirected to the PDF hosted through Stride. This is great for things like brochures, where you will want to preserve the look of the document. For more information on how to use PDFs as content pages, click here.

To upload a PDF, go to Settings > File Library then select Add Files. Browse for and select the file you wish to upload, then click Open. Once you have clicked to open the selected file, it will appear in the file listing. As with any uploaded file, you can delete it by clicking the "X" icon underneath "Remove."

You can also access the hosting location by clicking the link icon to the right of the file. If you copy the link in the box that pops up and paste it into your browser, you can download or link to the file.



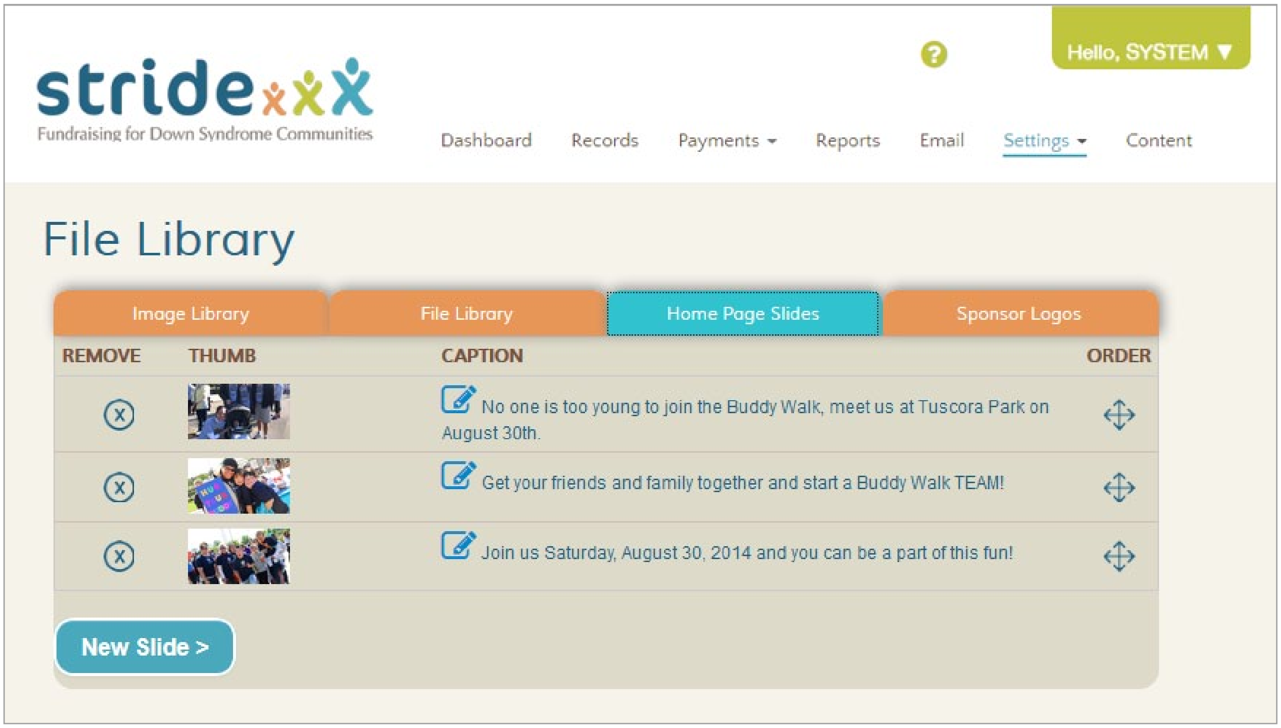
If you want to upload a file to the File Library that is not a PDF, you can just export the document to PDF from whatever program it was created in. Usually this option is under File > Export or Share > Export.

We'll talk more about how to put these documents on your site in the Content section.

Home Page Slides

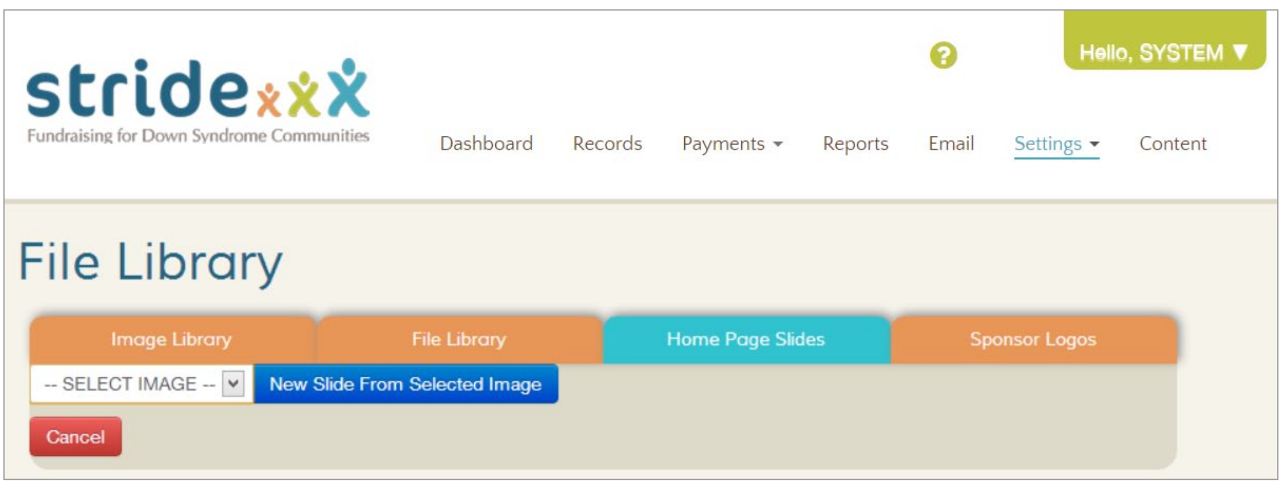
This tab is where you select the images you wish to appear in the slides on the home page.

To select an image for the home page slides, you must first upload the image to the Image Library (to see how, click here). Then go to Settings > File Library. From the File Library, click the Home Page Slides tab. Then click on the blue "New Slide" button.



The Home Page Slides tab, populated with slides and captions.

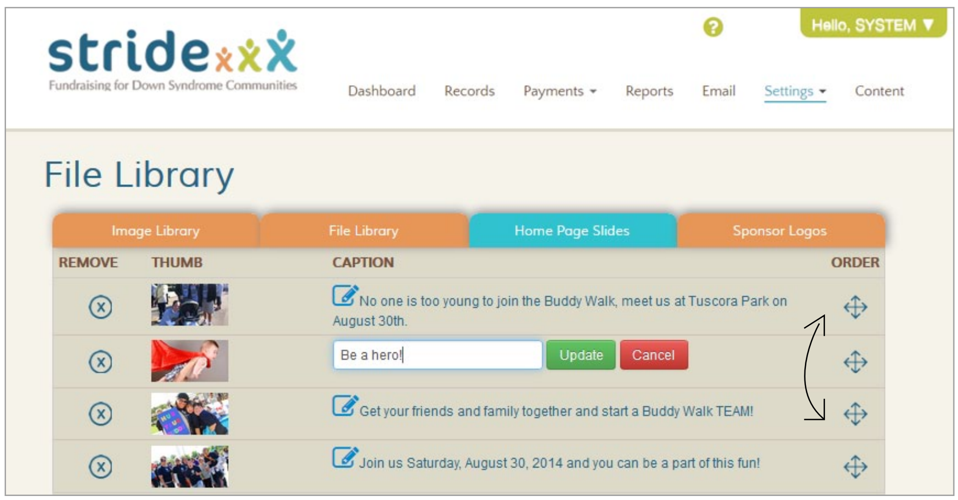
Select the name of the specific image you wish to use from the drop-down menu and then click "New Slide from Selected Image."



Drag the corners of the marquee box out to crop the image, dragging the box to frame the part of the picture you want as a slide. Next, click "Save Cropped Image." This image will now appear in the Home Page Slides list.

Repeat these steps for other slides. When you have added all your slides, you can caption and arrange them in the order you want them to appear on your public home page.

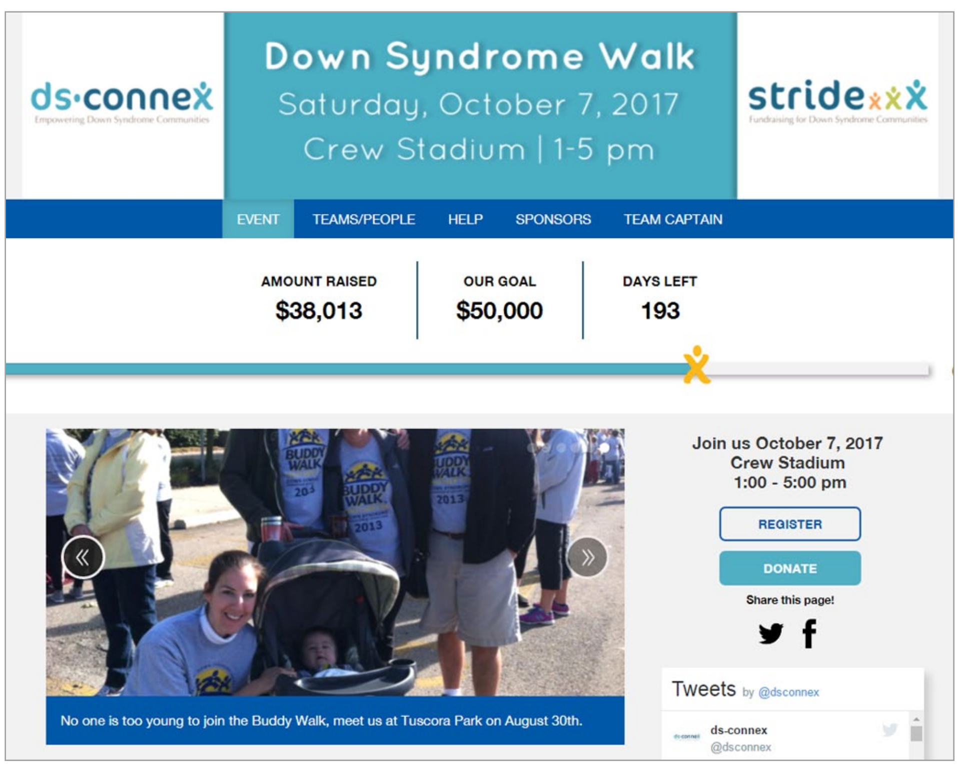
To add captions, select the pencil and paper icon below the Caption heading. Enter your desired caption and click Update. To change the order in which the images appear, click and drag the multi-directional arrows in the right-hand column.



Rearranging and captioning the images.

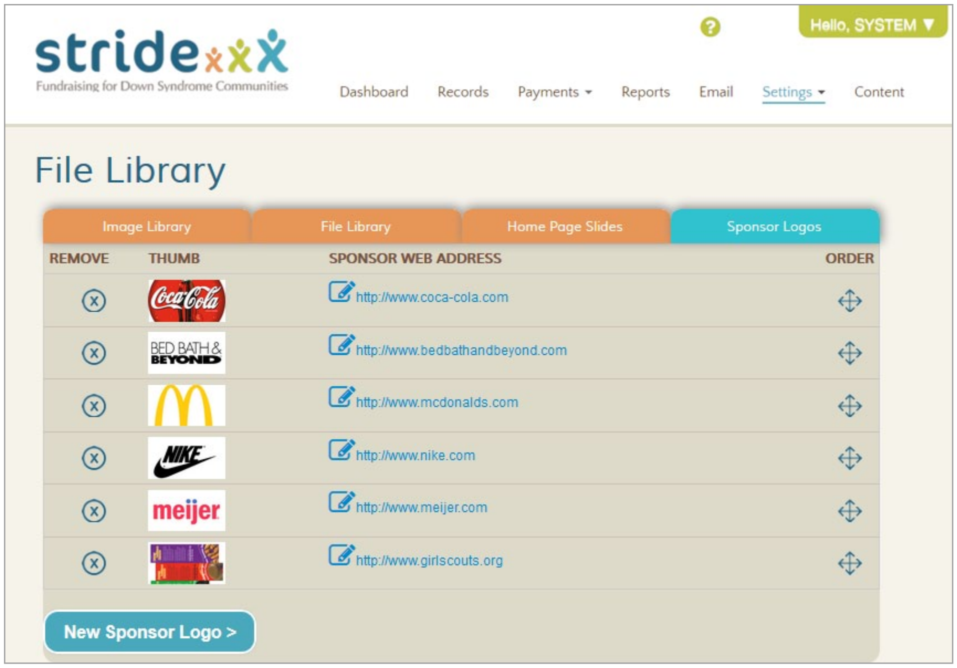
Public Site Changes

The slides you picked will appear on the home page, with the order and captions you specified.

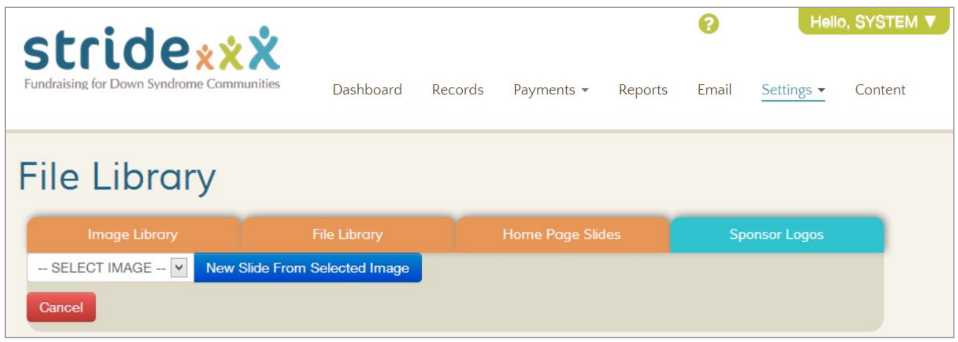


Sponsor Logos

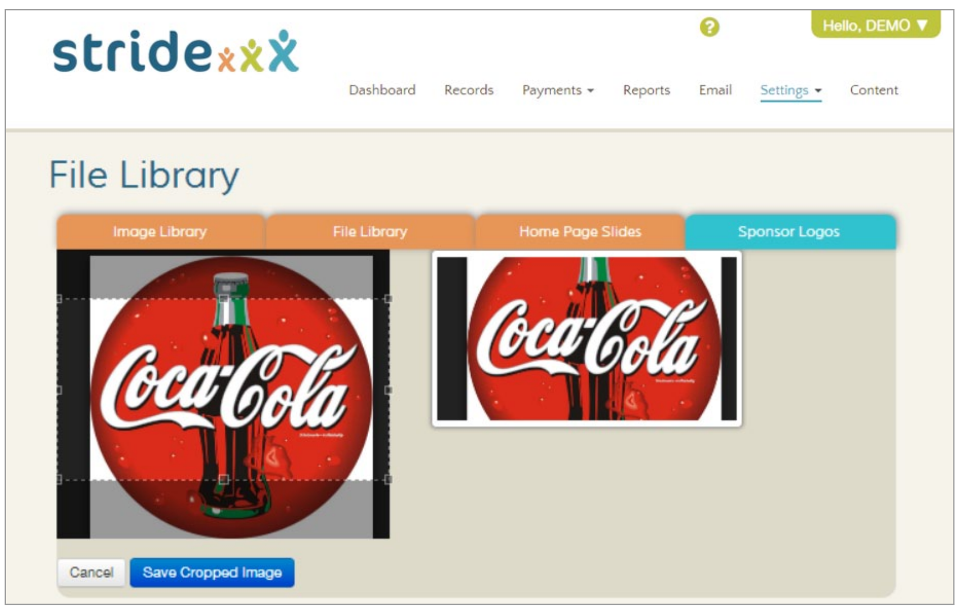
If you have sponsors you'd like to recognize, you can put their logos across the bottom of your website. You can also give each logo a URL, so that the sponsor's web page opens in a new window when the logo is clicked. To add sponsor logos, you must first upload them into the Image Library (for more information, click [here](#)). Then, click the "Sponsor Logos" tab on the File Library page.



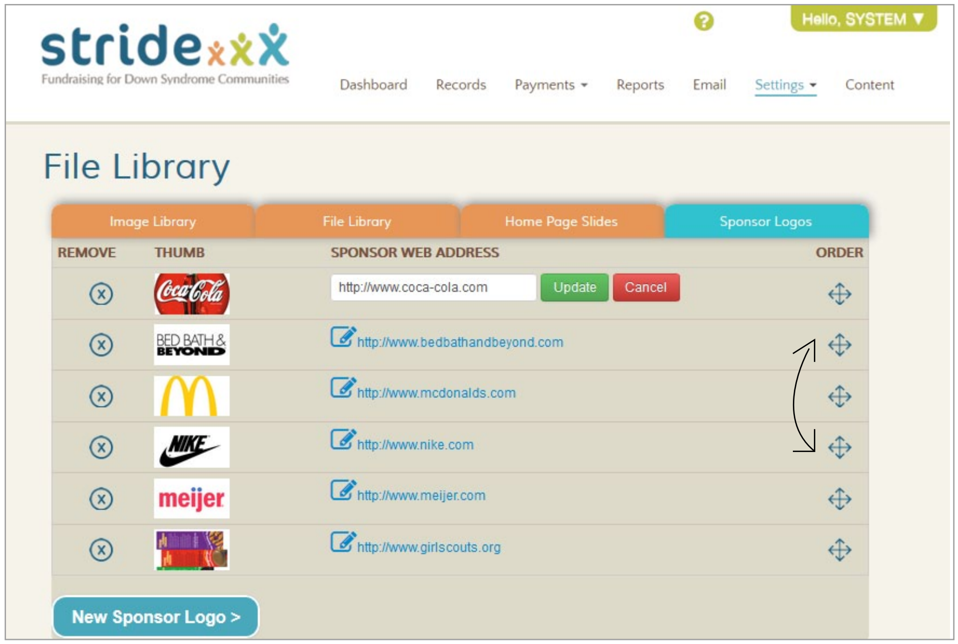
Click on the blue "New Sponsor Logo" button. Select the specific image you wish to use from the drop-down menu and then click "New Slide from Selected Image."



Drag the corners to expand the box and crop the image, then click "Save Cropped Image." This image will now appear in the Home Page Slides list. If part of the sponsor logo gets cut off because it doesn't fit the dimensions of the cropping box, see the next section for editing tips.

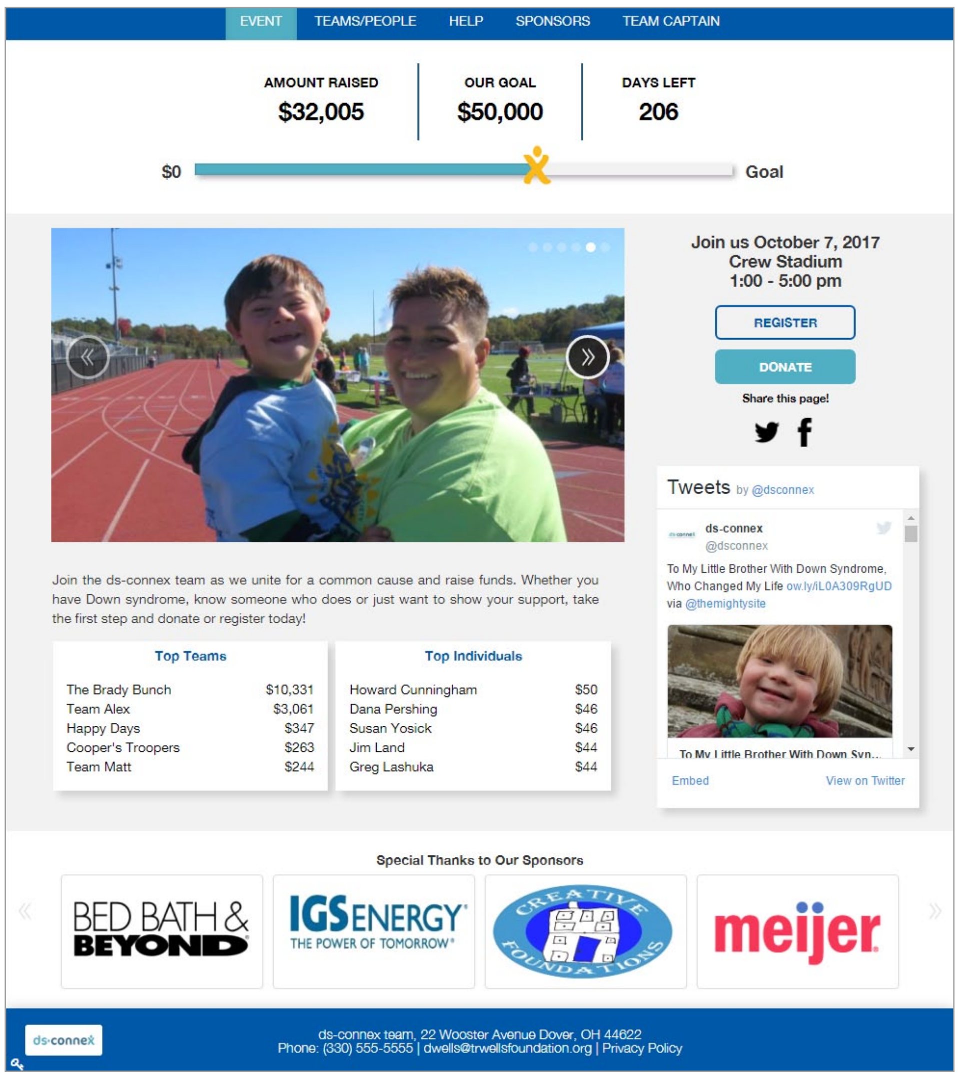


Once you have saved the cropped image, you can enter a URL in the "Sponsor Web Address" column, and arrange the logos however you want using the multi-directional arrow tool in the "Order" column. If you click the logo on the bottom of the public site, it will redirect you to the URL you have entered.



Public Site Changes

The sponsor logos will appear at the bottom of the home page, in the order you specified.



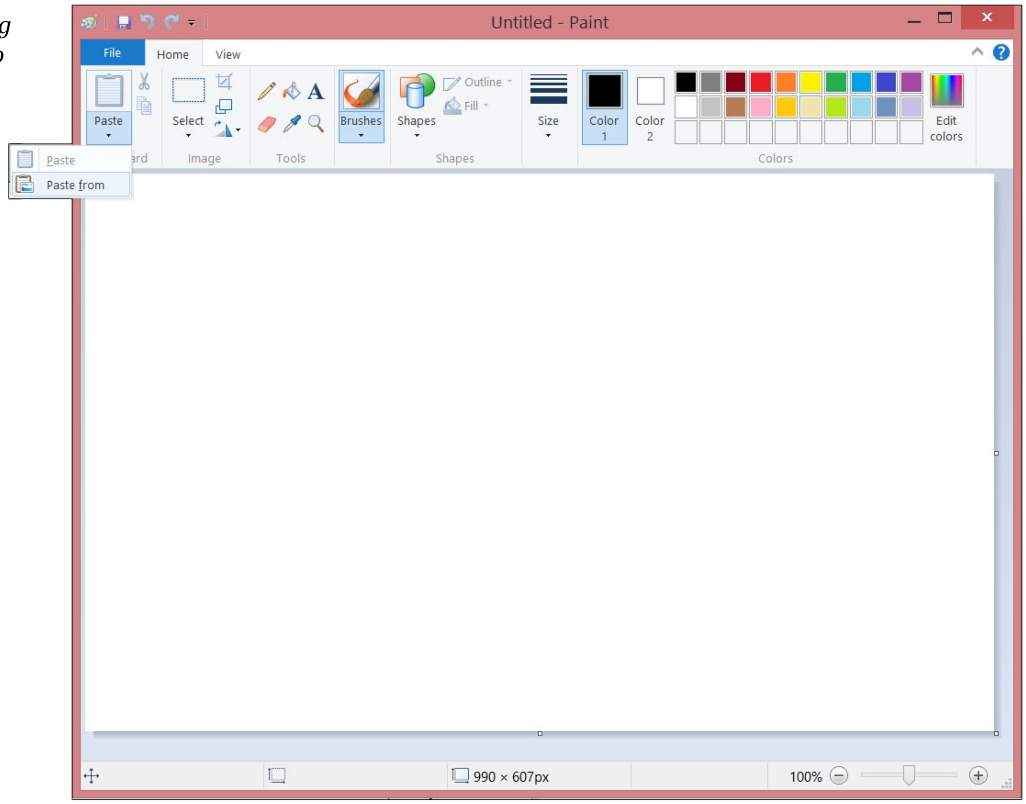
Part of the sponsor logo is getting cut off. How can I make it fit?

Often, sponsors will send you their logos over in a size that doesn't fit the sponsor logo box, so parts of the logo end up getting cut off. Sometimes sponsors also send over their logos in a format like PDF. This section will discuss how to fix these issues using Microsoft Paint (default software for PC) and Preview (default software for Mac). If you'd prefer, the Stride team can also edit the logos for you.

Editing a Sponsor Logo in Paint (PC)

Open Paint by searching for it in your computer's programs. A new blank page will appear. Click Paste > Paste From, then select the image file you want to use (JPEG, PNG, GIF formats).

Right: Pasting an image into a new Paint document.



If the logo is in PDF form instead of JPEG, PNG, or Gif, open the PDF in Adobe Reader (default Windows PDF app). If not, skip the next page.

Select the image. Depending on your version of Adobe Reader, you can select the image by right clicking on the it and selecting "Select Tool" instead of the default, "Hand Tool."

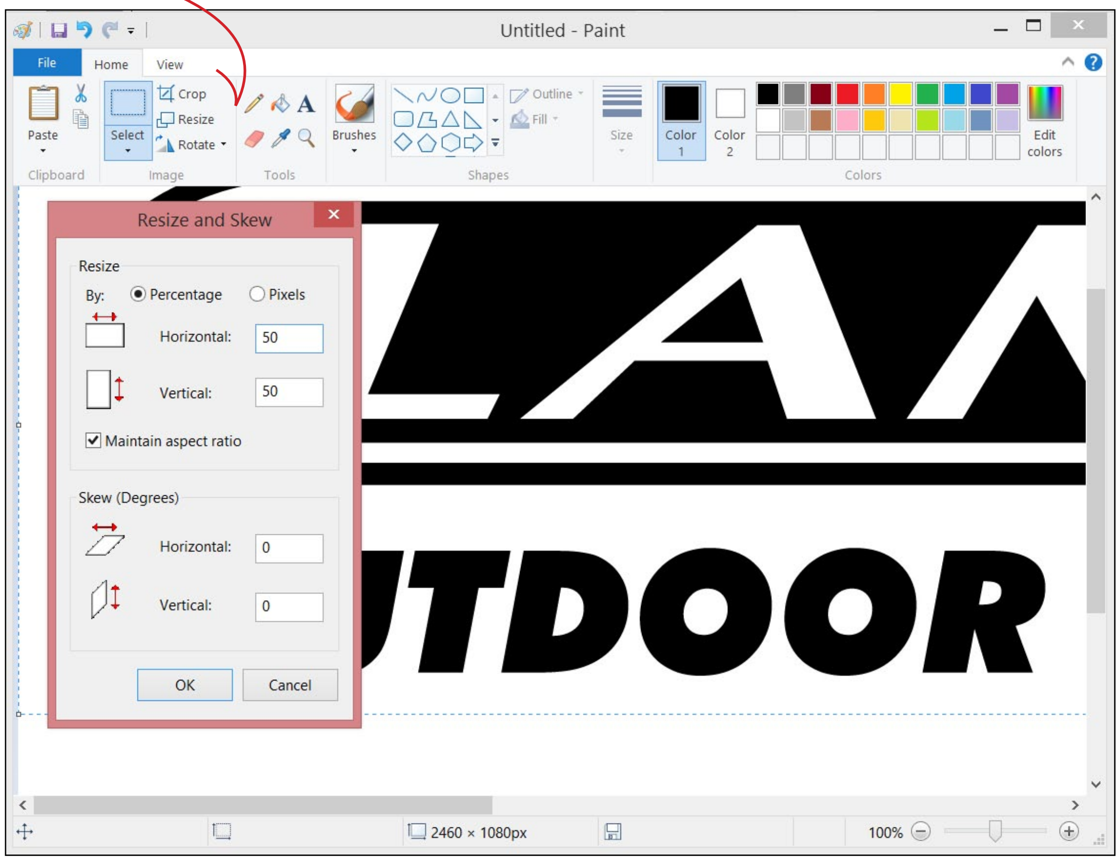
Right: Switching to the "select tool" so we can select and then copy the image.

Click or double-click on the image until it turns blue (it's now selected)

Right click on the blue image, click Copy Image.

Next, open Paint again and paste the image onto the blank screen. The image will be pasted onto the screen, but it will probably still be too big to fit in the Sponsor Logos box. Don't click on anything except the image to keep it selected! Once you un-select it, you can't re-select it so you'd have to start over and paste it into the white space again.

Click Resize. Enter a number less than 100 in the Horizontal box. I chose 50. Click OK. This makes the logo smaller inside the white space, but if you're not sure if it's small enough, repeat this step.



Once it's the size you want, use the four-arrow tool to move it to the center of the white space.

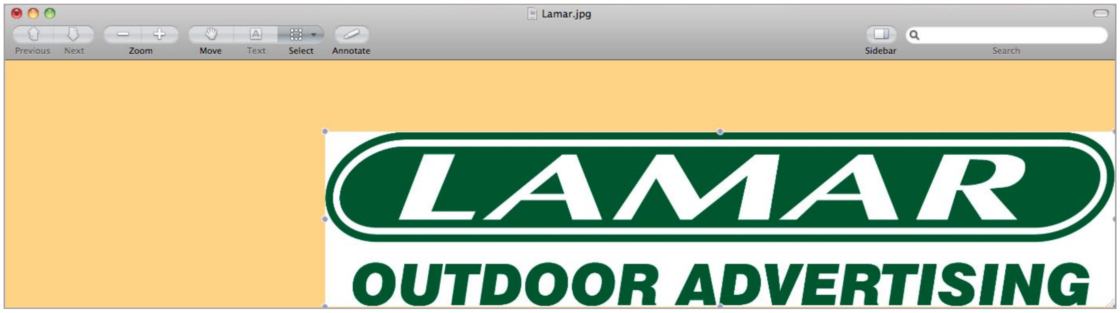
When you're done, click File > Save As > PNG or JPEG. Now when you go to upload the image to Stride, the white space will form a border around the logo so it won't get cut off.

Editing a Sponsor Logo in Preview (Mac)

Open the image in Preview (default).

Use Command + A to select the whole image, then Command + C to copy it to your clipboard. Then, click delete while the image is still highlighted.

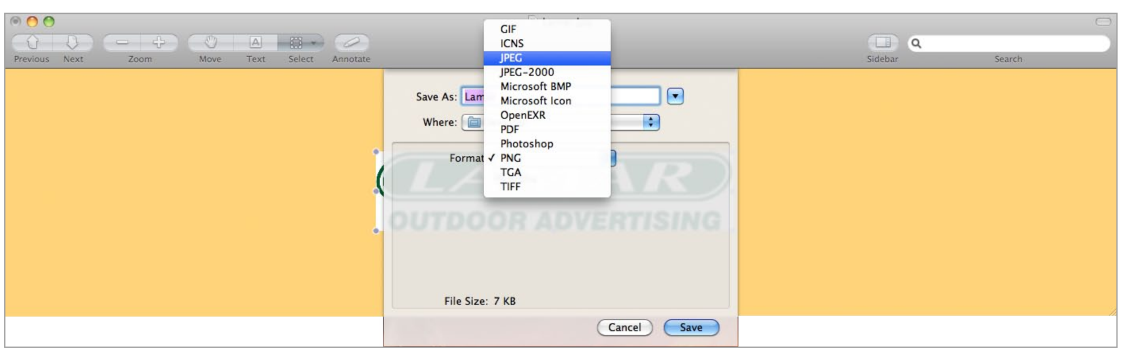
Hit Command + V to paste the image onto the newly blank background. Then, click and drag one of the corners while holding the SHIFT key to shrink the image while keeping its original proportions.



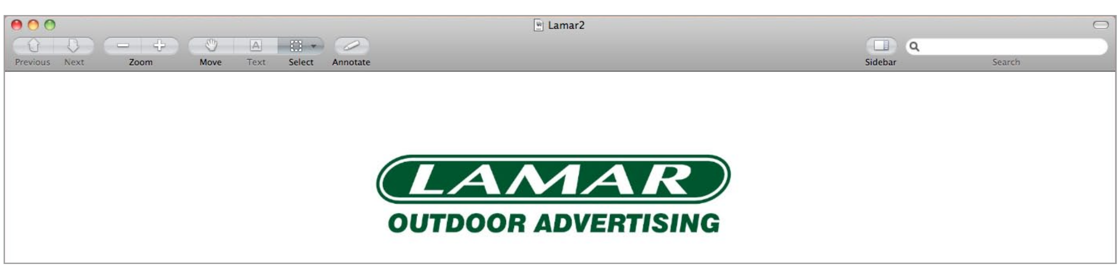
Shrink the image until there is a significant amount of blank space above and below it. Then, click and drag the image to the center of the blank space.

Next, click File > Save As...

Enter a new name for the image and choose JPEG for the format. Click Save.



The blank background will become white once you save it, and now there is plenty of white space around the logo so that when you upload it into Stride, you will be able to include the whole logo.



Dashboard
Settings
Dates
Fees
File Library
Text Defaults
Image Default
Themes
Social Media
Form Fields
Top Team
Event
Organization
Content
Records
Payments
Reports

2.4 Text Defaults

Many parts of your website are filled with text, even though you don't have to enter it yourself. You can see this text on the main page, on splash pages, during the registration process, in bios, and on the receipts that donors and registrants receive. All of this text is stored in the Text Defaults section. We recommend that you edit and personalize the default text to suit your unique event. For a list of all default text, see the Appendix.

Throughout the text defaults, you'll notice buttons with bracketed text next to the text box. Stride uses bracketed tags to automatically fill in specifics about your event and its donors and registrants. These are useful for personalizing emails and receipts. For example, you can enter "Thank you, [FIRSTNAME]!" and the recipient will see "Thank you, John!" See right for other tags.

To edit any default text, find it under its tab and type in the text box much like you would a word processor. If you want, click the list of bracketed tags to the right of the text box or enter them in manually. Click Save.

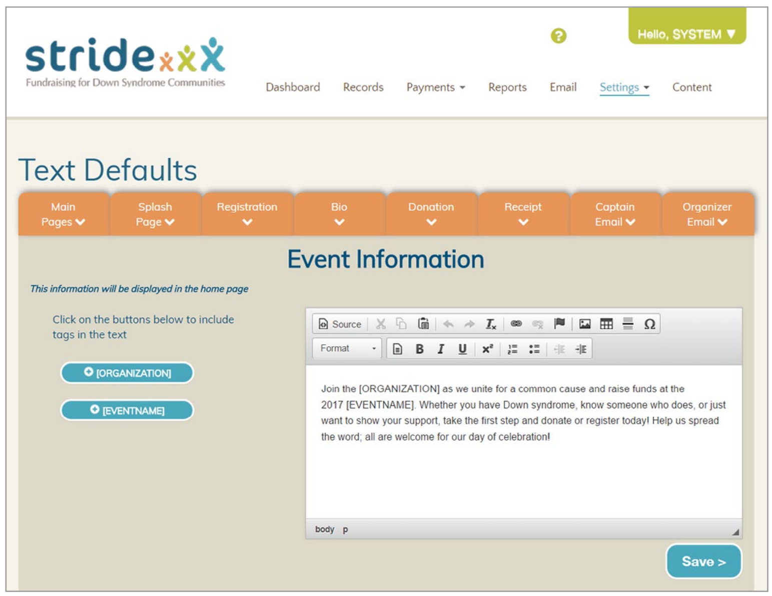
[ORGANIZATION] - Name of the Organization
[EVENTNAME] - Name of the Event
[FIRSTNAME] - Recipient's first name if provided
[LASTNAME] - Recipient's last name if provided
[AMOUNT] - Recipient's receipt total if applicable
[DONATION] - Recipient's charitable donation amount if applicable

Main Pages

Welcome

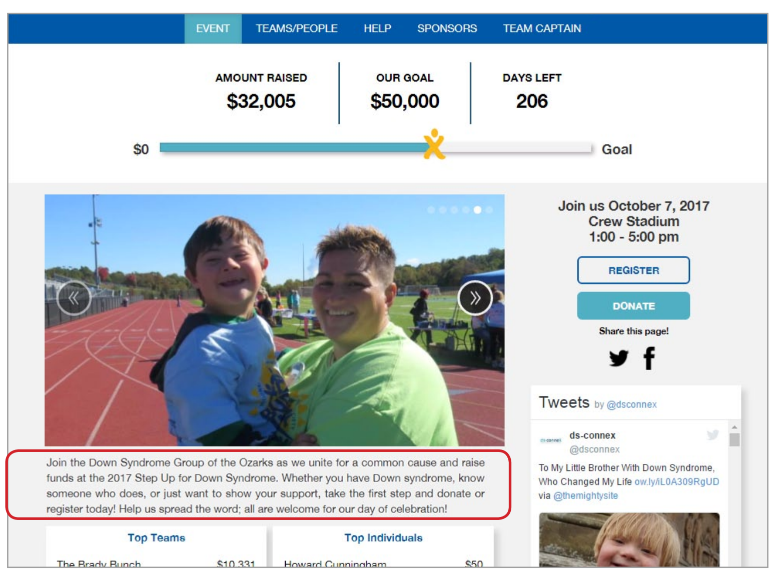
Enter information here that you want to have displayed on the event site home page. This text shows up under the slides.

Join the [ORGANIZATION] as we unite for a common cause and raise funds at the 2017 [EVENTNAME]. Whether you have Down syndrome, know someone who does, or just want to show your support, take the first step and donate or register today! Help us spread the word; all are welcome for our day of celebration!



Public Site Changes

The event information you fill out will be on the home page of your public site, right below the slideshow images.

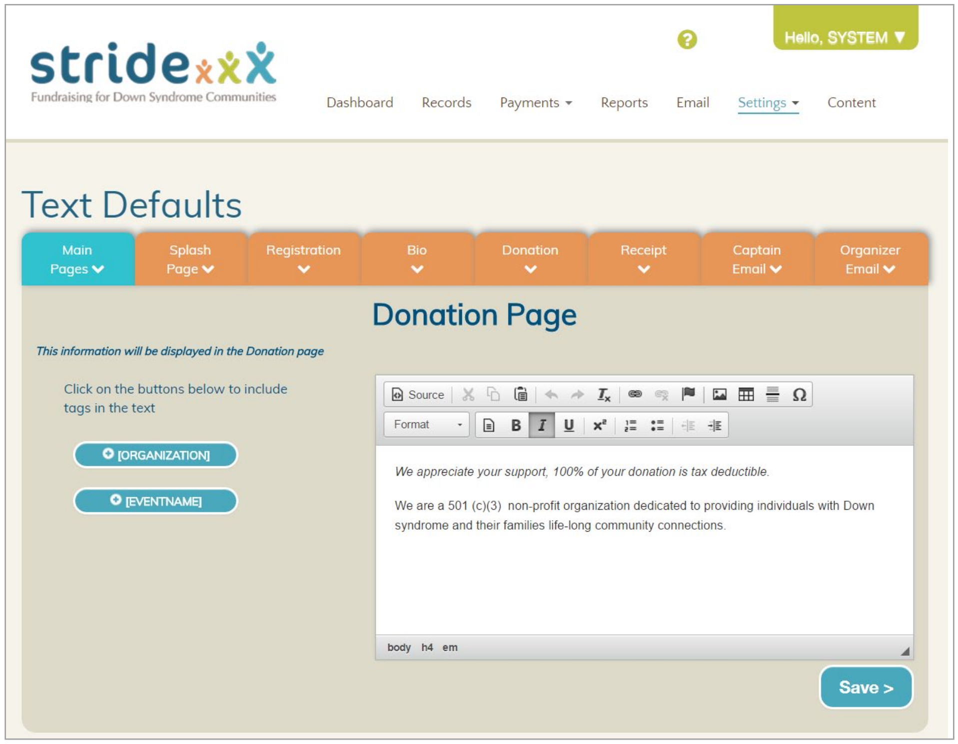


Donate

This text appears on the donation page. Click Main Pages > Donate to edit.

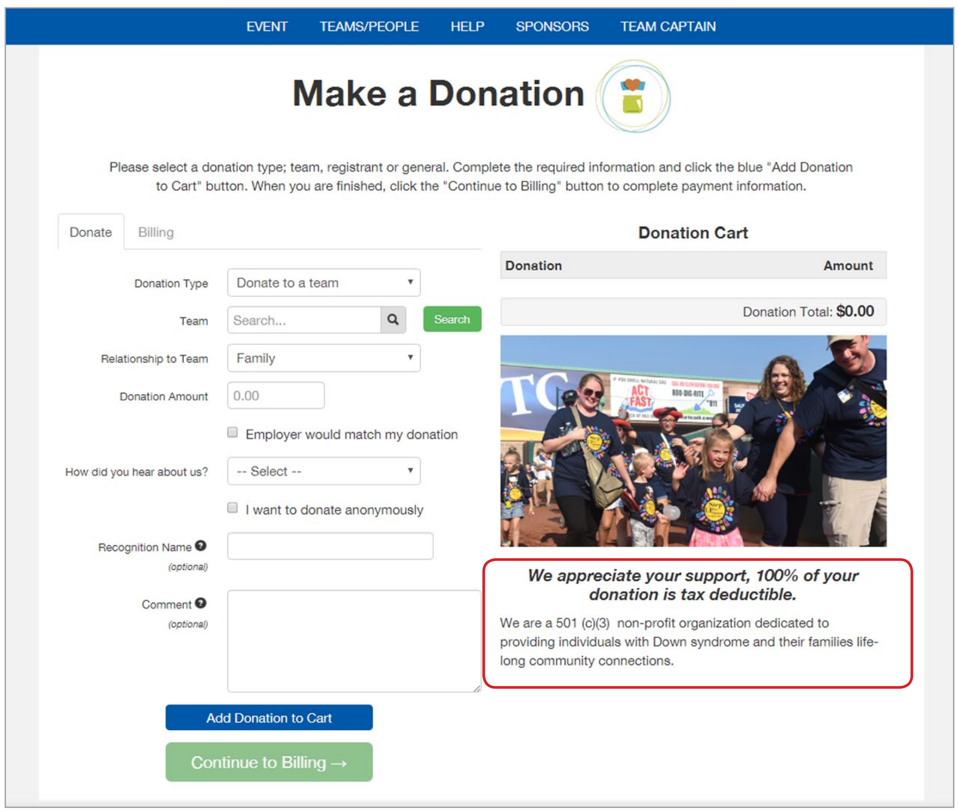
We appreciate your support, 100% of your donation is tax deductible.

We are a 501 (c)(3) non-profit organization dedicated to providing individuals with Down syndrome and their families life-long community connections.



Public Site Changes

This text appears at the bottom of the donation form.



Splash Pages

A splash page appears when a visitor tries to access a part of your site that has been closed. For example, if they try to register after registration has closed, the registration splash page text will appear instead of the normal registration screen. A splash page typically explains that this part of the site has been closed, come back later. You can see how to edit the opening and closing dates [here](#).

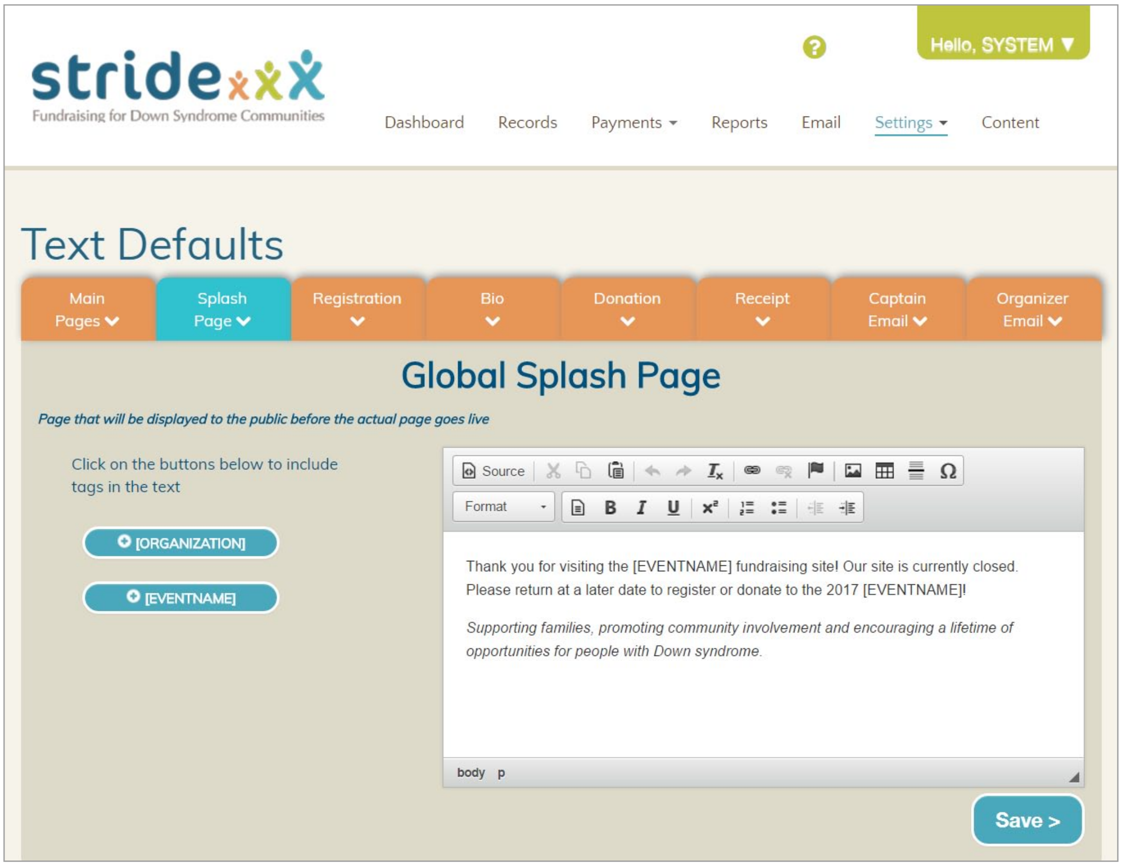
Global Splash Page

Enter information here that you want to have displayed on the event site home page when the event site is closed. You can close the event site by going into the Dates option of the Settings tab and changing the Site Close Date to before the present date.

If the site is closed, all of its parts will be inaccessible until it has been reopened. You can close your site after your event, or keep it open year-long so people can view profiles and see goal progress all year. To edit, go to Settings > Text Defaults > Splash Pages > Global.

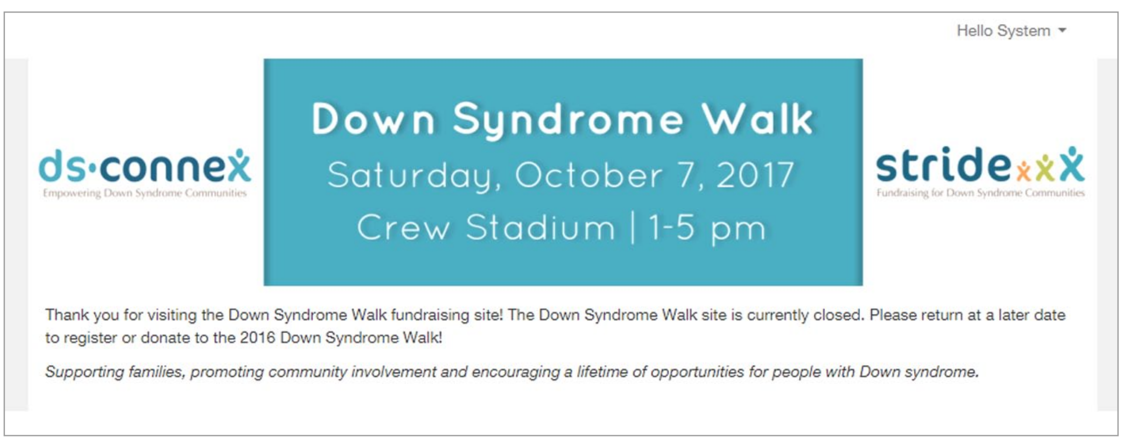
Thank you for visiting the [EVENTNAME] fundraising site! The [EVENTNAME] site is currently closed. Please return at a later date to register or donate to the 2017 [EVENTNAME]!

Supporting families, promoting community involvement and encouraging a lifetime of opportunities for people with Down syndrome.



Public Site Changes

If someone tries to access your event site after the close date that you set under Settings > Dates, they will reach the global splash page, with the text from the Text Defaults tab.

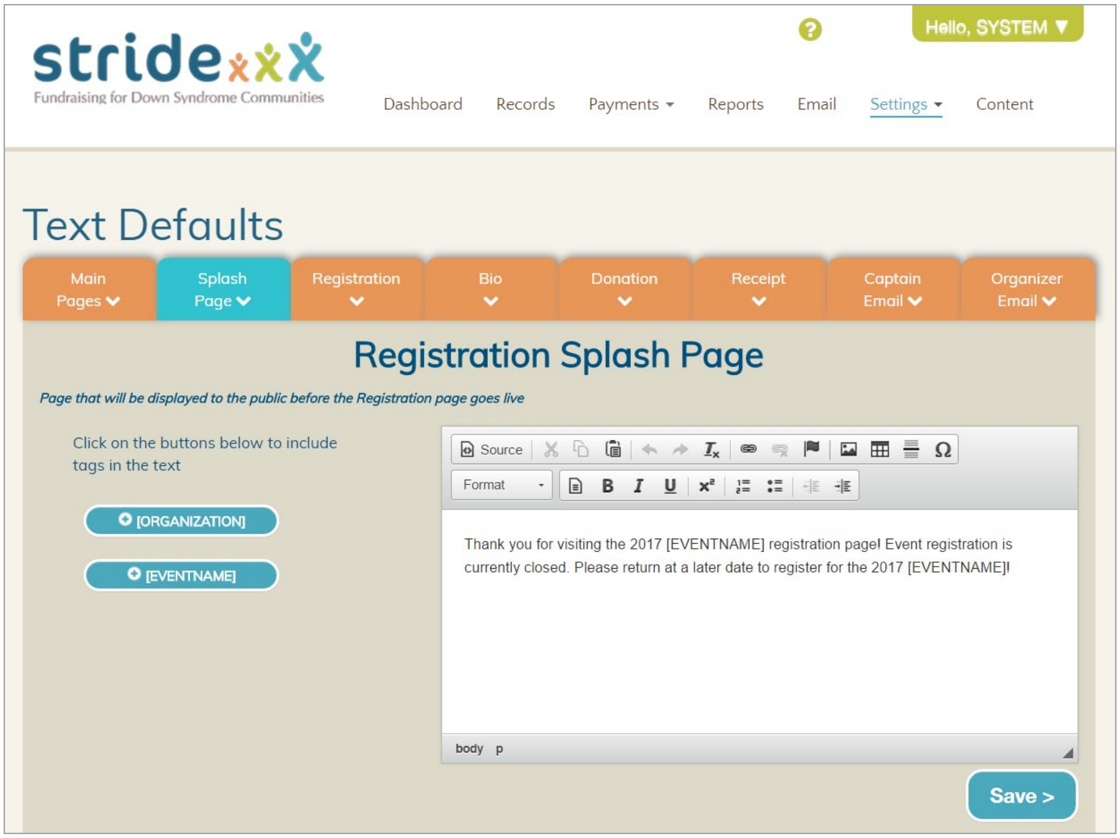


Registration Splash Page

You will probably want to close registration some time before the event, to leave time to organize for the amount of people you have coming. Enter information here that you want to have displayed on the event registration page when registration is closed. To edit, go to Splash Pages > Registration.

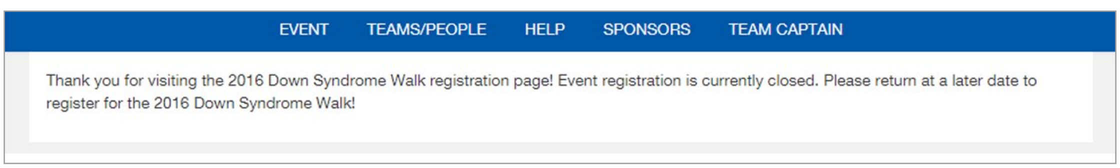
You can close the event registration by going into the Dates option of the Settings tab and changing the Registration Close Date to before the present date.

Thank you for visiting the 2017 [EVENTNAME] registration page! Event registration is currently closed. Please return at a later date to register for our event!



Public Site Changes

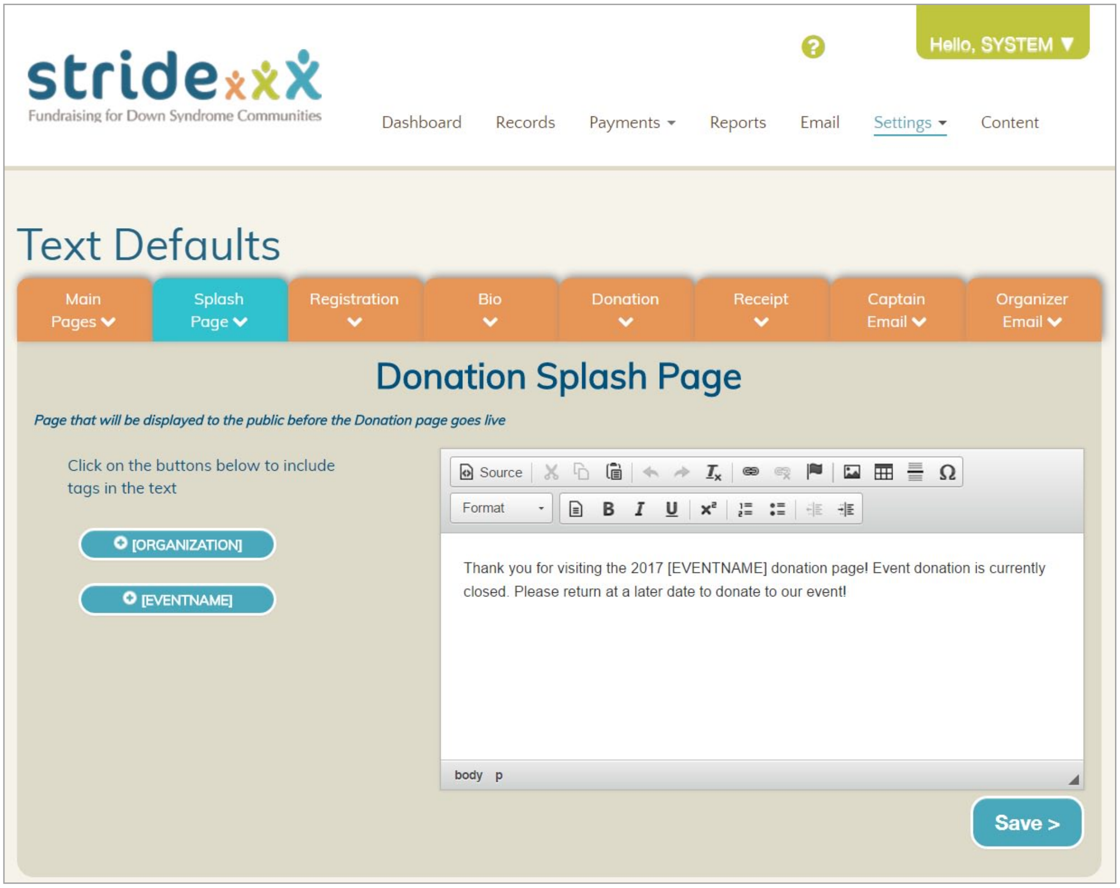
If someone tries to register for your event after the close date that you set under Settings > Dates, they will reach the registration splash page, with the text you supplied.



Donation Splash Page

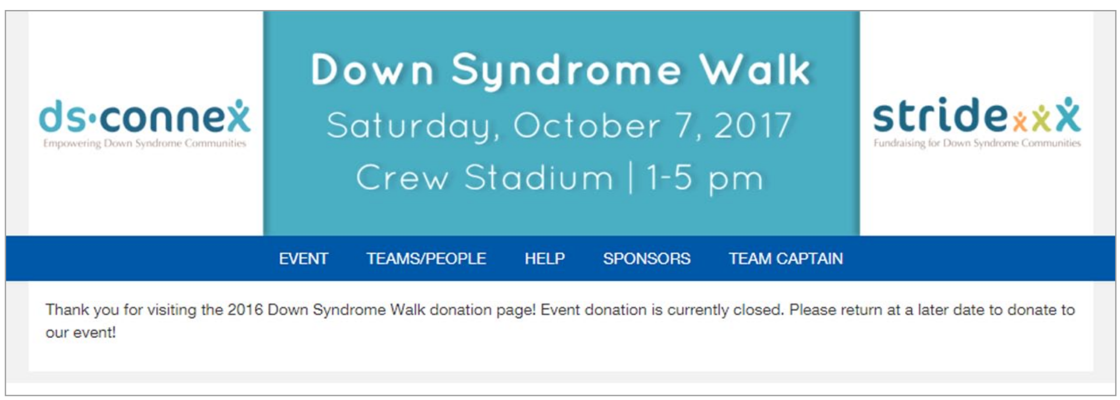
You might choose to close donations after your event, or keep them open year-round. Enter information here that you want to have displayed on the donation page when donations are closed. You can close event donations by going into the Dates option of the Settings tab and changing the Donation Close Date to before the present date.

Thank you for visiting the 2017 [EVENTNAME] donation page! Event donation is currently closed. Please return at a later date to donate to our event!



Public Site Changes

If someone tries to donate after the close date that you set under Settings > Dates, they will reach the donation splash page, with the text from the Text Defaults tab.



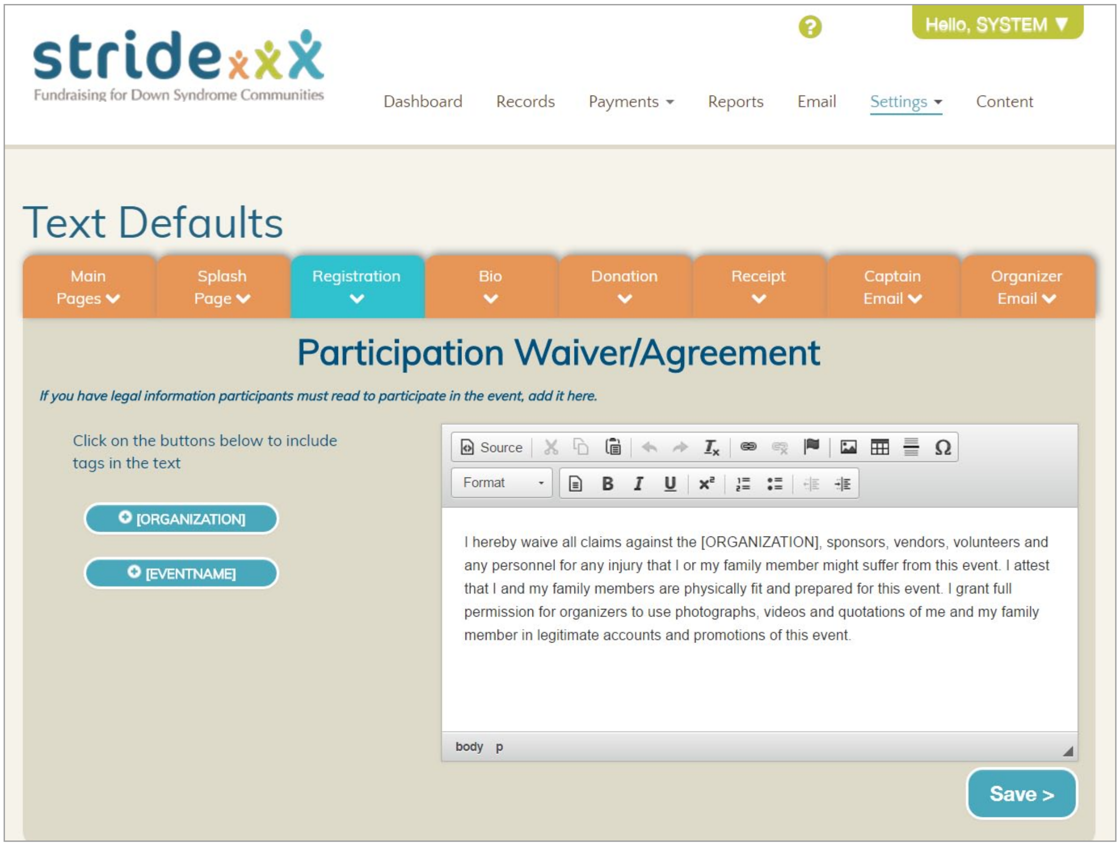
Registration

When someone registers for an event, two default emails go out, one reminding them of their registration code in case they do not finish, and the other letting them know that their registration has been completed. You can edit this text using the Registration tab under Text Defaults. The Registration Tab also allows you to edit the waiver that appears during registration.

Waiver

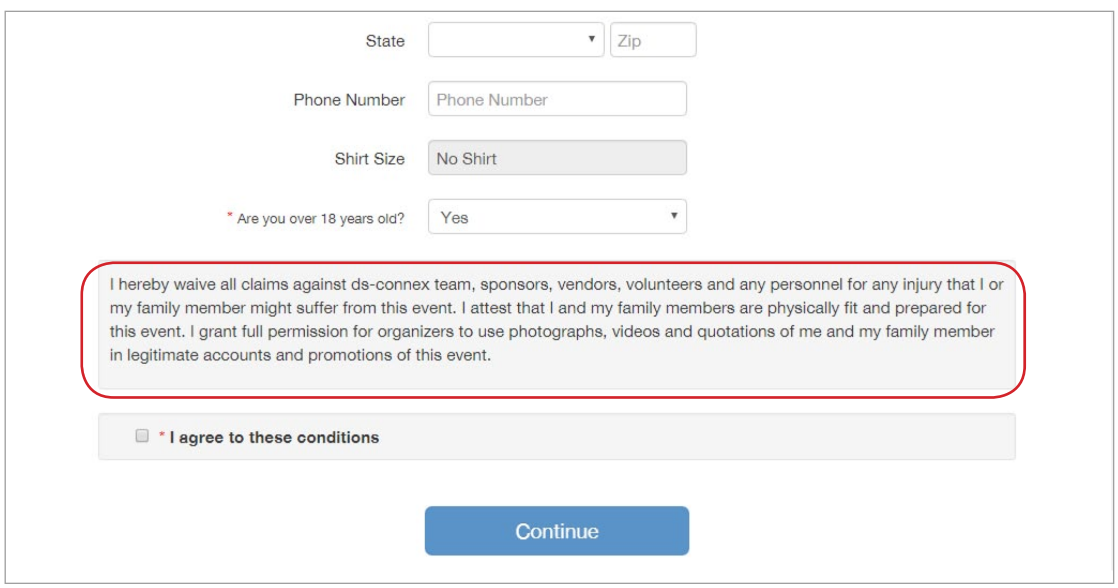
Enter the information here that you want registrants to agree to while registering for the event. Click Registration > Waiver to edit.

I hereby waive all claims against [ORGANIZATION], sponsors, vendors, volunteers and any personnel for any injury that I or my family member might suffer from this event. I attest that I and my family members are physically fit and prepared for this event. I grant full permission for organizers to use photographs, videos and quotations of me and my family member in legitimate accounts and promotions of this event.



Public Site Changes

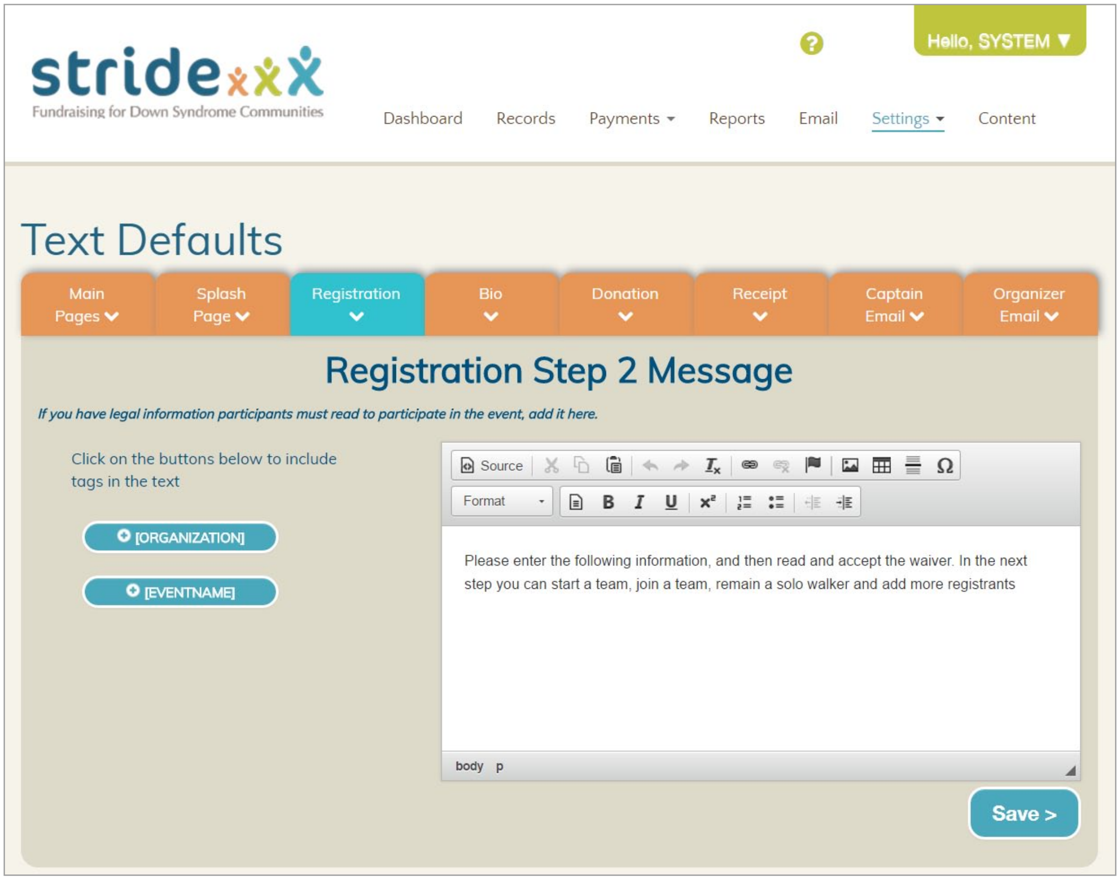
The waiver text on the Default Text page appears at the bottom of Step 2 of registration.



Registration Step 2

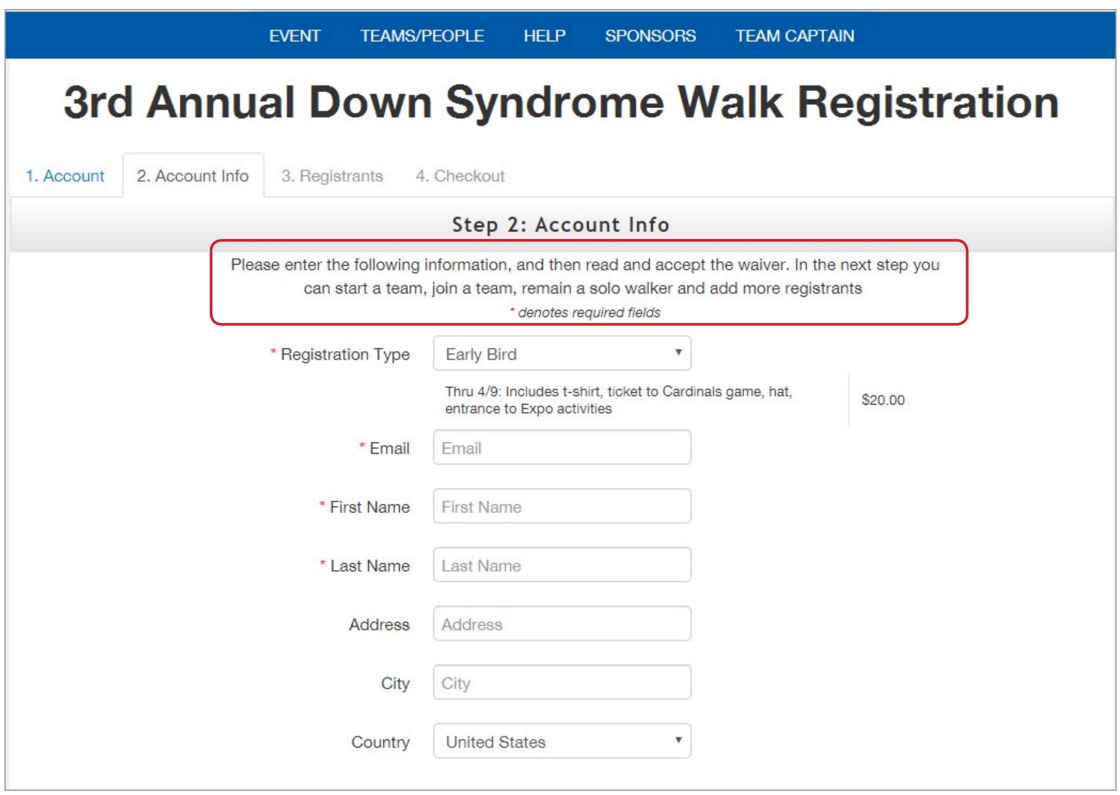
Enter the information here that you want to appear at the top of Step 2 of registration. Click Registration > Registration Step 2 Message to edit.

Please enter the following information, and then read and accept the waiver. In the next step you can start a team, join a team, remain a solo walker, and add more registrants.



Public Site Changes

The text appears at the top of Step 2 of registration.



Register as Individual, Start New Team, Join Existing Team

This information appears in Step 3 of registration, under each of the three registration types. To edit, go to Registration> Register as Individual, Start New Team, or Join Existing Team.

Register as Individual

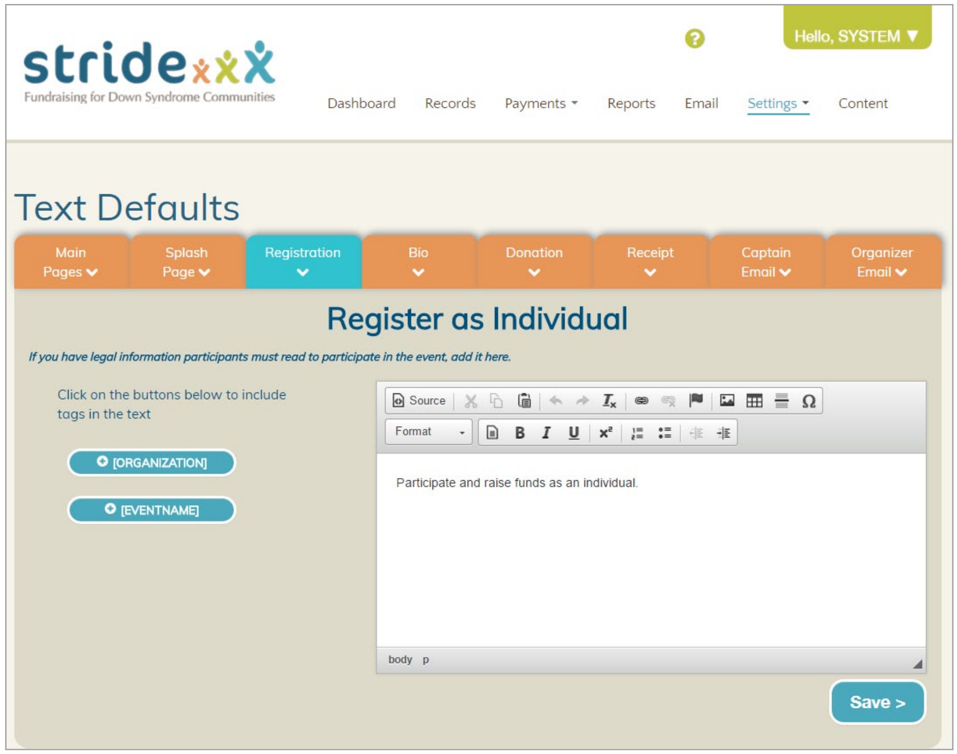
Participate and raise funds as an individual.

Start a New Team

Become a team captain and start a team. You will have the opportunity to raise funds and ask others to join your team.

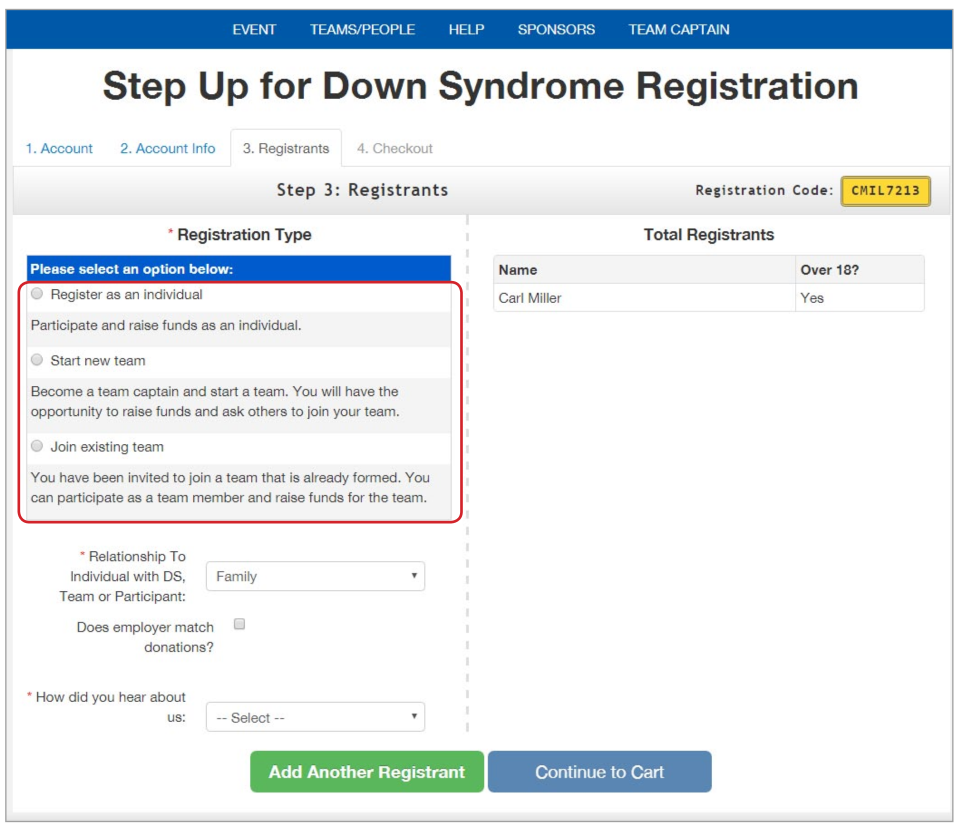
Join Existing Team

You have been invited to join a team that is already formed. You can participate as a team member and raise funds for the team.



Public Site Changes

The text appears under each of the three registration types during Step 3.

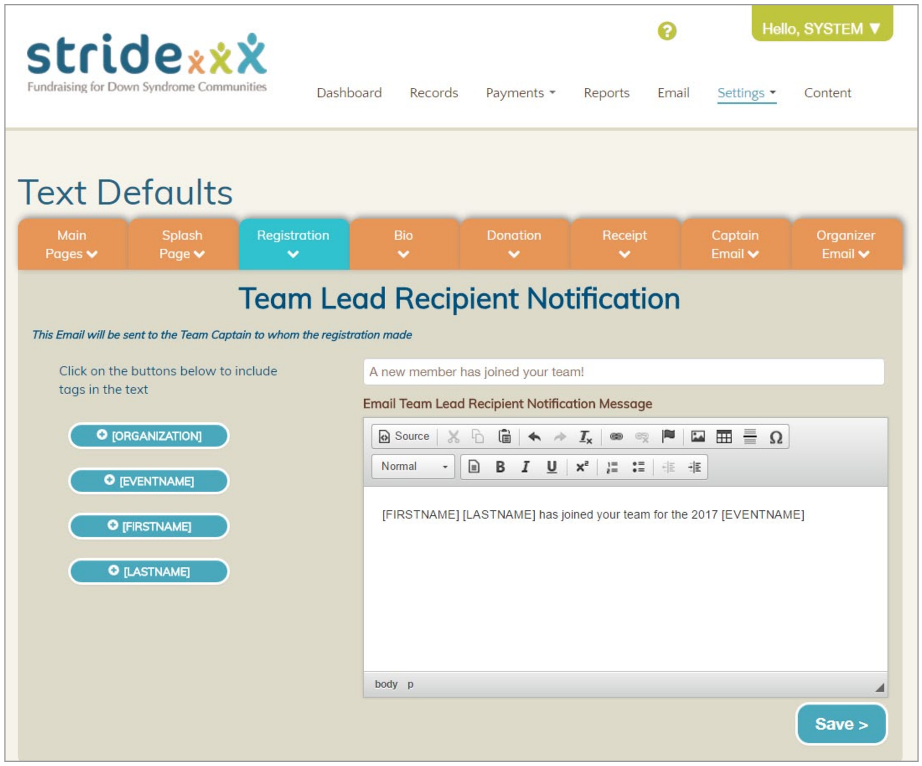


Team Member Notification Email

This is the default email that goes to team captains when someone registers for their team. To edit, go to Registration> Team Member Notification – Email.

Subject: A new member has joined your team!

Body: [FIRSTNAME] [LASTNAME] has joined your team for the 2017 [EVENTNAME].



Registration Code Email

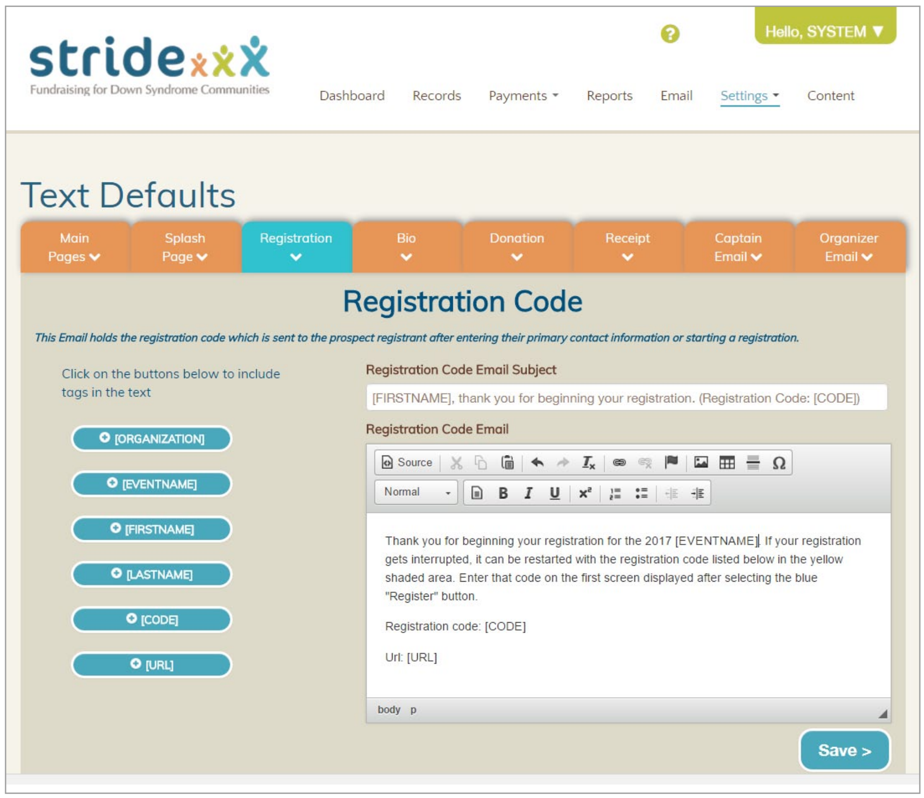
The registration code lets registrants who have not finished their registration to continue where they left off. Registrants can enter this code in Step 1 of the registration process, and it will auto-fill the fields that the individual completed previously.

Subject: [FIRSTNAME], thank you for beginning your registration. (Registration Code: [CODE])

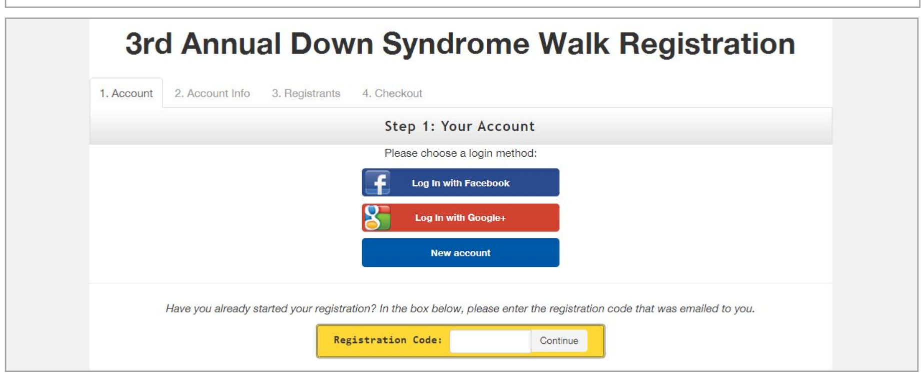
Body: Thank you for beginning your registration for the 2017 [EVENTNAME]. If your registration gets interrupted, it can be restarted with the registration code listed below in the yellow shaded area. Enter that code on the first screen displayed after selecting the blue "Register" button.

Registration code: [CODE]

Url: [URL]



Right: Registrants can input their code into the pink box at the bottom of the page to continue where they left off.



Complete Registration Email

Enter text here that you want to email to individuals who have completed their registration. This will include the registrant's temporary username and password as well as any other content you choose. Edit by going to Registration > Complete (Email).

Subject: [FIRSTNAME], thank you for registering for the [EVENTNAME]!

Body: Dear [FIRSTNAME],

Thank you for registering for the 2017 [EVENTNAME]! By participating in the [EVENTNAME], you will support individuals with Down syndrome and their families.

Whether you are a parent of a newborn or an adult with Down syndrome, a family member, a caring friend, a self-advocate, or a service provider, you have joined a movement that is more than 275,000 people strong and growing every year.

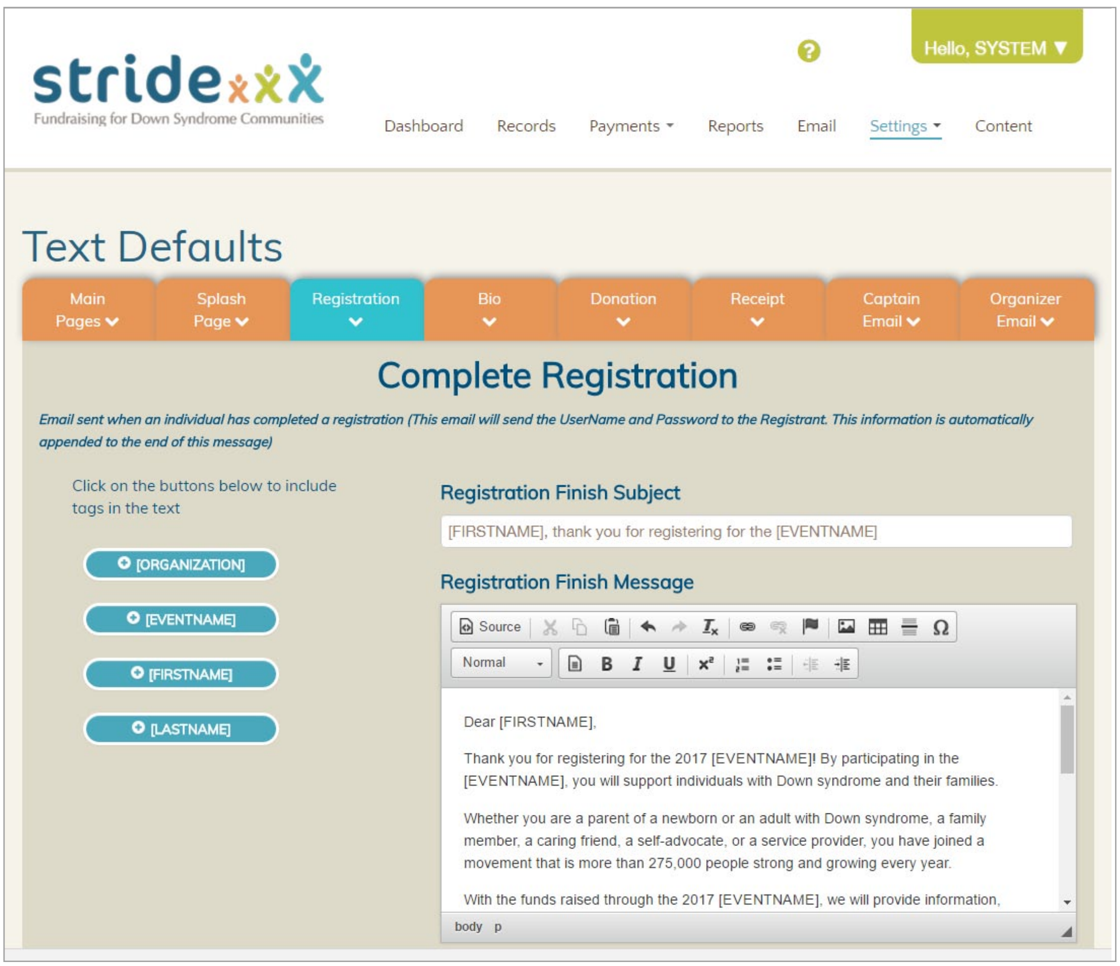
With the funds raised through the 2017 [EVENTNAME], we will provide information, education programs, support groups and referral assistance to individuals with Down syndrome and their families.

Once again, thank you for supporting the 2017 [EVENTNAME] and assisting us in reaching our goal. Help us spread the word; all are welcome for our day of celebration!

Sincerely,

Events Coordinator

Supporting families, promoting community involvement and encouraging a lifetime of opportunities for people with Down syndrome.



Bio

The Bio text is what visitors will see when they go to a registrant or team profile page. The event coordinator can edit the default text, and registrants and teams can edit their own bios as well.

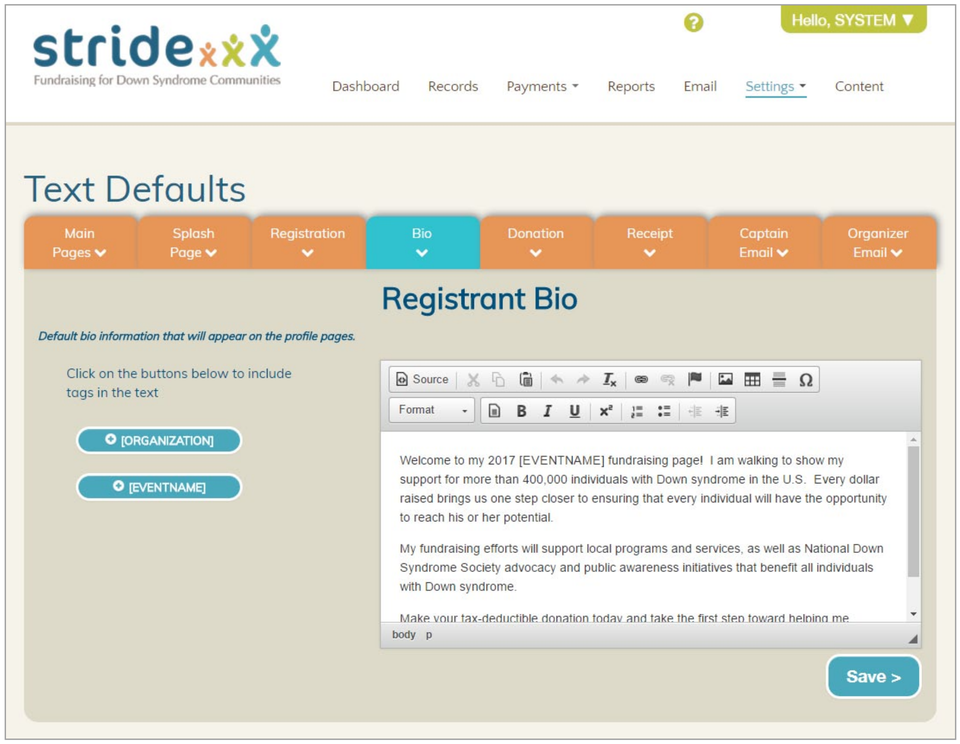
Registrant Bio

Enter text here that you want to display by default on individual profile pages. The individual will then have the option to edit this text to customize their individual page. Edit by going to Bio > Registrant.

Welcome to my 2017 [EVENTNAME] fundraising page! I am walking to show my support for more than 400,000 individuals with Down syndrome in the U.S. Every dollar raised brings us one step closer to ensuring that every individual will have the opportunity to reach his or her potential.

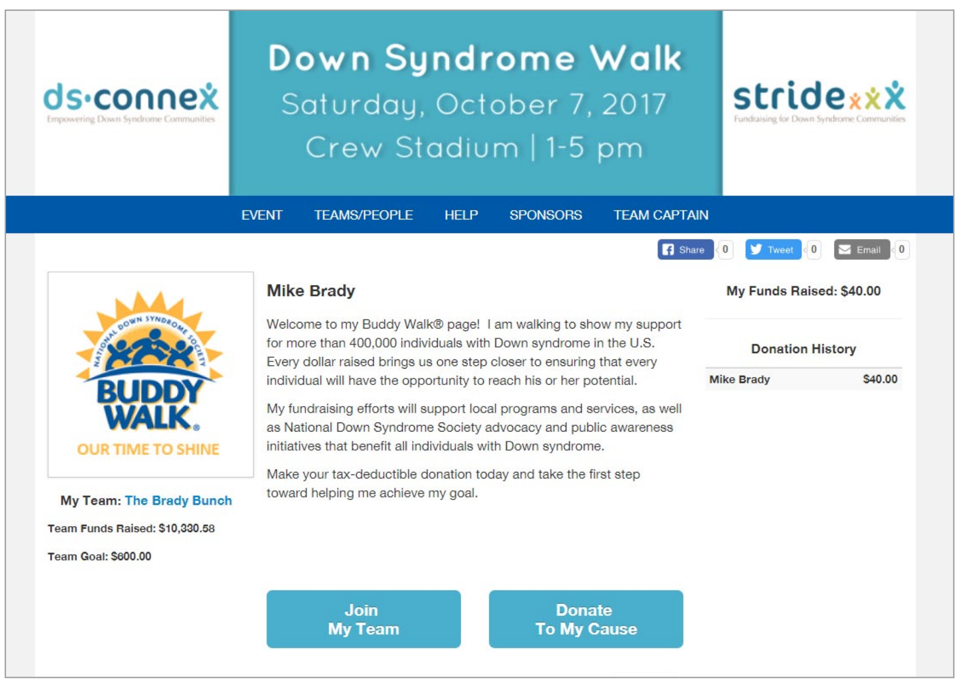
My fundraising efforts will support local programs and services, as well advocacy and public awareness initiatives that benefit all individuals with Down syndrome in our community.

Make your tax-deductible donation today and take the first step toward helping me achieve my goal. Thank you for your support!



Public Site Changes

The default text will be reflected on each individual's profile page once they have registered. The public can access these under Profiles > People Search.



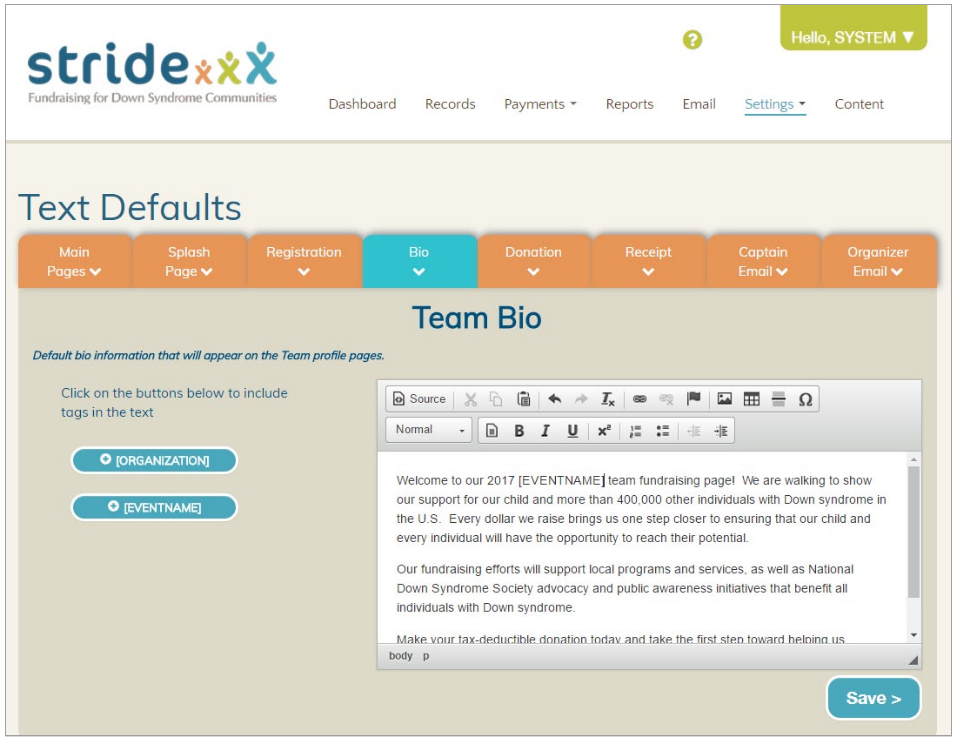
Team Bio

Enter text here that you want to display by default on team profile pages. We recommend encouraging team captains to edit this text and customize their team page. To edit, go to Bio > Team.

Welcome to our 2017 [EVENTNAME] team fundraising page! We are walking to show our support for our child and more than 400,000 other individuals with Down syndrome in the U.S. Every dollar we raise brings us one step closer to ensuring that our child and every individual will have the opportunity to reach their potential.

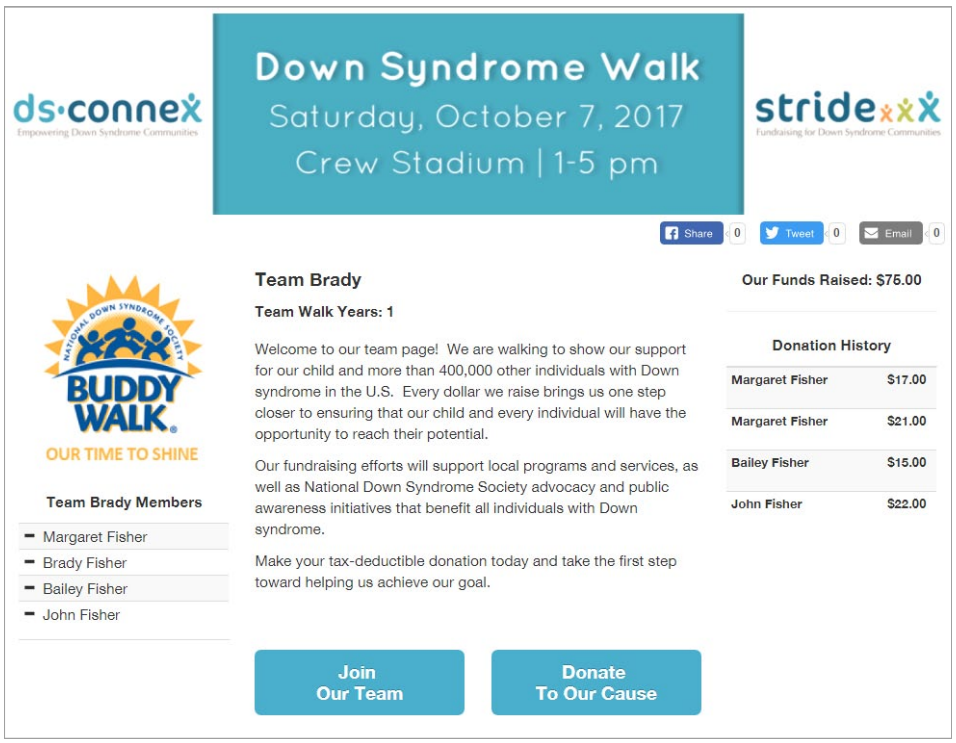
Our fundraising efforts will support local programs and services, as well as advocacy and public awareness initiatives that benefit all individuals with Down syndrome in our community.

Make your tax-deductible donation today and take the first step toward helping us achieve our goal. Thank you for your support!



Public Site Changes

The default text will be reflected on each team profile page. The public can access these under Profiles > Team Search.



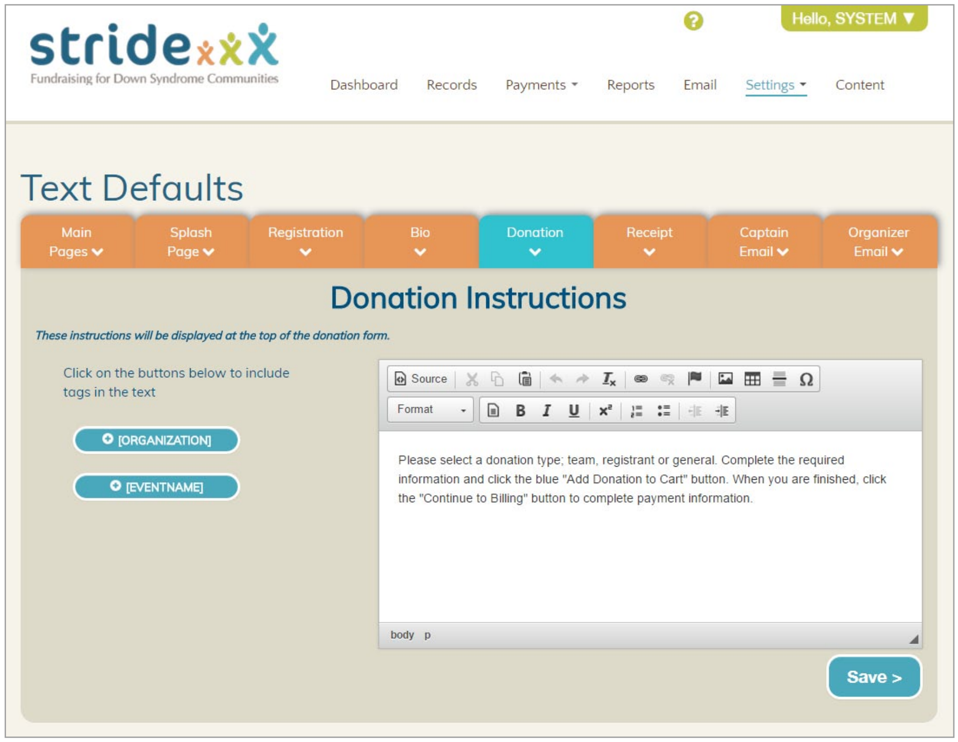
Donation

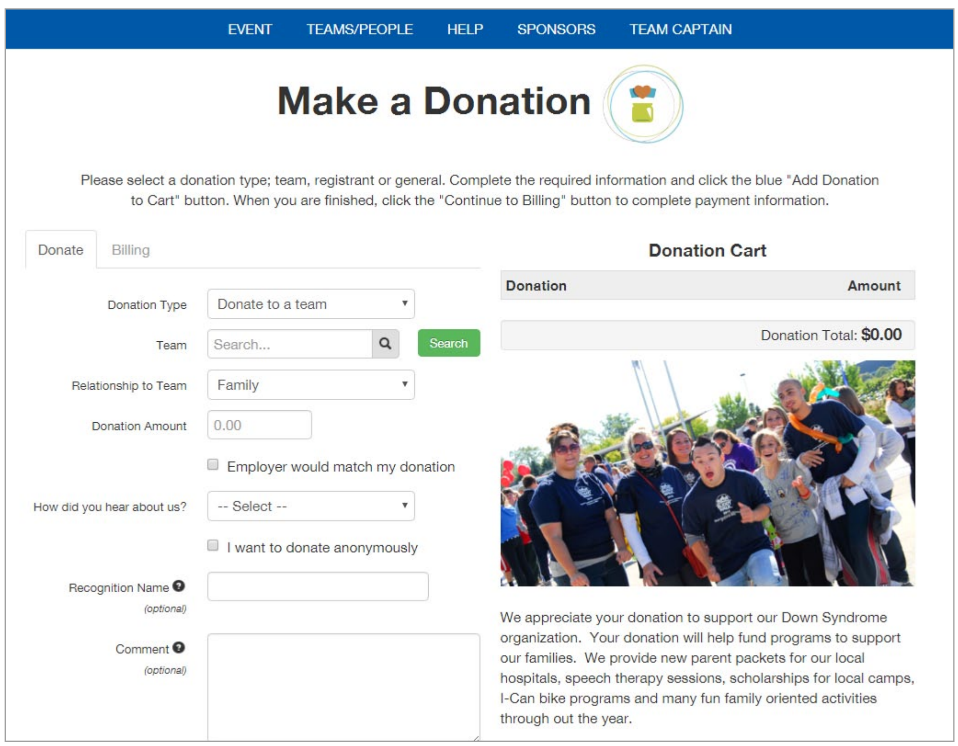
These defaults control the message that donors see on the website and via email after a donation is completed.

Donation Instructions

These instructions will be displayed at the top of the donation form.

Please select a donation type; team, registrant or general. Complete the required information and click the blue "Add Donation to Cart" button. When you are finished, click the "Continue to Billing" button to complete payment information.

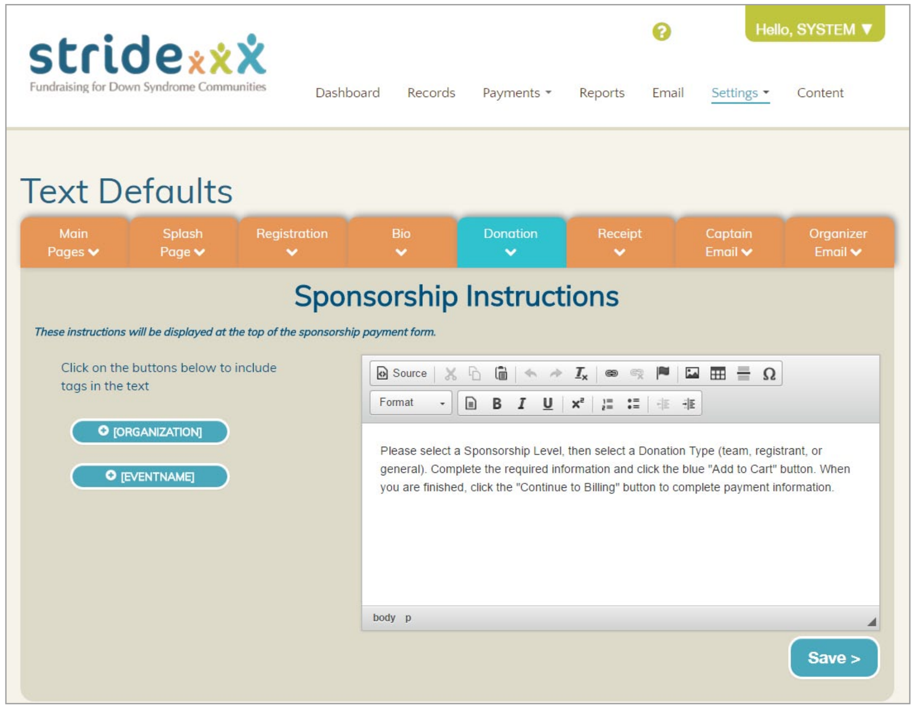


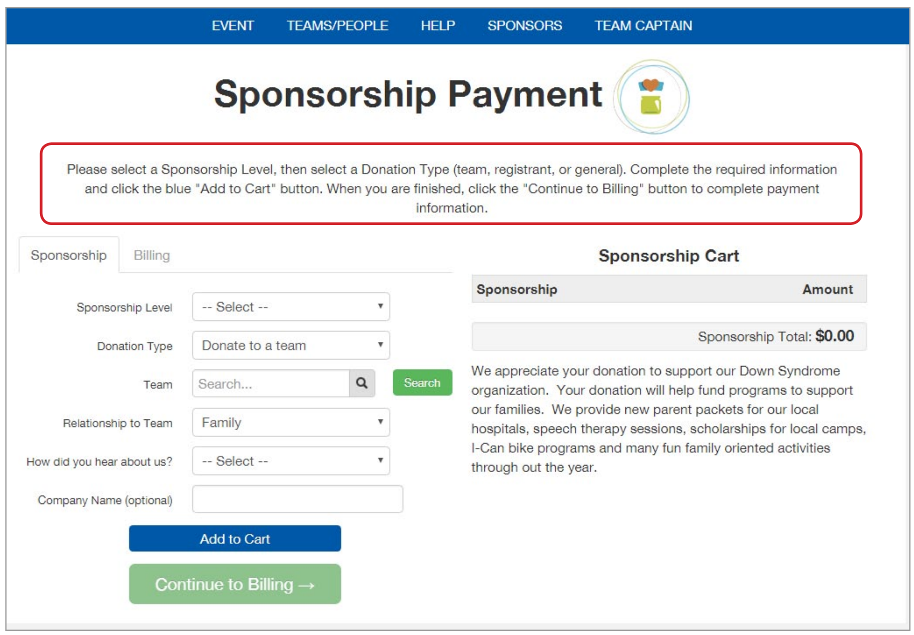


Sponsorship Instructions

These instructions will be displayed at the top of the sponsorship form. Go to Donations > Sponsorship Instructions to edit.

Please select a Sponsorship Level, then select a Donation Type (team, registrant, or general). Complete the required information and click the blue "Add to Cart" button. When you are finished, click the "Continue to Billing" button to complete payment information.

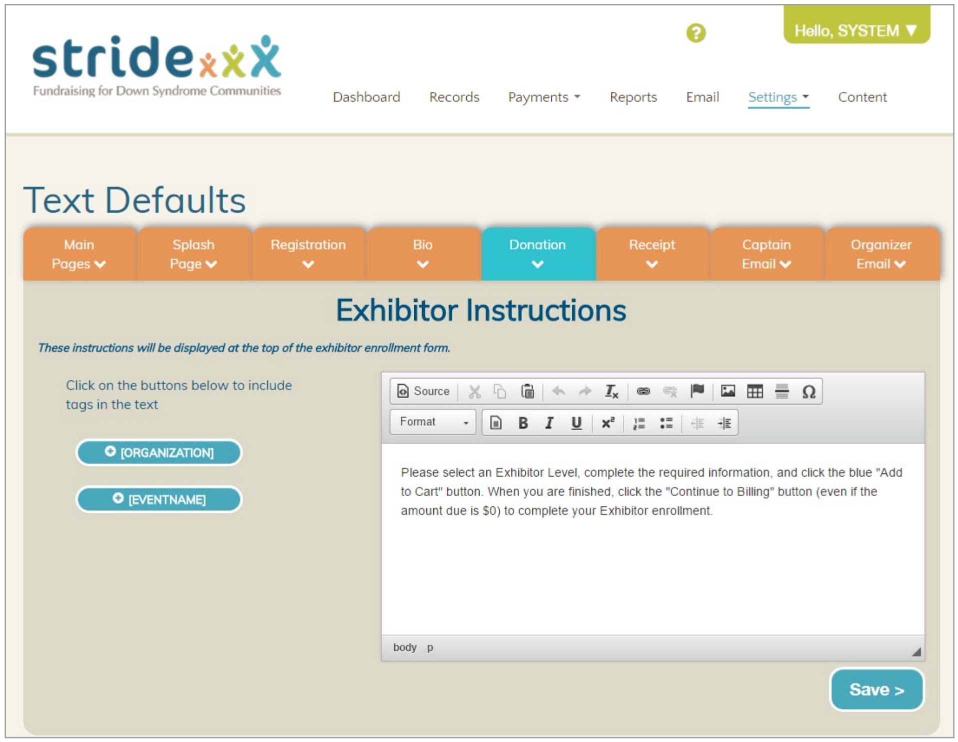


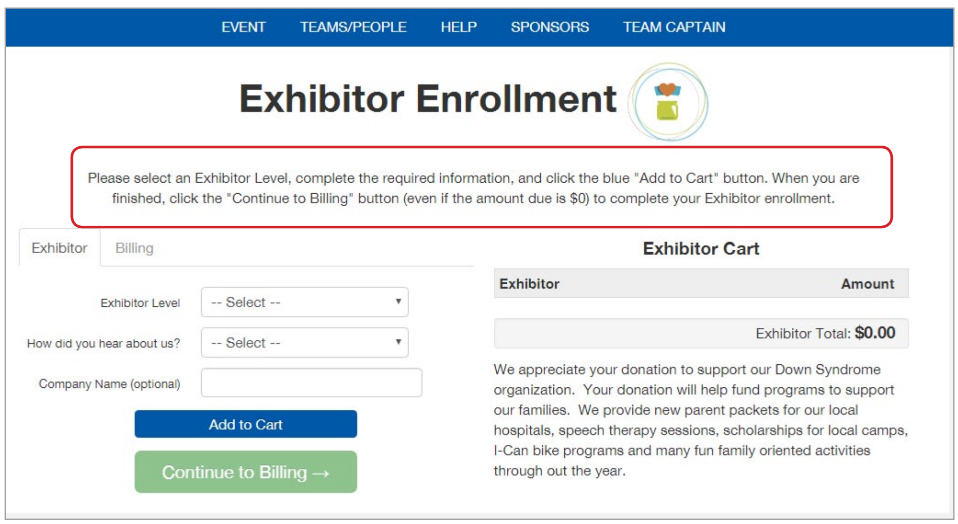


Exhibitor Instructions

These instructions will be displayed at the top of the exhibitor form. Go to Donations > Exhibitor Instructions to edit.

Please select an Exhibitor Level, complete the required information, and click the blue "Add to Cart" button. When you are finished, click the "Continue to Billing" button (even if the amount due is $0) to complete your Exhibitor enrollment.





Donation Thank You Message

Enter text here that you want to display above the donation receipt to individuals that have made a donation to your event.

Dear [FIRSTNAME],

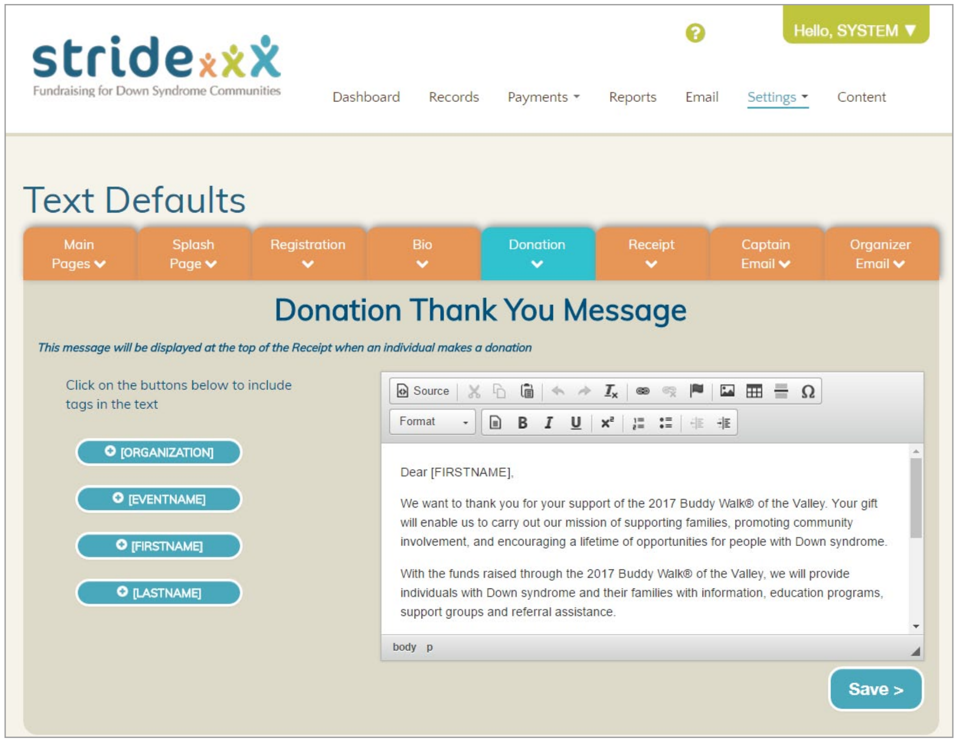
We want to thank you for your support of the 2017 [EVENTNAME]. Your gift will enable us to carry out our mission of supporting families, promoting community involvement, and encouraging a lifetime of opportunities for people with Down syndrome.

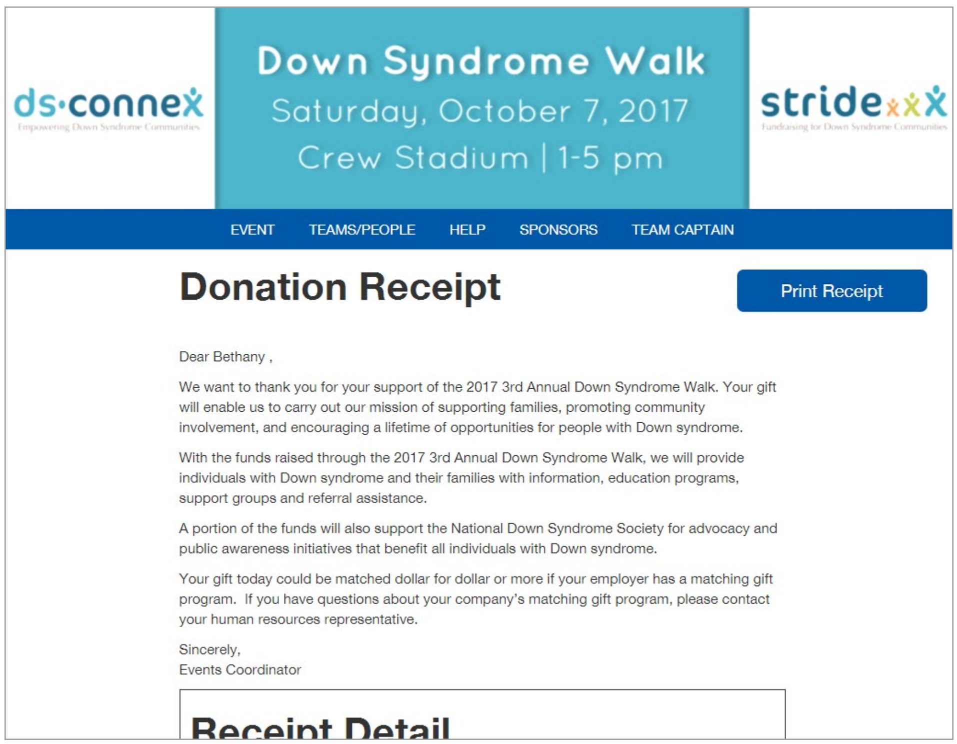
With the funds raised through the 2017 [EVENTNAME], we will provide individuals with Down syndrome and their families with information, education programs, support groups and referral assistance.

Your gift today could be matched dollar for dollar or more if your employer has a matching gift program. If you have questions about your company's matching gift program, please contact your human resources representative.

Sincerely,

Events Coordinator





Sponsorship/Exhibitor Thank You Message

This message will be displayed at the top of the Receipt when an individual becomes a sponsor or exhibitor. To edit, go to Donation > Sponsorship / Exhibitor Thank You.

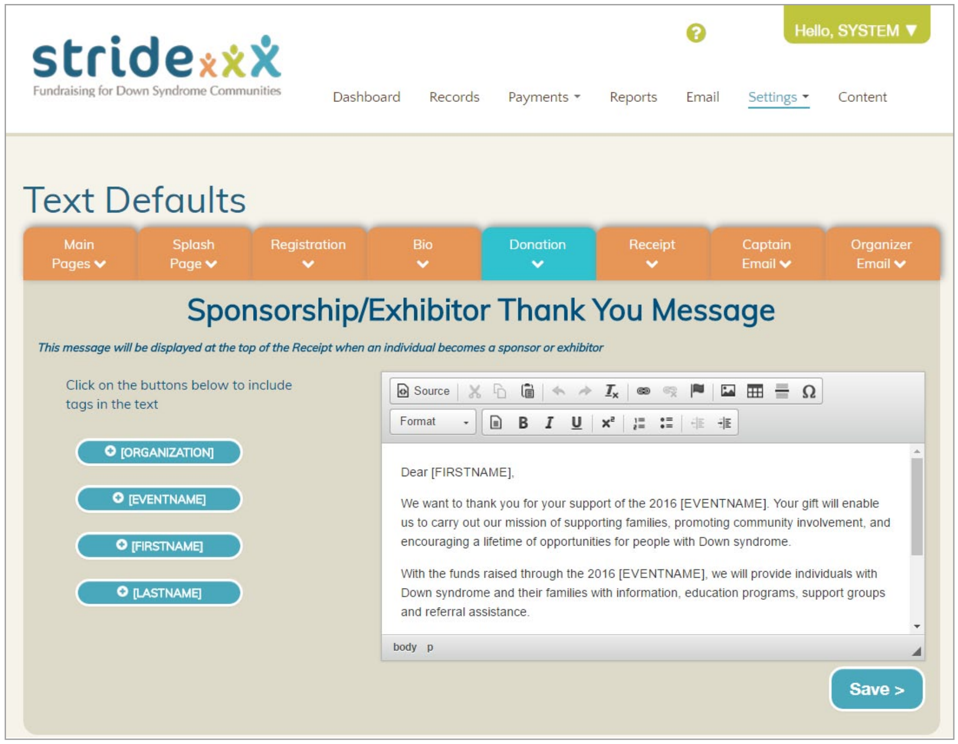
Dear [FIRSTNAME],

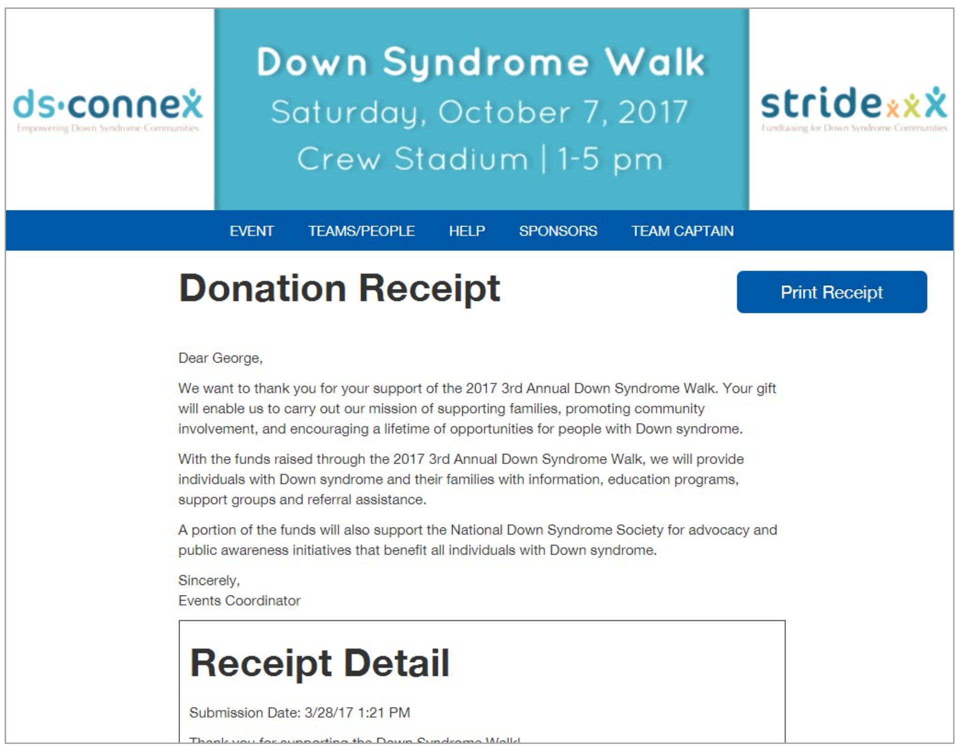
We want to thank you for your support of the 2017 [EVENTNAME]. Your gift will enable us to carry out our mission of supporting families, promoting community involvement, and encouraging a lifetime of opportunities for people with Down syndrome.

With the funds raised through the 2017 [EVENTNAME], we will provide individuals with Down syndrome and their families with information, education programs, support groups and referral assistance.

Sincerely,

Events Coordinator



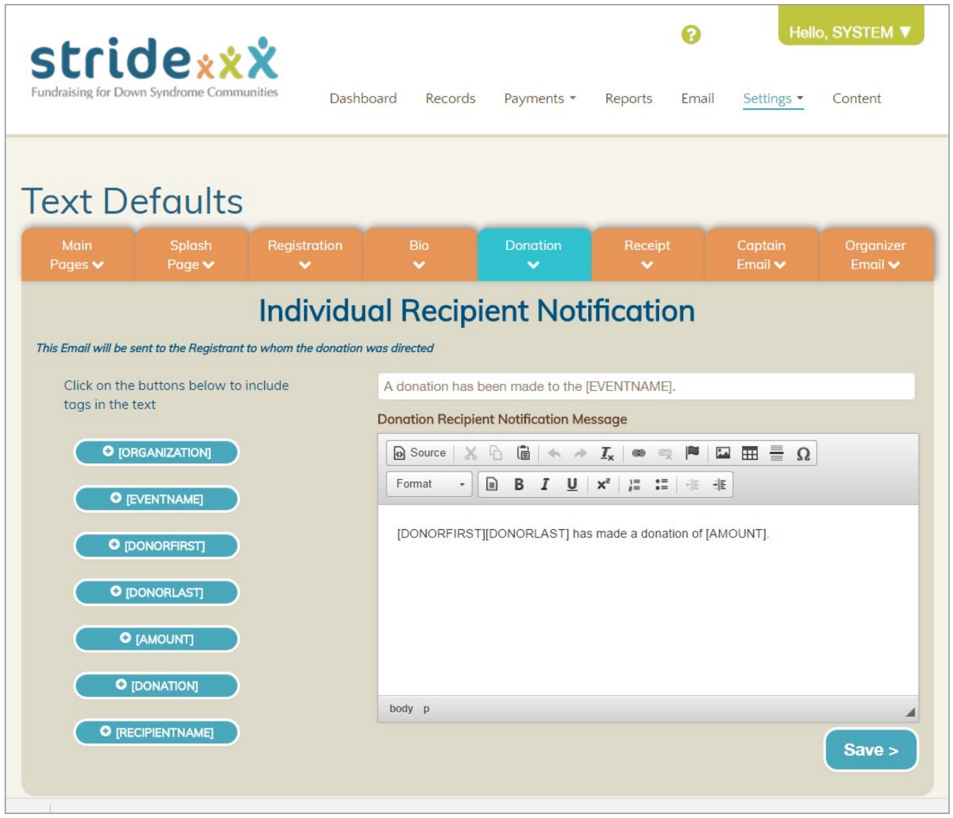


Individual Recipient Notification Email

Enter text here that you want to email to a registrant to alert them that they have received a donation on their behalf. The default text tells who donated how much to your event.

Subject – A donation has been made to the [EVENTNAME]

Body – [DONORFIRST][DONORLAST] has made a donation of [AMOUNT].

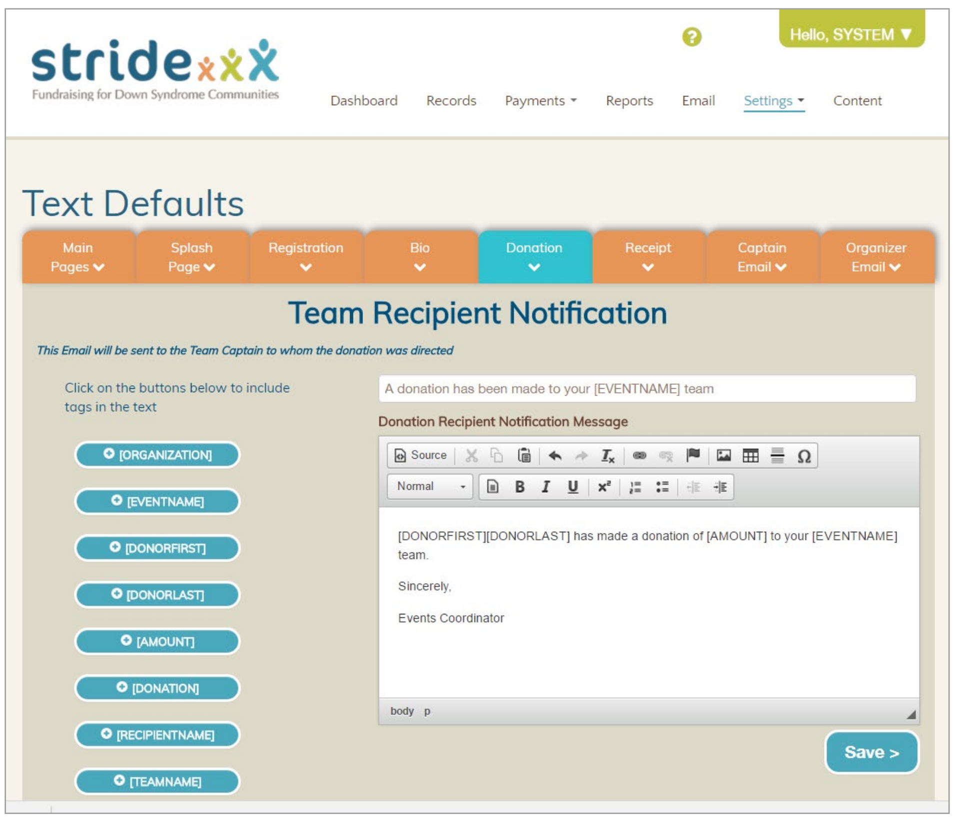


Team Recipient Notification Email

Enter text here that you want to email to team captains to alert them that they have received a donation on behalf of themselves or their team. The default text tells who donated how much to your event.

Subject – A donation has been made to your [EVENTNAME] team

Body – [DONORFIRST][DONORLAST] has made a donation of [AMOUNT].

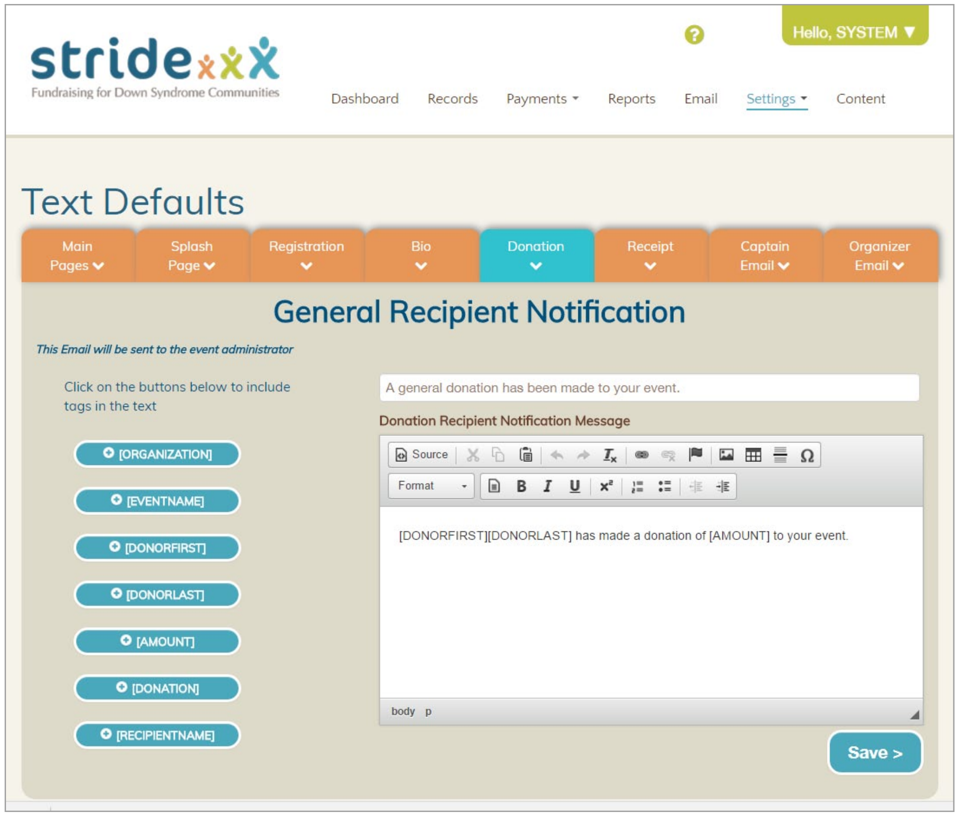


General Recipient Notification Email

Enter text here that you want to be emailed to the event administrator when a general donation is received.

Subject – A general donation has been made to your event.

Body – [DONORFIRST][DONORLAST] has made a donation of [AMOUNT] to your event.

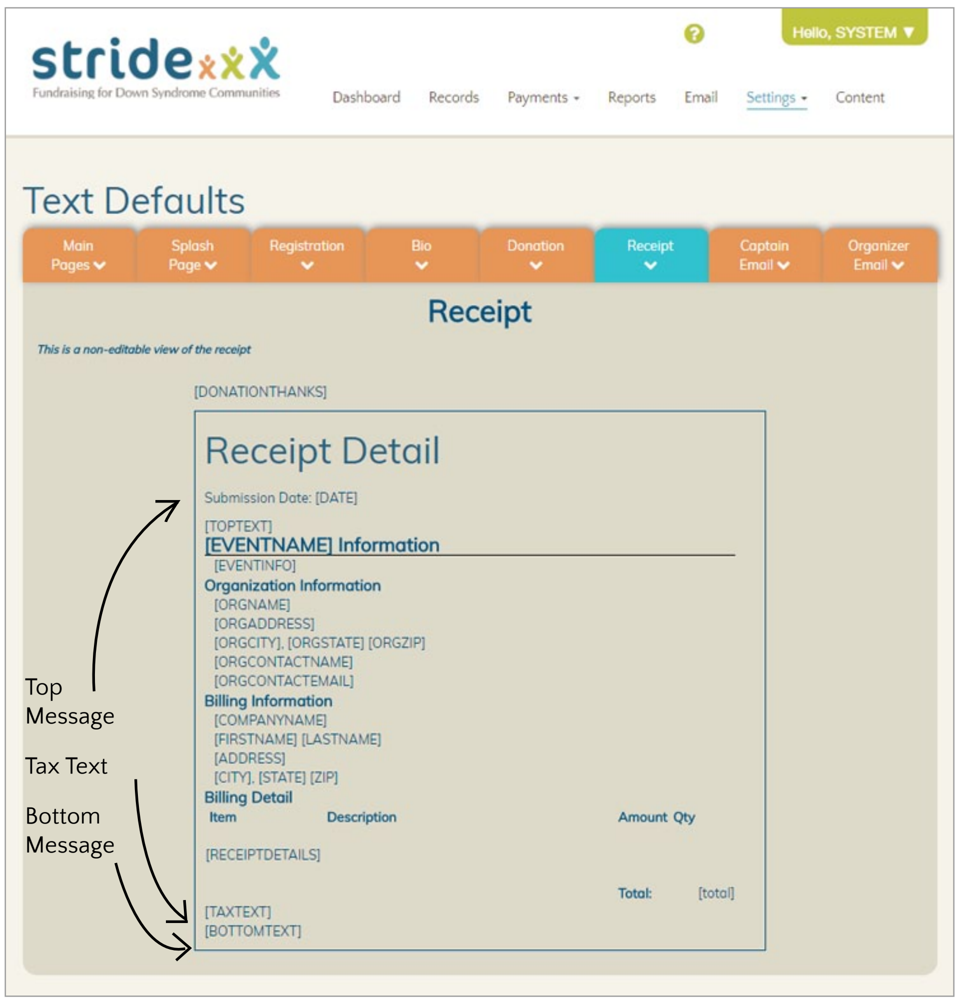


Receipt

Individuals who register for or donate to the event will receive a receipt on the website and via email. You can edit several details on the receipt.

Receipt Default

The Receipt Default section of Default Content is a non-editable view of the receipt given to individuals who register for or donate to the event. It shows you where the different default texts show up on the receipt. Although you cannot edit the receipt, you can fill in a custom top message, bottom message, and tax text.



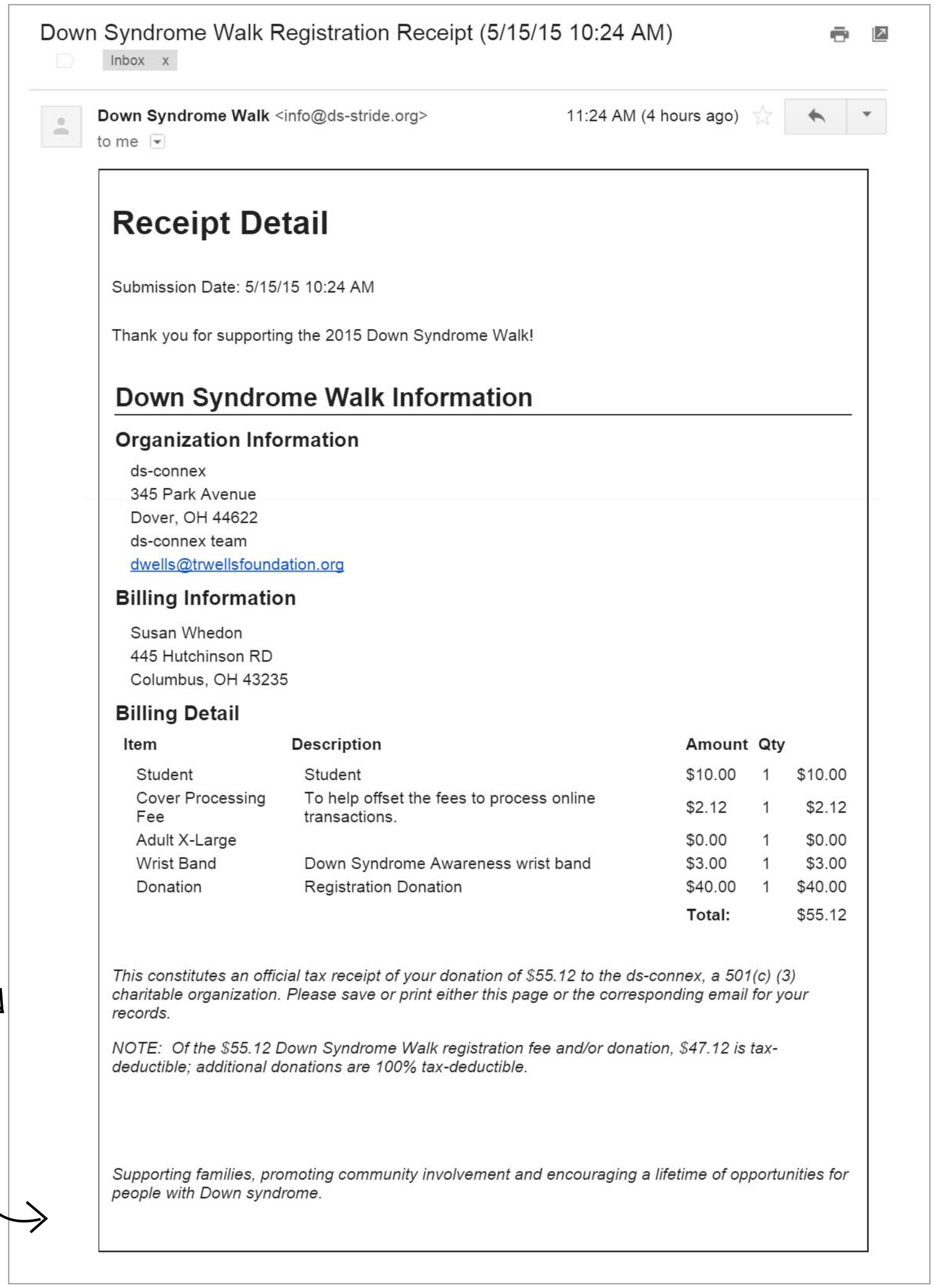
Actual Receipt

Donors and registrants will be emailed the following receipt, and it will appear on the website when they have completed their purchase.

Top Message

Tax Text

Bottom Message



Down Syndrome Walk Registration Receipt (5/15/15 10:24 AM)

Inbox x

Down Syndrome Walk <info@ds-stride.org> 11:24 AM (4 hours ago)

to me

Receipt Detail

Submission Date: 5/15/15 10:24 AM

Thank you for supporting the 2015 Down Syndrome Walk!

Down Syndrome Walk Information

Organization Information

ds-connex
345 Park Avenue
Dover, OH 44622
ds-connex team
dwells@trwellsfoundation.org

Billing Information

Susan Whedon
445 Hutchinson RD
Columbus, OH 43235

Billing Detail

Item	Description	Amount	Qty	
Student	Student	$10.00	1	$10.00
Cover Processing Fee	To help offset the fees to process online transactions.	$2.12	1	$2.12
Adult X-Large		$0.00	1	$0.00
Wrist Band	Down Syndrome Awareness wrist band	$3.00	1	$3.00
Donation	Registration Donation	$40.00	1	$40.00
		Total:		$55.12

This constitutes an official tax receipt of your donation of $55.12 to the ds-connex, a 501(c) (3) charitable organization. Please save or print either this page or the corresponding email for your records.

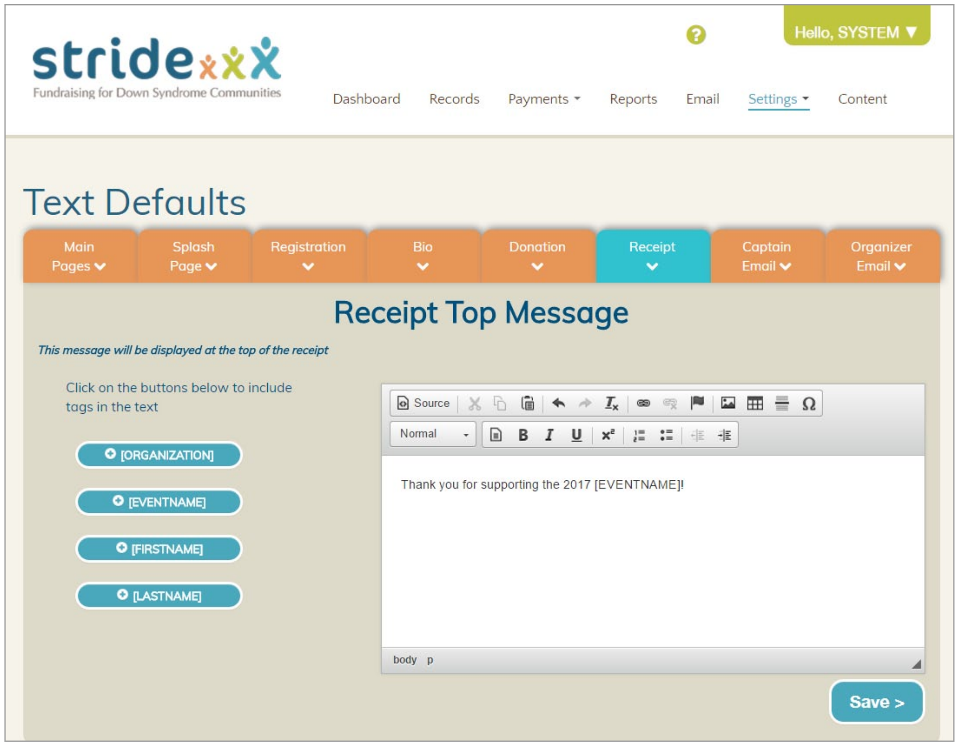
NOTE: Of the $55.12 Down Syndrome Walk registration fee and/or donation, $47.12 is tax-deductible; additional donations are 100% tax-deductible.

Supporting families, promoting community involvement and encouraging a lifetime of opportunities for people with Down syndrome.

Receipt Top Message

Enter text here that you want to display in the receipt given to registrants and donors where it says [TOPTEXT].

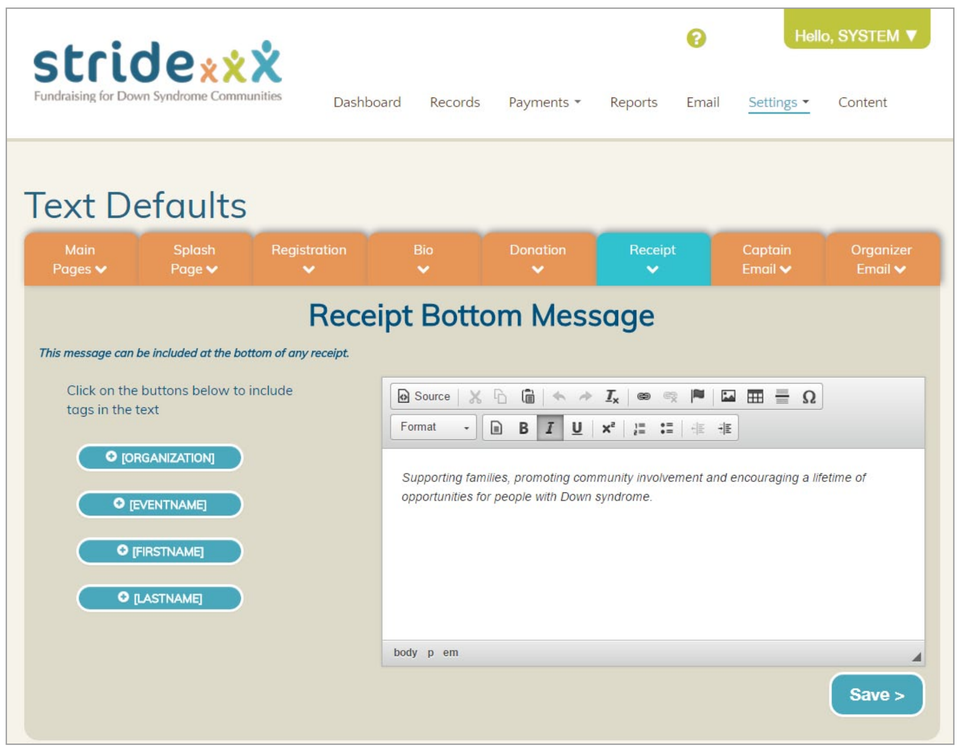
Thank you for supporting the 2017 [EVENTNAME]!



Receipt Bottom Message

Enter text here that you want to display in the receipt given to registrants and donors where it says [BOTTOMTEXT].

Supporting families, promoting community involvement and encouraging a lifetime of opportunities for people with Down syndrome.

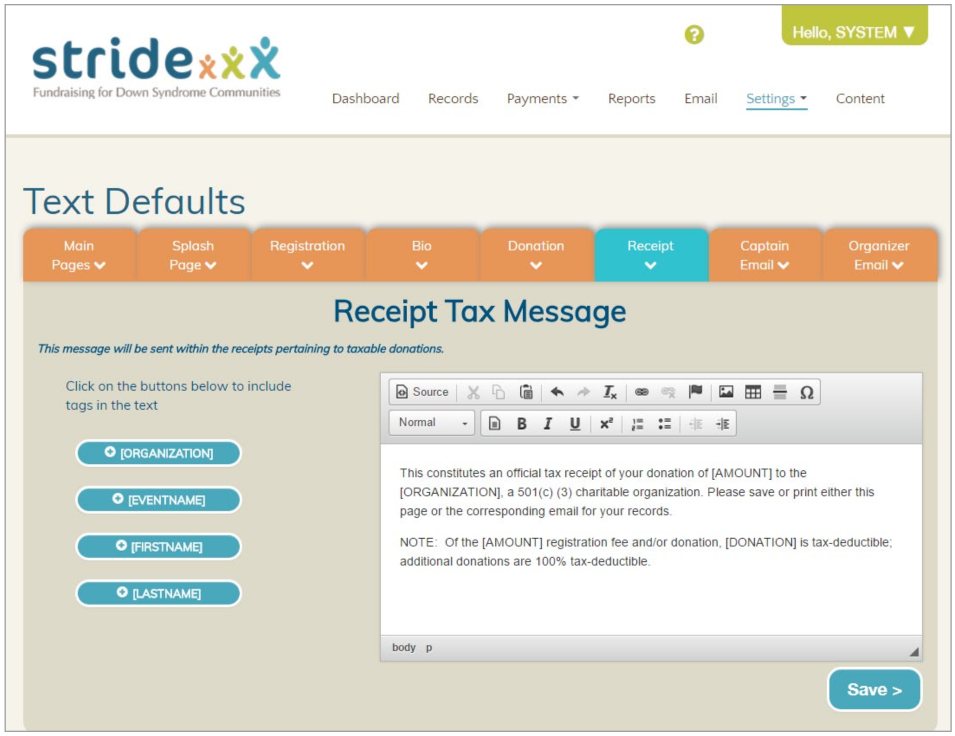


Receipt Tax Message

Enter text here that you want to display in the receipt given to registrants and donors where it says [TAXTEXT].

This constitutes an official tax receipt of your donation of [AMOUNT] to the [ORGANIZATION], a 501(c) (3) charitable organization. Please save or print either this page or the corresponding email for your records.

NOTE: Of the [AMOUNT] [EVENTNAME] registration fee and/or donation, [DONATION] is tax-deductible; additional donations are 100% tax-deductible.



Captain Email

Stride has several default emails that team captains can send out to their team members and donors. Captains can personalize these emails, but you can also tailor the defaults to fit your unique event.

Welcome Team Members

Team captains can send out this email to welcome their team members and remind them to start raising money.

Subject – Welcome to Our 2017 [EVENTNAME] Team

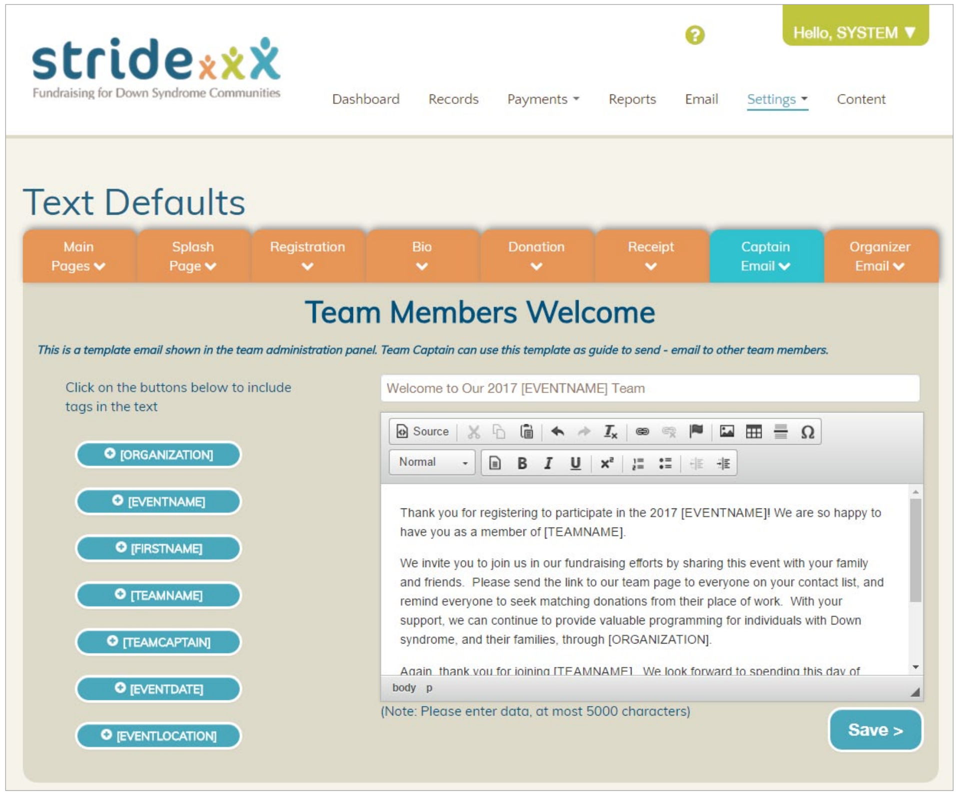
Body – Thank you for registering to participate in the 2017 [EVENTNAME]! We are so happy to have you as a member of [TEAMNAME].

We invite you to join us in our fundraising efforts by sharing this event with your family and friends. Please send the link to our team page to everyone on your contact list, and remind everyone to seek matching donations from their place of work. With your support, we can continue to provide valuable programming for individuals with Down syndrome, and their families, through [ORGANIZATION].

Again, thank you for joining [TEAMNAME]. We look forward to spending this day of celebration and advocacy with you!

Sincerely,

[TEAMCAPTAIN]



Fundraising Reminder

This default thanks team members for their fundraising work and reminds them that they have one week left to reach their goal before the event.

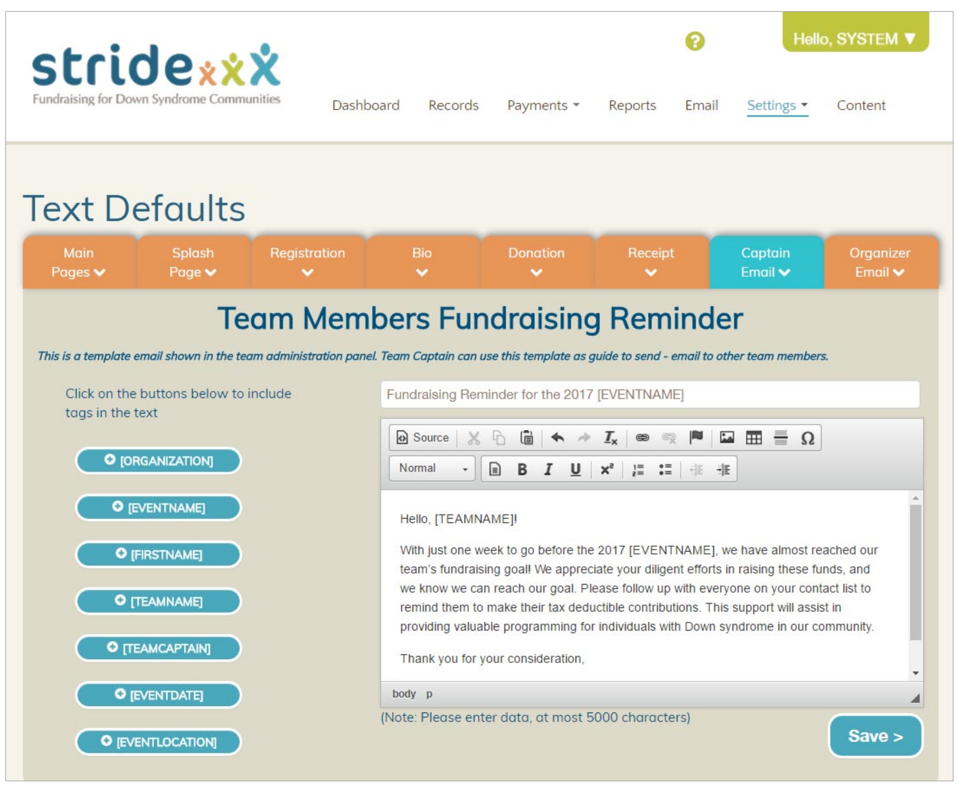
Subject – Fundraising Reminder for the 2017 [EVENTNAME]

Body – Hello, [TEAMNAME]!

With just one week to go before the 2017 [EVENTNAME], we have almost reached our team's fundraising goal! We appreciate your diligent efforts in raising these funds, and we know we can reach our goal. Please follow up with everyone on your contact list to remind them to make their tax deductible contributions. This support will assist in providing valuable programming for individuals with Down syndrome in our community.

Thank you for your consideration,

[TEAMCAPTAIN]



Fundraising Goal Reached

This default email lets team members know that the team goal has been reached and thanks them for their hard work.

Subject – Fundraising Goal Reached for the 2017 [EVENTNAME]

Body – Hello, [TEAMNAME]!

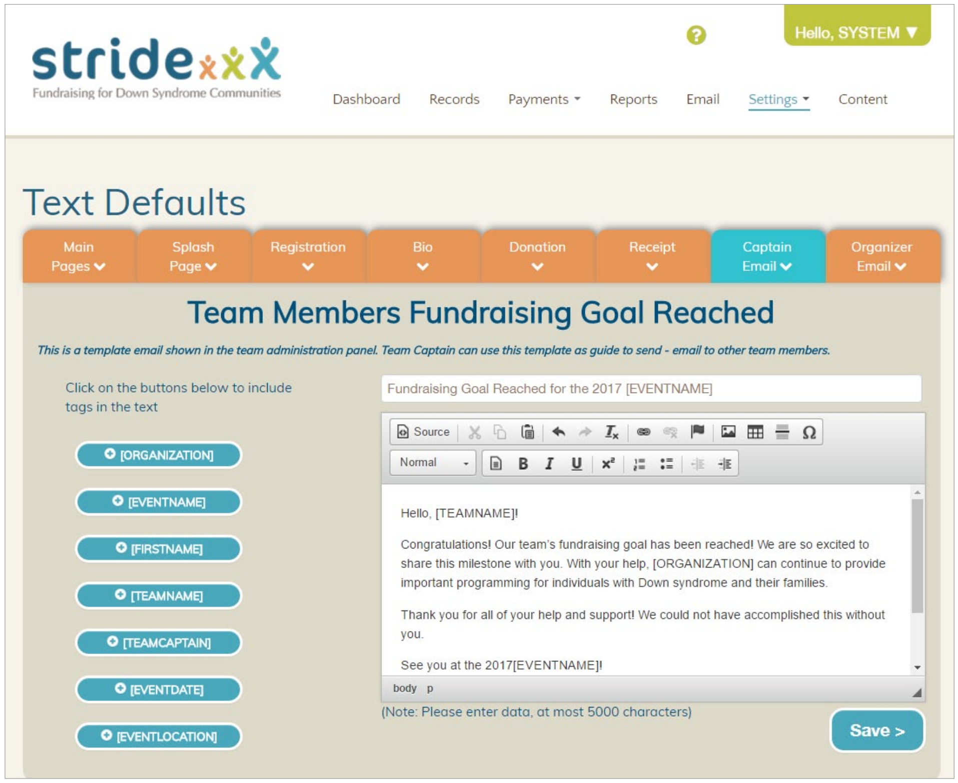
Congratulations! Our team's fundraising goal has been reached! We are so excited to share this milestone with you. With your help, [ORGANIZATION] can continue to provide important programming for individuals with Down syndrome and their families.

Thank you for all of your help and support! We could not have accomplished this without you.

See you at the 2017 [EVENTNAME]!

Sincerely,

[TEAMCAPTAIN]



Event Reminder

This default email reminds team members of the event date and time.

Subject – Event Reminder – 2017 [EVENTNAME]

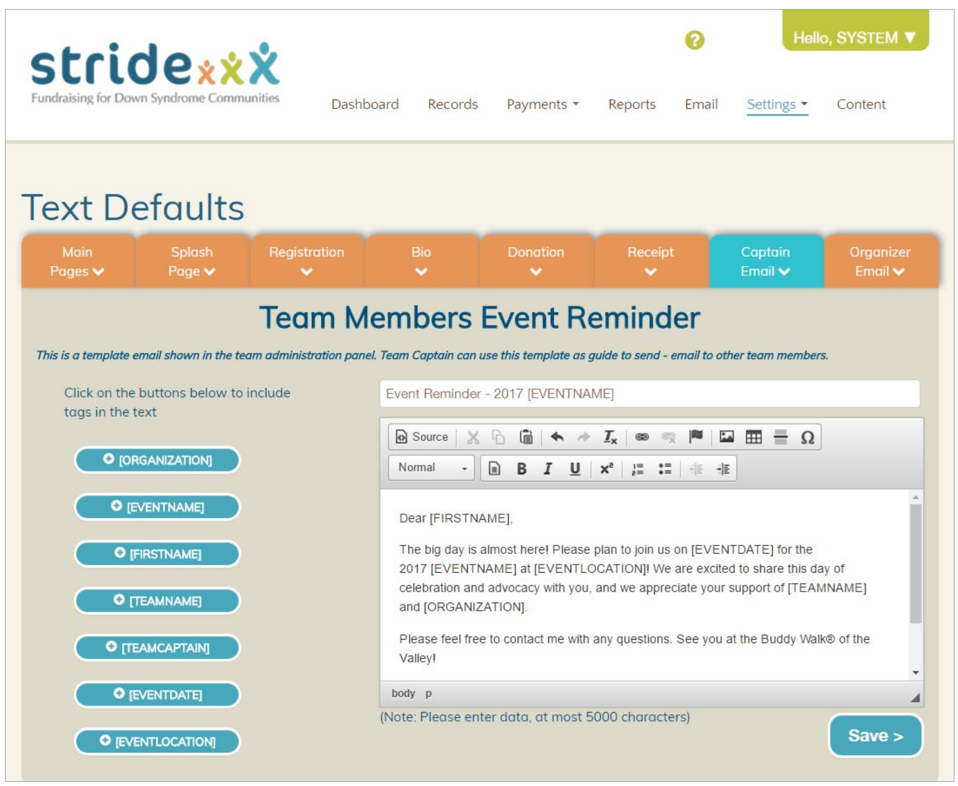
Body – Dear [FIRSTNAME],

The big day is almost here! Please plan to join us on [EVENTDATE] for the 2017 [EVENTNAME] at [EVENTLOCATION]! We are excited to share this day of celebration and advocacy with you, and we appreciate your support of [TEAMNAME] and [ORGANIZATION].

Please feel free to contact me with any questions. See you at the [EVENTNAME]!

Sincerely,

[TEAMCAPTAIN]



Donors Thank You

This default email thanks donors for their generous contribution and encourages them to ask their employer about matching contributions.

Subject – Thank You

Body – Dear [FIRSTNAME],

Thank you so much for your generous donation to [TEAMNAME] and the 2017 [EVENTNAME]! We are well on our way to reaching our team's fundraising goal.

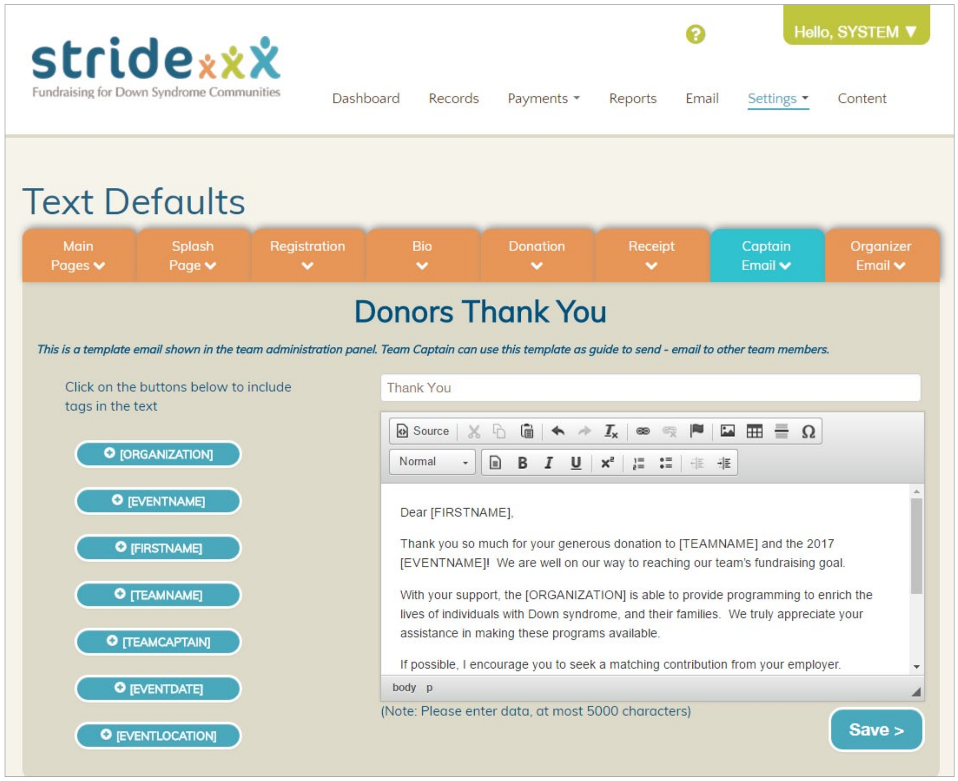
With your support, the [ORGANIZATION] is able to provide programming to enrich the lives of individuals with Down syndrome, and their families. We truly appreciate your assistance in making these programs available.

If possible, I encourage you to seek a matching contribution from your employer. Corporate matching donations are a great way to help us reach our fundraising goal.

Again, thank you for your generosity.

Sincerely,

[TEAMCAPTAIN]



Organizer Email

Stride has several default emails that event organizers can send out to their team captains. To edit these text defaults, go to Organizer Email. To send organizer emails, click Email from the dashboard.

Recruitment of New Captains

Event coordinators can send out this email to encourage new members to become team captains.

Subject: Become a Team Captain for the 2017 [EVENTNAME]

Body: Greetings!

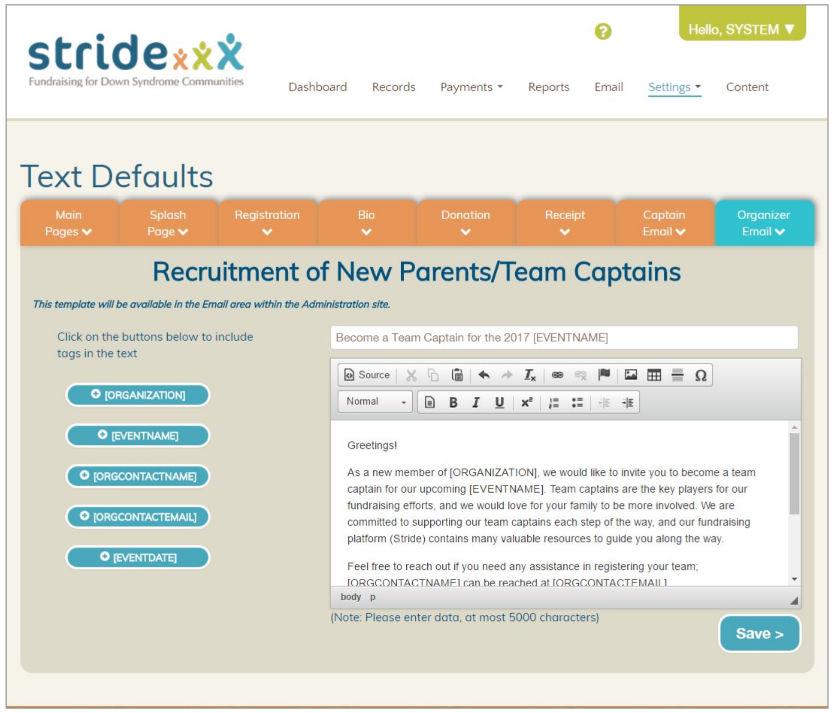
As a new member of [ORGANIZATION], we would like to invite you to become a team captain for our upcoming [EVENTNAME]. Team captains are the key players for our fundraising efforts, and we would love for your family to be more involved. We are committed to supporting our team captains each step of the way, and our fundraising platform (Stride) contains many valuable resources to guide you along the way.

Feel free to reach out if you need any assistance in registering your team; [ORGCONTACTNAME] can be reached at [ORGCONTACTEMAIL].

We look forward to celebrating with you on [EVENTDATE] at the 2017 [EVENTNAME]!

Sincerely,

[ORGANIZATION]



Recruitment of Past Team Captains

Event coordinators can send out this email to encourage past team captains to be team captains again.

Subject: Register your team for the 2017 [EVENTNAME]

Body: Greetings!

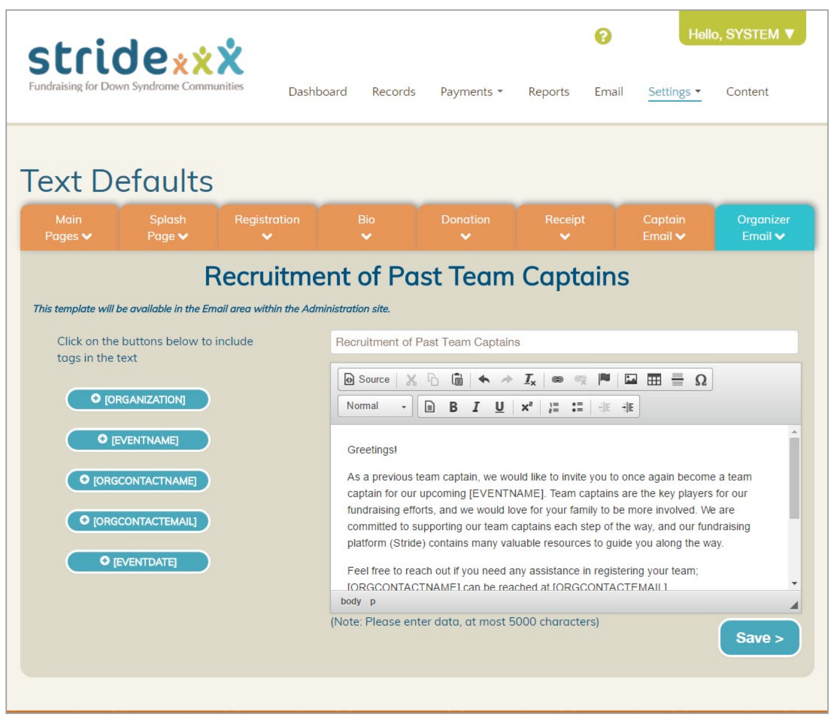
As a previous team captain, we would like to invite you to once again become a team captain for our upcoming [EVENTNAME]. Team captains are the key players for our fundraising efforts, and we would love for your family to be more involved. We are committed to supporting our team captains each step of the way, and our fundraising platform (Stride) contains many valuable resources to guide you along the way.

Feel free to reach out if you need any assistance in registering your team; [ORGCONTACTNAME] can be reached at [ORGCONTACTEMAIL].

We look forward to celebrating with you on [EVENTDATE] at the 2017 [EVENTNAME]!

Sincerely,

[ORGANIZATION]



Incentive Announcement

This email tells team captains to check Facebook for an incentive announcement.

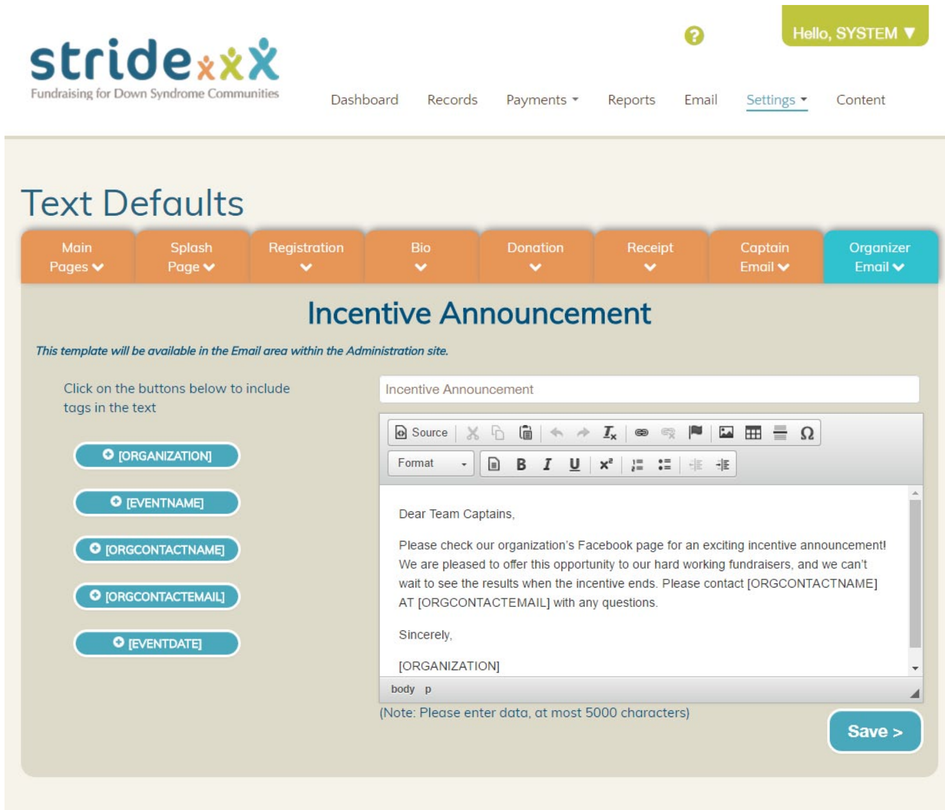
Subject: [EVENTNAME] Incentive Announcement

Body: Dear Team Captains,

Please check our organization's Facebook page for an exciting incentive announcement! We are pleased to offer this opportunity to our hard working fundraisers, and we can't wait to see the results when the incentive ends. Please contact [ORGCONTACTNAME] AT [ORGCONTACTEMAIL] with any questions.

Sincerely,

[ORGANIZATION]



Encouragement / Goal Update

This email updates team captains about overall goal progress.

Subject: [EVENTNAME] Goal Update

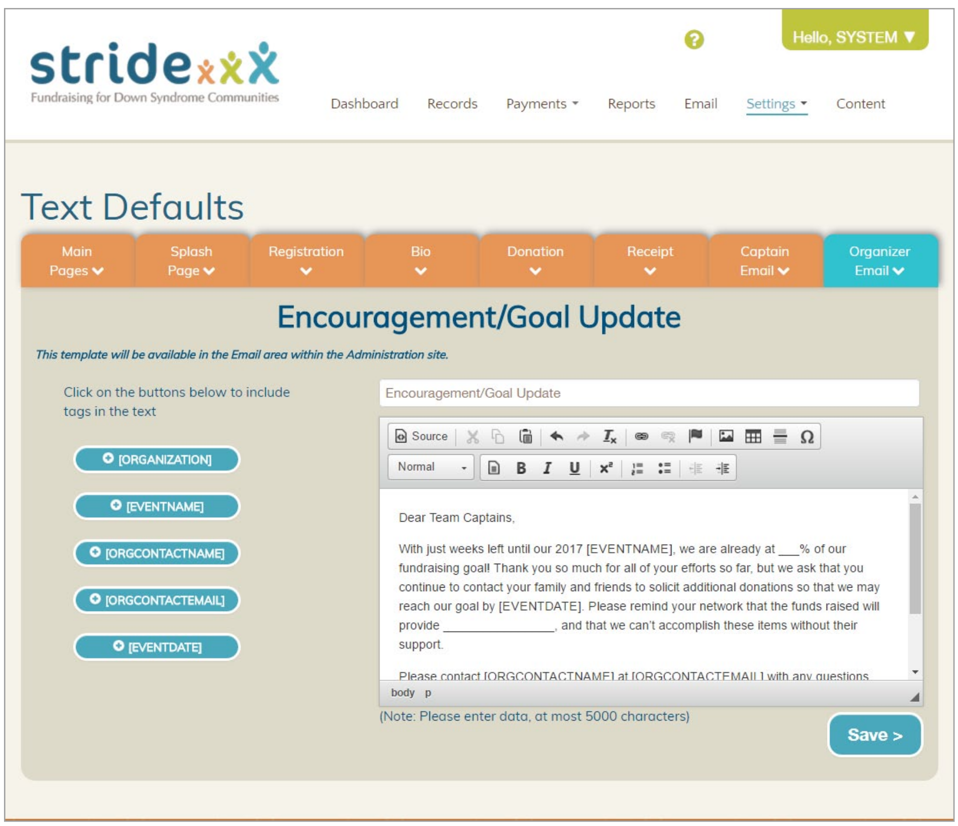
Body: Dear Team Captains,

With just weeks left until our 2017 [EVENTNAME], we are already at ___% of our fundraising goal! Thank you so much for all of your efforts so far, but we ask that you continue to contact your family and friends to solicit additional donations so that we may reach our goal by [EVENTDATE]. Please remind your network that the funds raised will provide _______________, and that we can't accomplish these items without their support.

Please contact [ORGCONTACTNAME] at [ORGCONTACTEMAIL] with any questions.

Sincerely,

[ORGANIZATION]



Walk Day Info

This email gives team captains info about the walk day.

Subject: Walk Day Information

Body: Dear Team Captains,

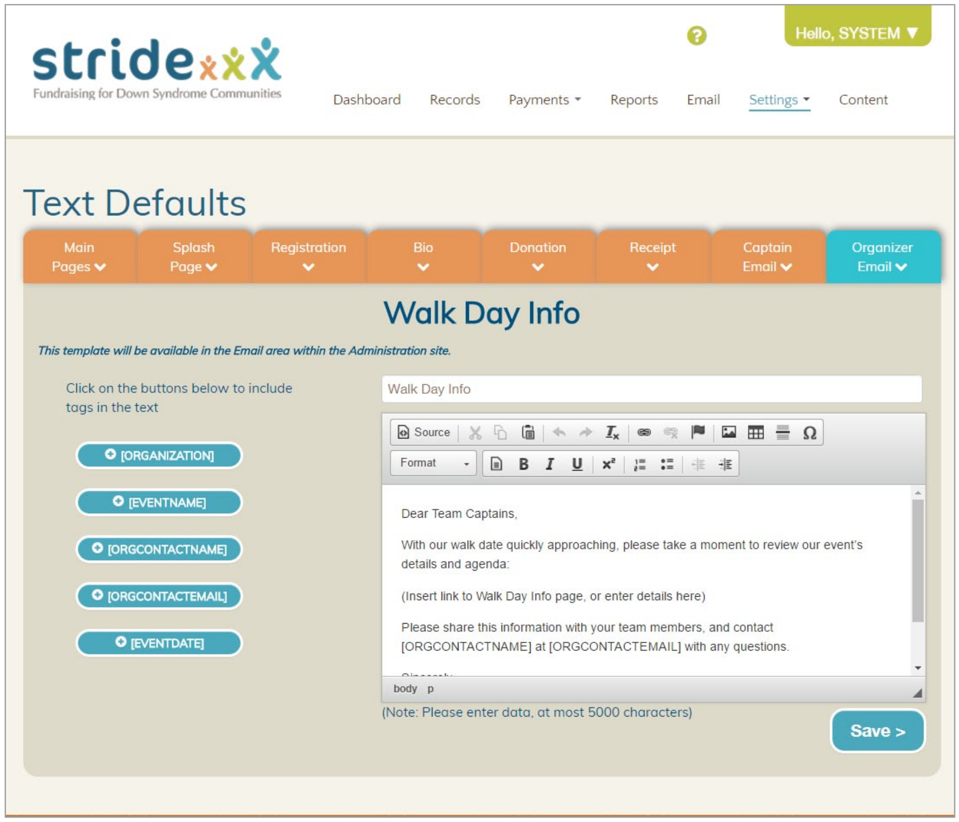
With our walk date quickly approaching, please take a moment to review our event's details and agenda:

(Insert link to Walk Day Info page, or enter details here)

Please share this information with your team members, and contact [ORGCONTACTNAME] at [ORGCONTACTEMAIL] with any questions.

Sincerely,

[ORGANIZATION]



Congratulations / End of Fundraising Thank You

This email updates team captains to how much was raised and thanks them for their hard work.

Subject: Congratulations, and Thank You, Team Captains!

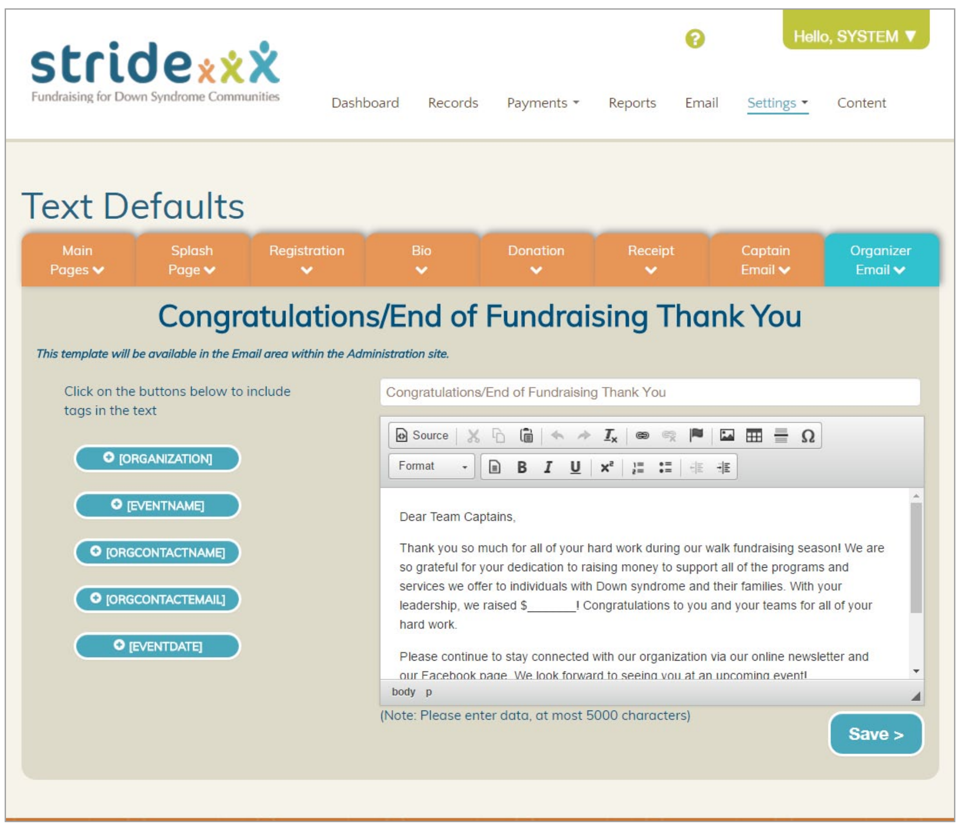
Body: Dear Team Captains,

Thank you so much for all of your hard work during our walk fundraising season! We are so grateful for your dedication to raising money to support all of the programs and services we offer to individuals with Down syndrome and their families. With your leadership, we raised $_______! Congratulations to you and your teams for all of your hard work.

Please continue to stay connected with our organization via our online newsletter and our Facebook page. We look forward to seeing you at an upcoming event!

Sincerely,

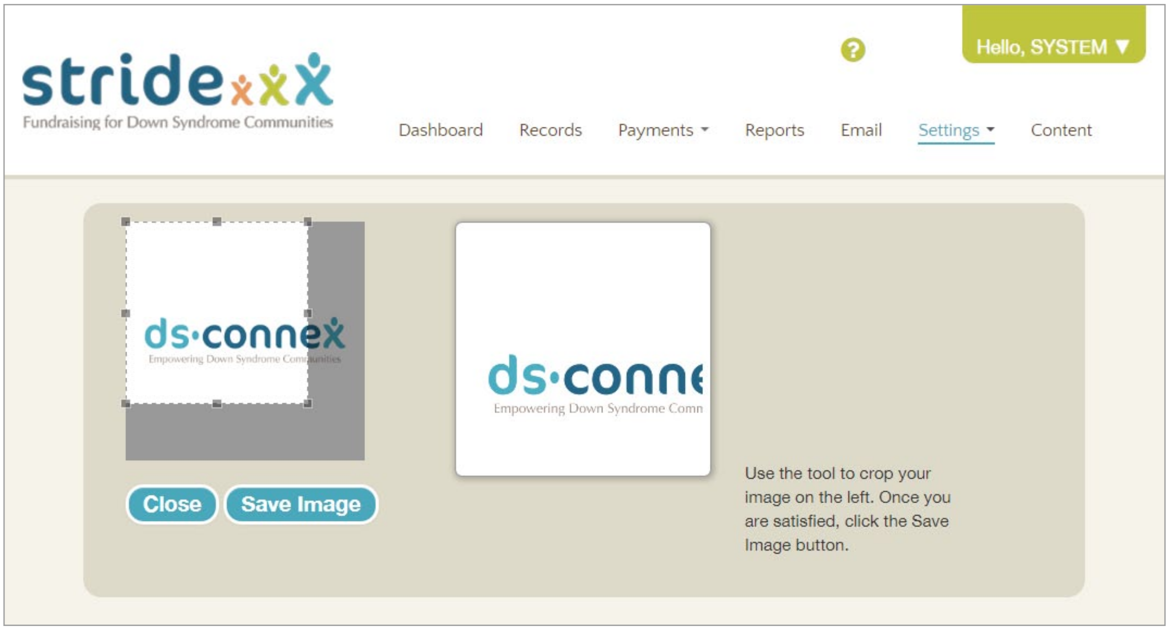
[ORGANIZATION]



2.5 Image Defaults

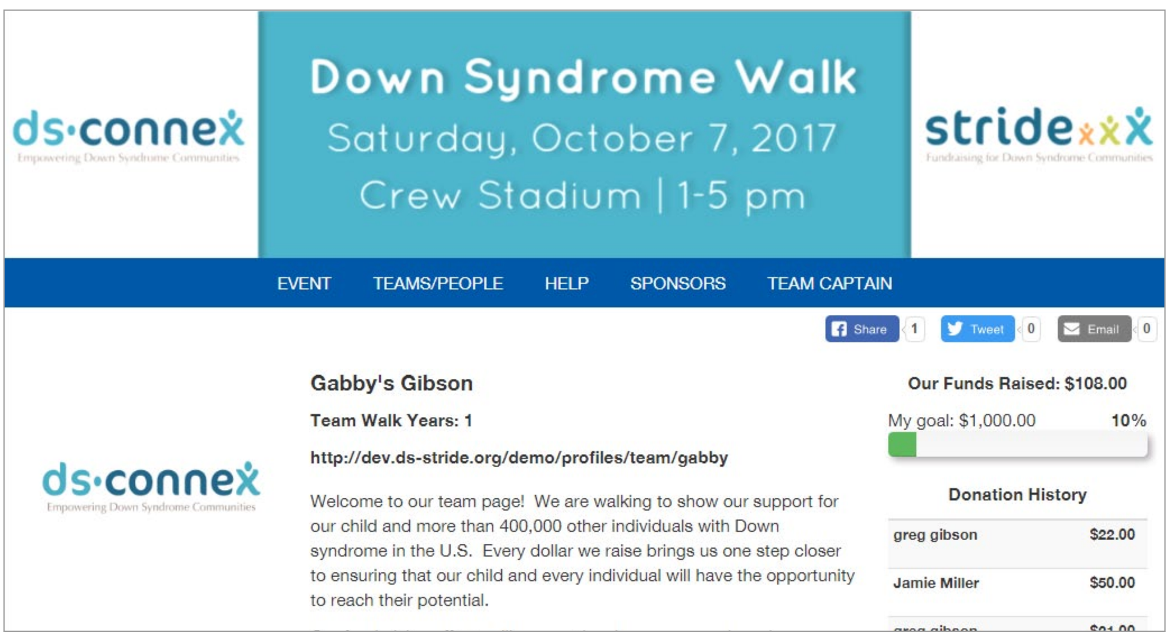
In this section, you can upload an image to use as the default profile image.

To upload an image, go to Settings > Image Defaults. Then, click New Image. Browse your files for the image you want to use and click Open. Use the box tool to choose what part of the image to use. Click Save Image.



Public Site Changes

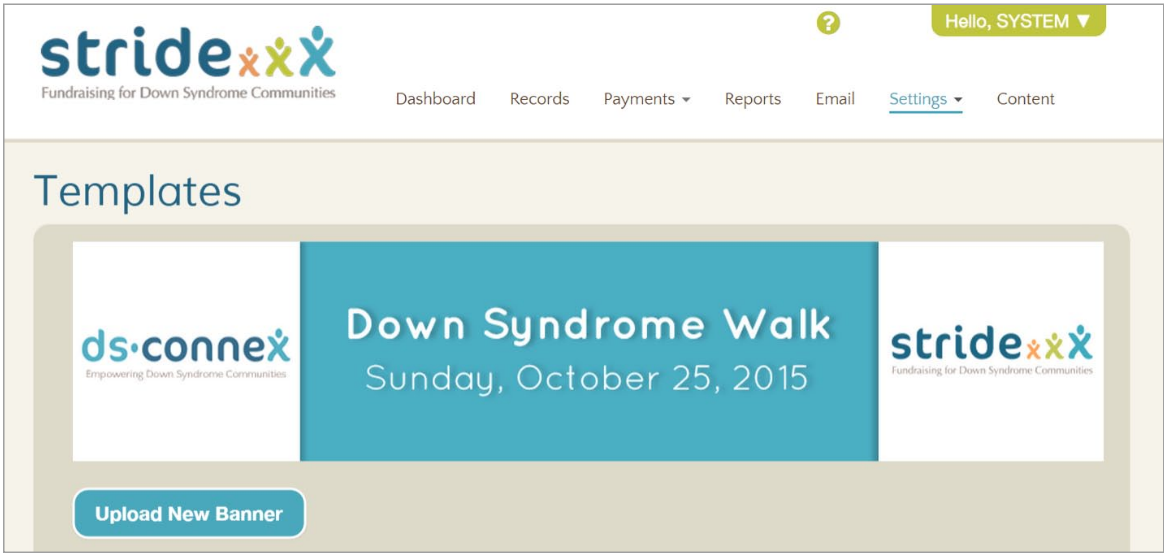
This is the image that will be in each registrant's profile until they customize it.



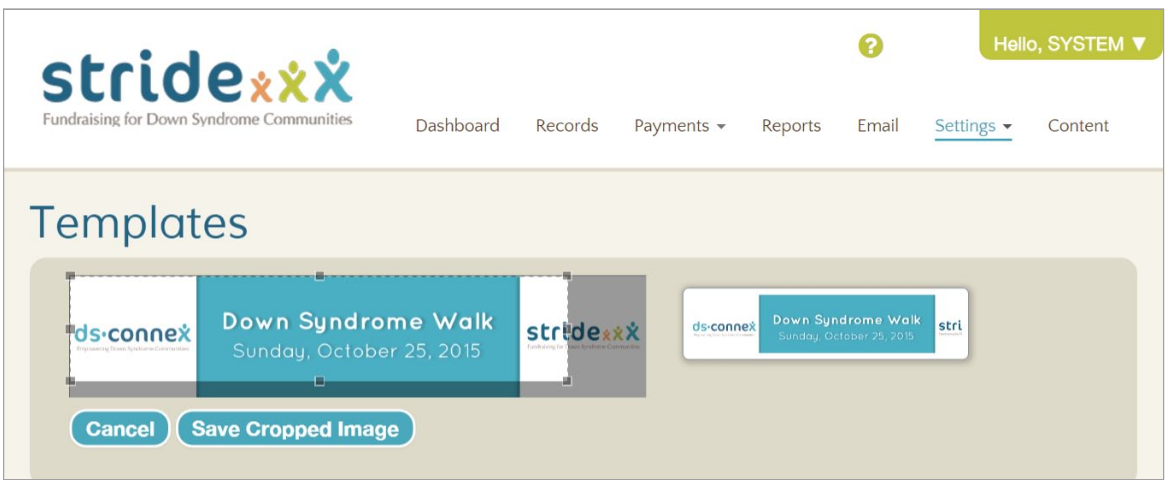
2.6 Themes

In this section, you can upload an image to use as the banner for the event site.

To upload an image, go to Settings > Themes. Then, click Upload New Banner. Browse your files, then click Open when you have the right image.



Then, drag the corners of the marquee tool and move the box itself to select what part of your image you want to be the banner. Select "Save Cropped Image" when you're done.



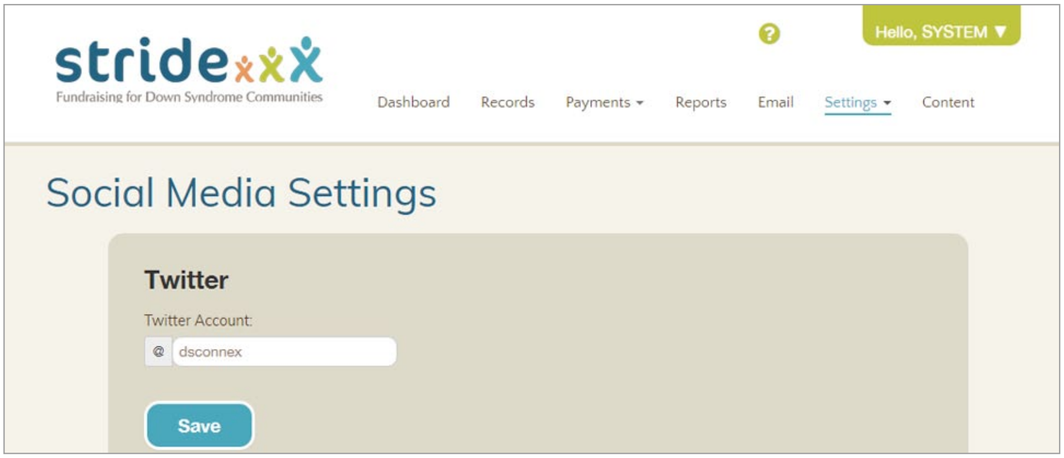
Note: Do not try to crop the banner photo on anything other than a computer (it will not be successful on an iPad, Android tablet, or mobile device).

2.7 Social Media

This option allows you to plug in your Twitter handle to display on the public site. Your Twitter feed will show up on your home page. You can also choose an image to appear when someone shares your walk page in a post or tweet.

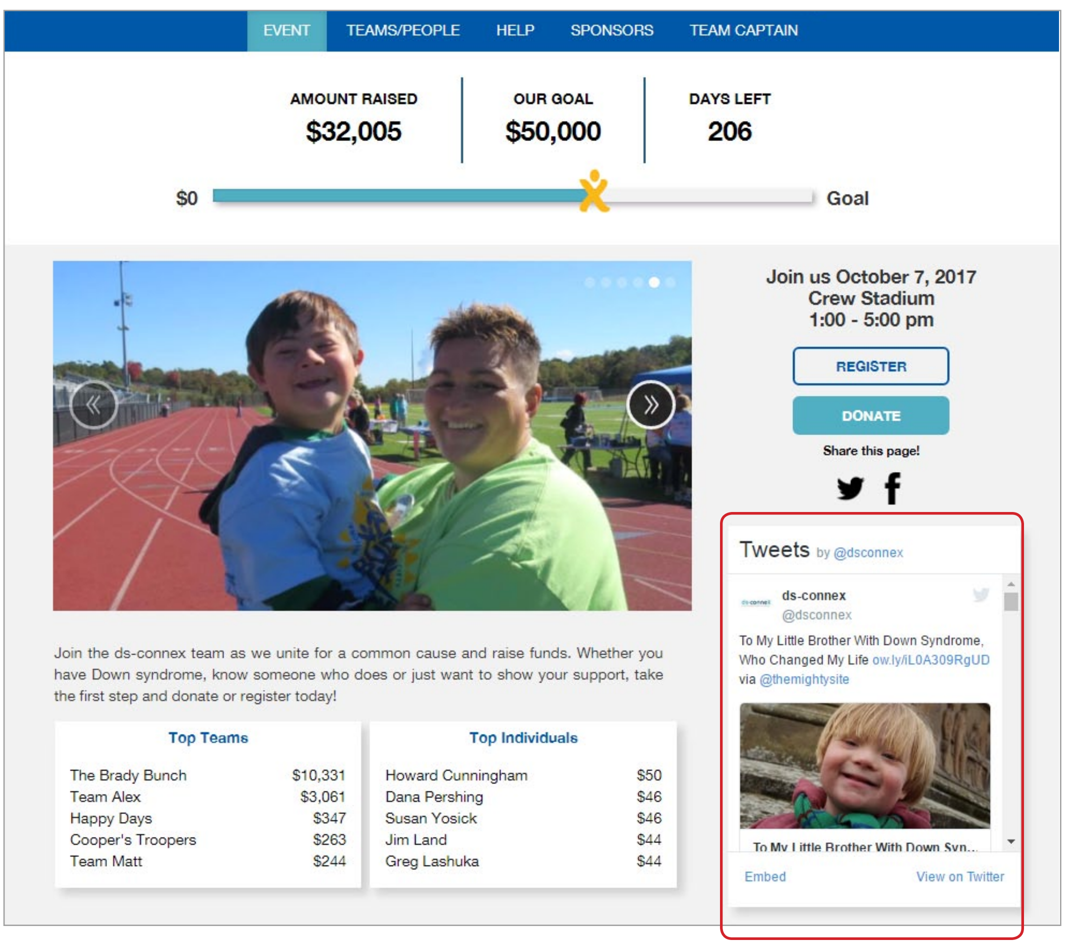
Twitter Handle

To add your Twitter feed to the public site, go to Settings > Social Media. Enter your Twitter handle in the text box, then click Save.



Public Site Changes

After you enter your social media information, your Twitter feed will appear in the lower right-hand corner of your event page.

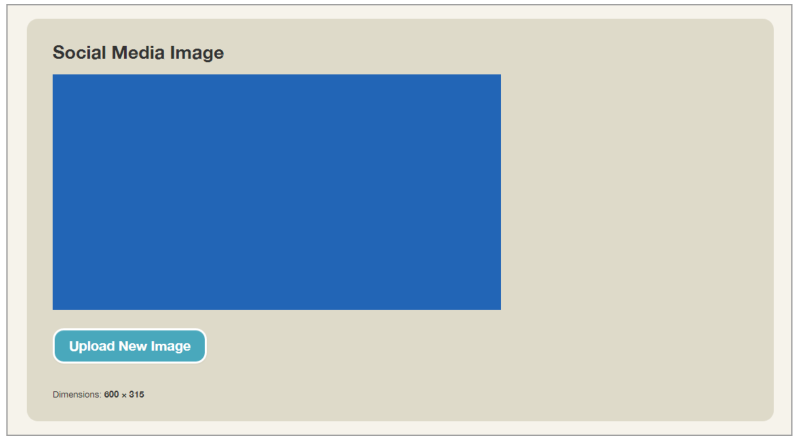


Social Media Image

Choose an image here to display in Facebook posts and Tweets of your walk site. This picture will appear when someone generates a post or Tweet using the Facebook or Twitter icons on your site.

Public Site Changes

This image will appear when you post or Tweet your event.



2.8 Optional Form Fields

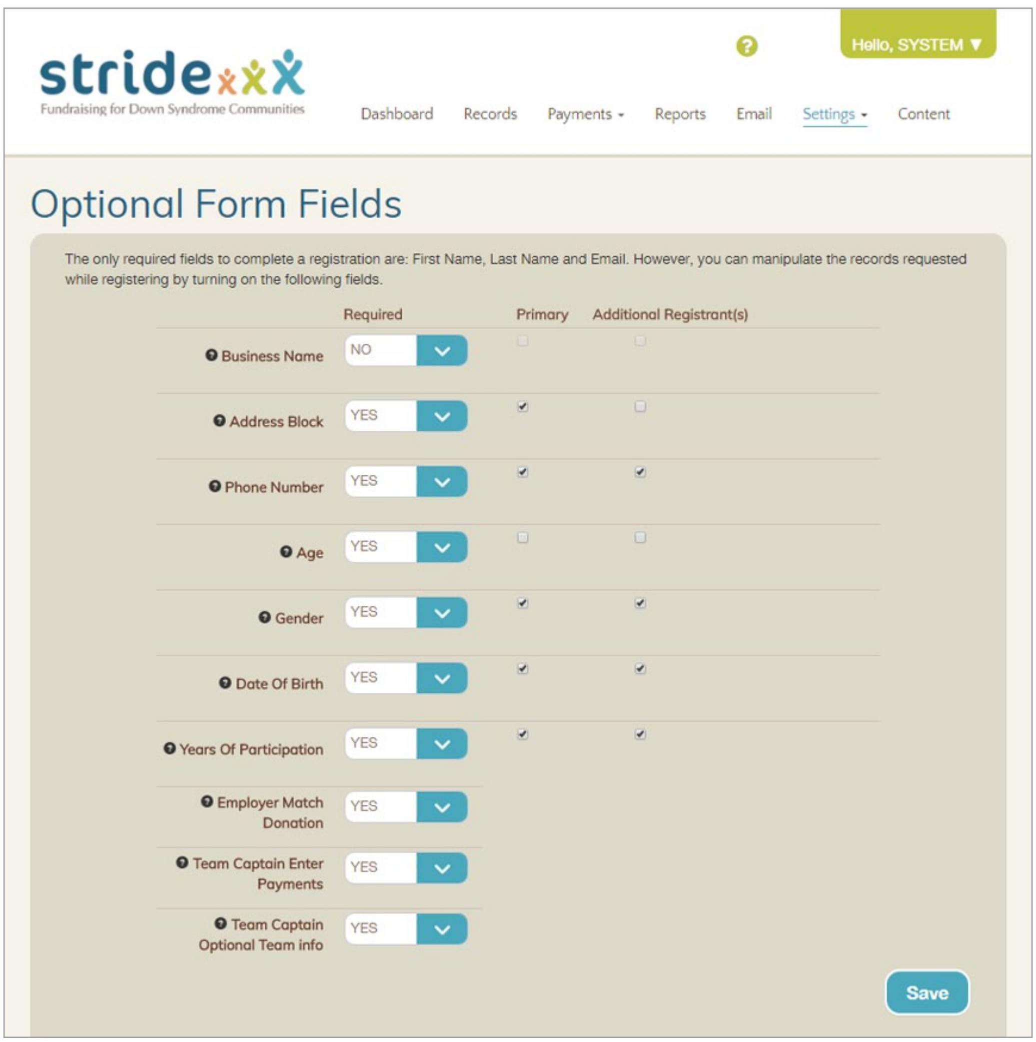
This option allows you to add additional information fields that will come up during the registration process. You can also set Stride to allow team captains to enter pending payments from this section.

Registration Fields

The default information that registrants must fill out during Step 2 of registration is their first name, last name, and email address. You can also choose to add business name, address block, phone number, age, date of birth, years of participation, and gender. *Note: gender shows up for 5k events only.* You can specify whether you want these options to appear for just the primary registrant, or also for additional people they may be registering for.

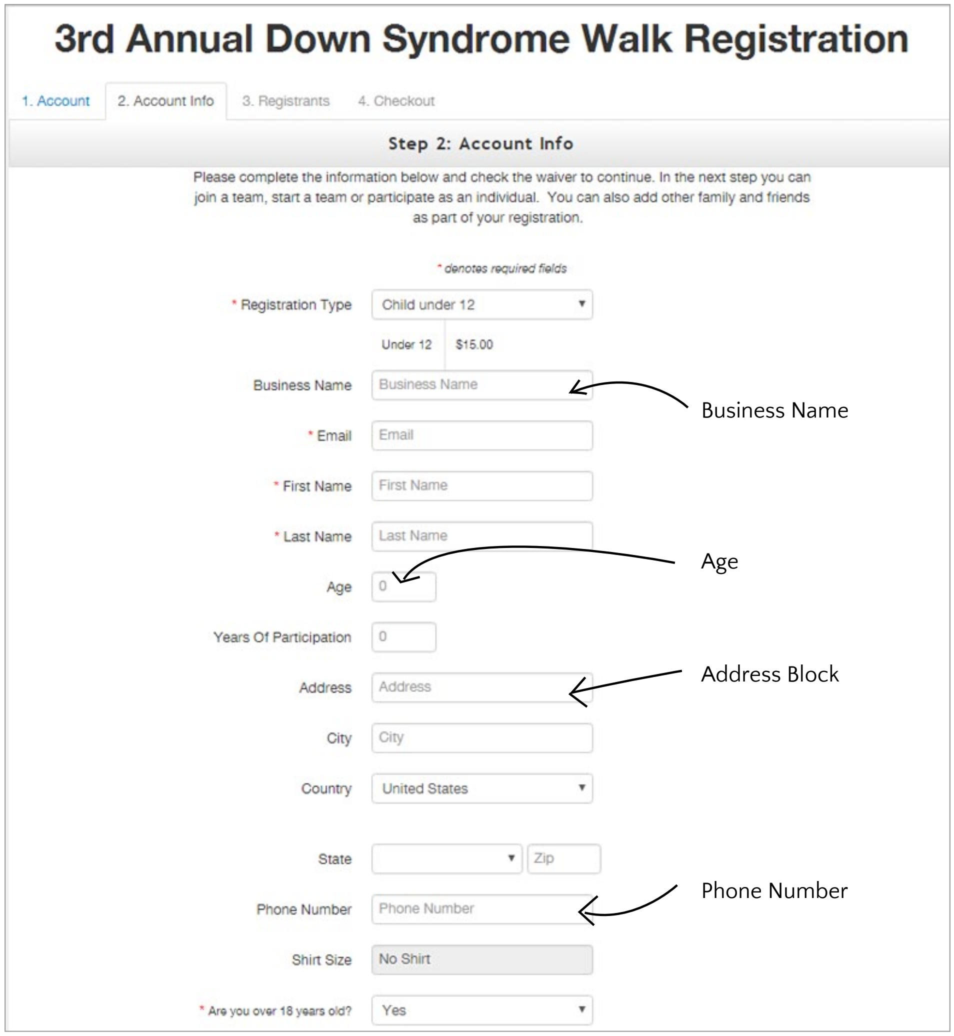
To add an additional registration field, select the "Required" drop-down menu next to the item and click "Yes." To set the additional registration field to appear for any additional registrants, use the check boxes to the right of the drop-down menus and check both "Primary" and "Additional Registrant(s)." If you want these fields to appear for additional registrants but not the primary registrant, uncheck "Primary." Note that "Primary" or "Additional Registrant(s)" must be checked when set to YES, otherwise the field won't show up at all.

The second-to-last option, "Employer Match Donations," will show up during Step 4 of registration when turned on. If the registrant selects "Yes," they will be prompted to enter their employer's name in a text field. This data is valuable if you wish to see what local employers match donations and contact them later. Click Save when you're done.

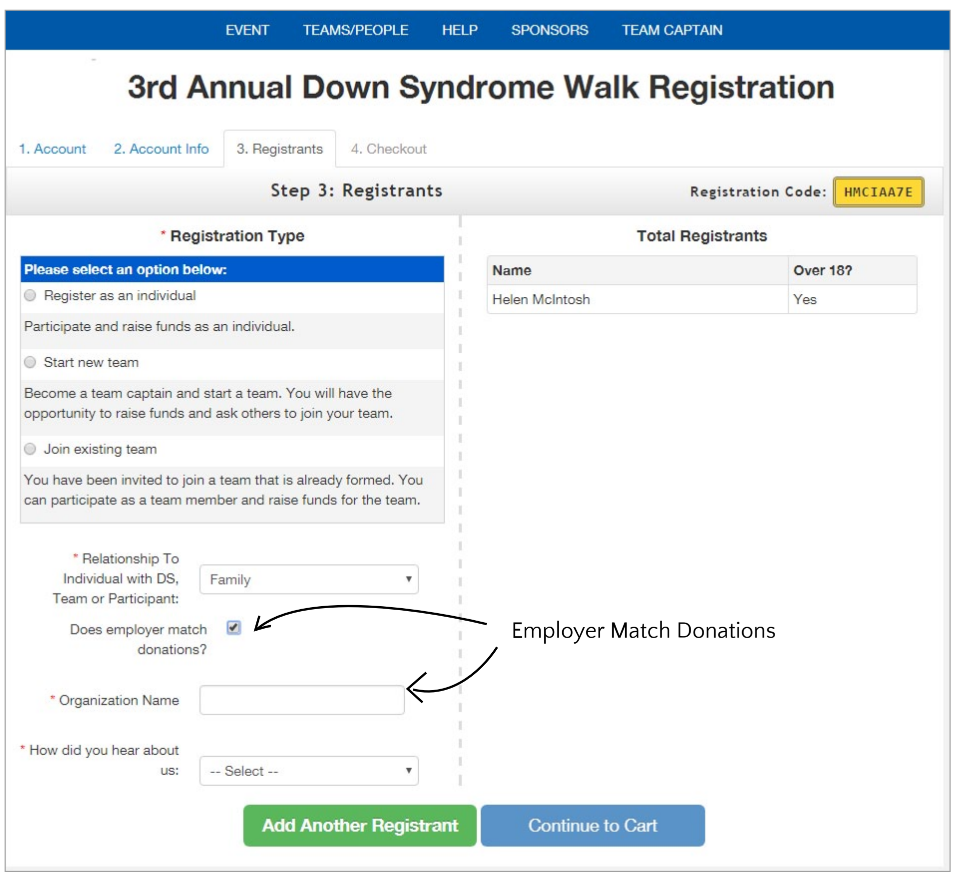


Public Site Changes

These fields show up during steps 2 and 4 of registration.



Right: "Employer Match Donations" shows up in Step 3 of registration.

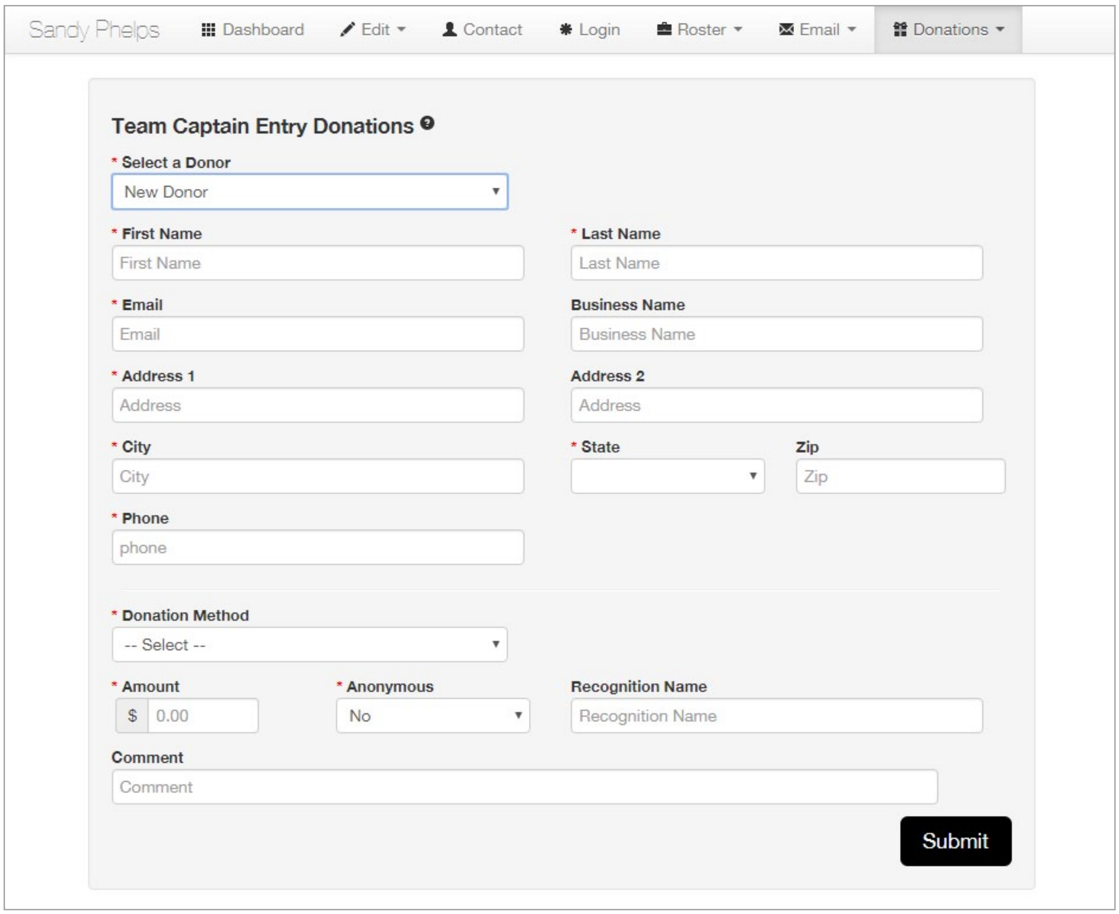


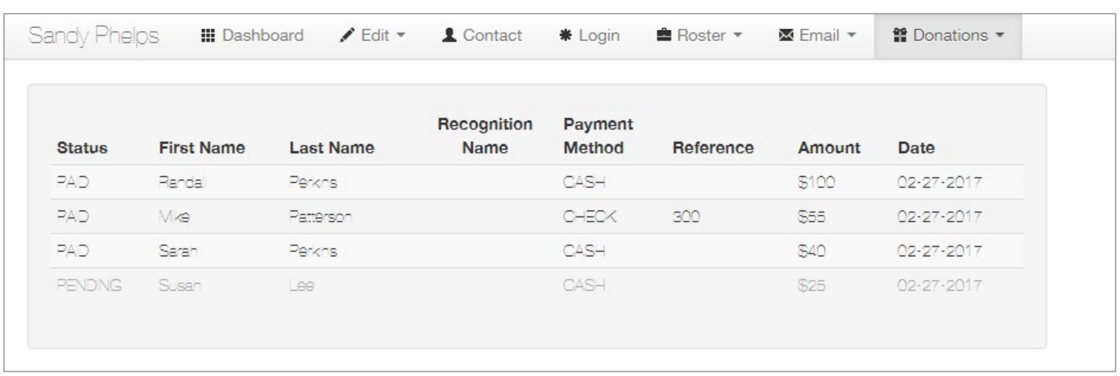
Team Captain Enter Payments

Because people sometimes make team donations in the form of cash or check given directly to a team captain, Stride can allow team captains to enter pending payments in Stride. That way, competitive teams can keep their amount raised updated by the minute, without having to wait for the event organizer to update their total. To turn this functionality on, set “Team Captain Enter Payments” to YES under Settings > Optional Form Fields. Once this option is set to YES, you can see pending, approved, and cancelled team captain payments under Payments > Edit Team Payments. To learn how to change payments from pending to approved, see Payments.

Public Site Changes

When activated, a new option called “Donations” will appear on a team captain’s dashboard when they log in to the public site. From there, they will be able to choose either “New Donation,” to enter a new donation, or “Entered Payments,” to check the status of previously entered donations.





Status	First Name	Last Name	Recognition Name	Payment Method	Reference	Amount	Date
PAID	Randal	Perkins		CASH		$100	02-27-2017
PAID	Mike	Patterson		CHECK	300	$55	02-27-2017
PAID	Sarah	Perkins		CASH		$40	02-27-2017
PENDING	Susan	Lee		CASH		$25	02-27-2017

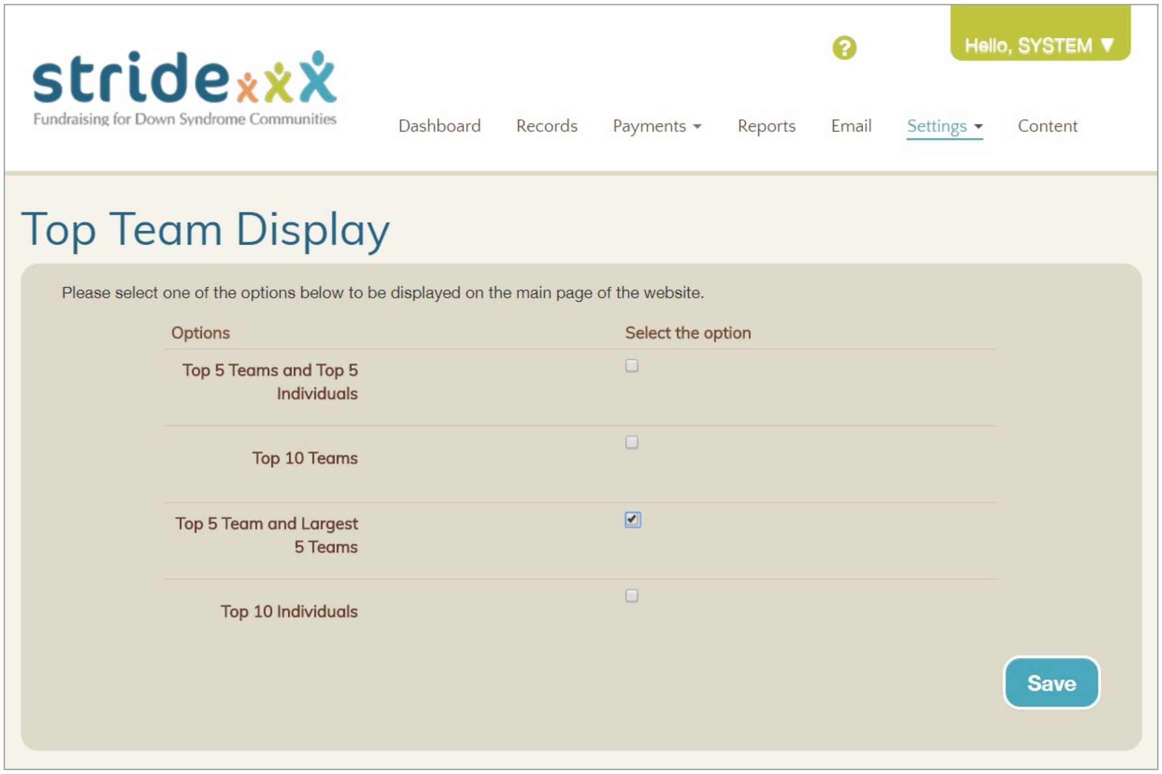
The “Entered Payments” screen shows the status of all donations entered by the team captain.

Dashboard
Settings
Dates
Fees
File Library
Text Defaults
Image Default
Themes
Social Media
Form Fields
Top Team
Event
Organization
Content
Records
Payments
Reports

2.9 Top Team Display

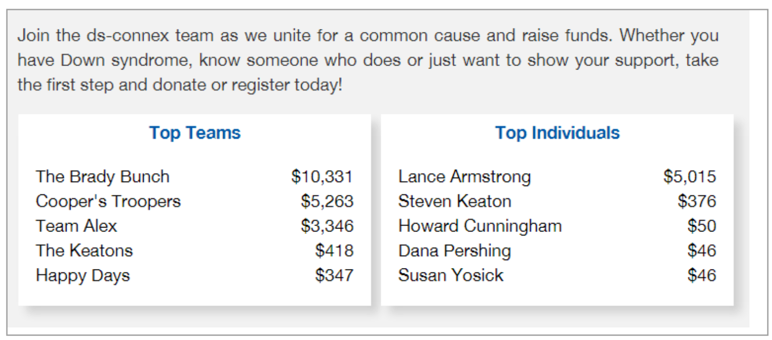
This option allows you to decide what top stats to display on your page: Top 5 Teams and Top 5 Individuals, Top 10 Teams, Top 5 Teams and Largest 5 Teams, or Top 10 Individuals.

To edit, go to Settings > Top Team Display and check which stat you'd like to display.



Public Site Changes

These stats show up beneath your Welcome text on the main page.

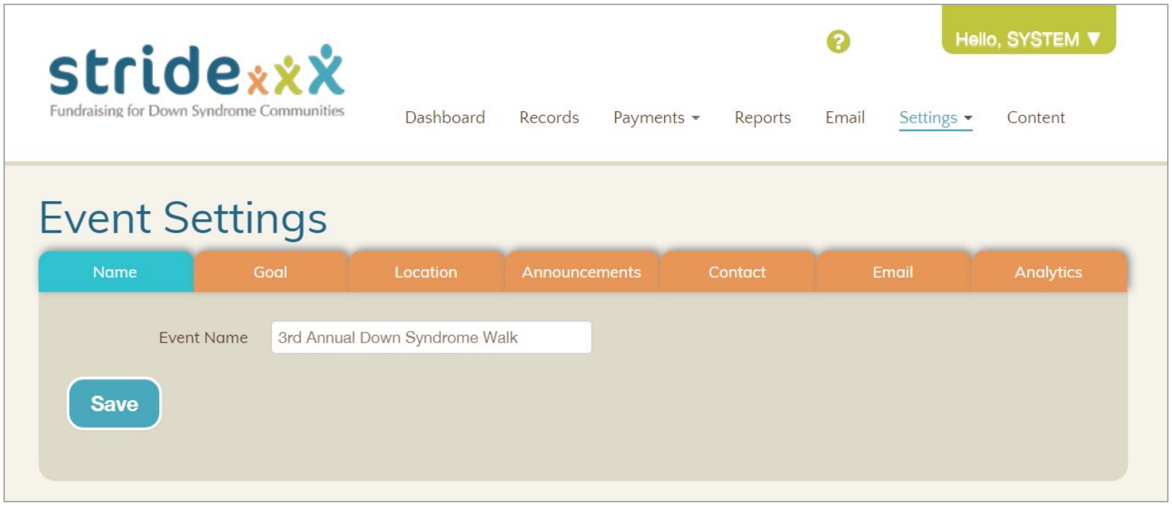


2.10 Event

This option allows you to edit your event name, location, contact info, and email settings, as well as your overall event goal. Much of this information will appear on the public site or in receipts.

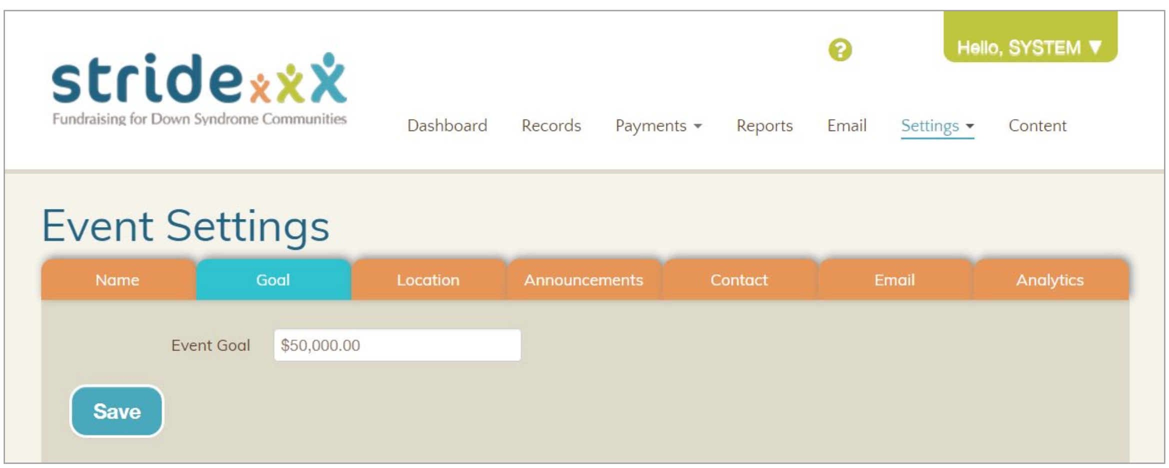
Name

To set the event name, go to Settings > Event. Then click the Name tab. Enter the name of your event and click Save.



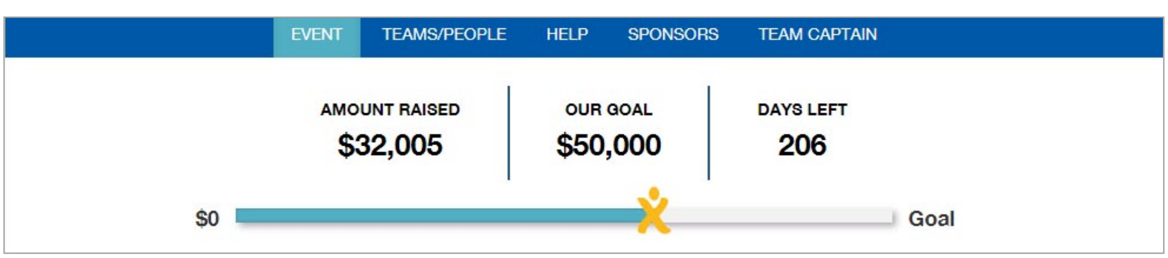
Goal

To set the event goal, go to Settings > Event. Then, click "Goal." Enter your goal amount and select Save.



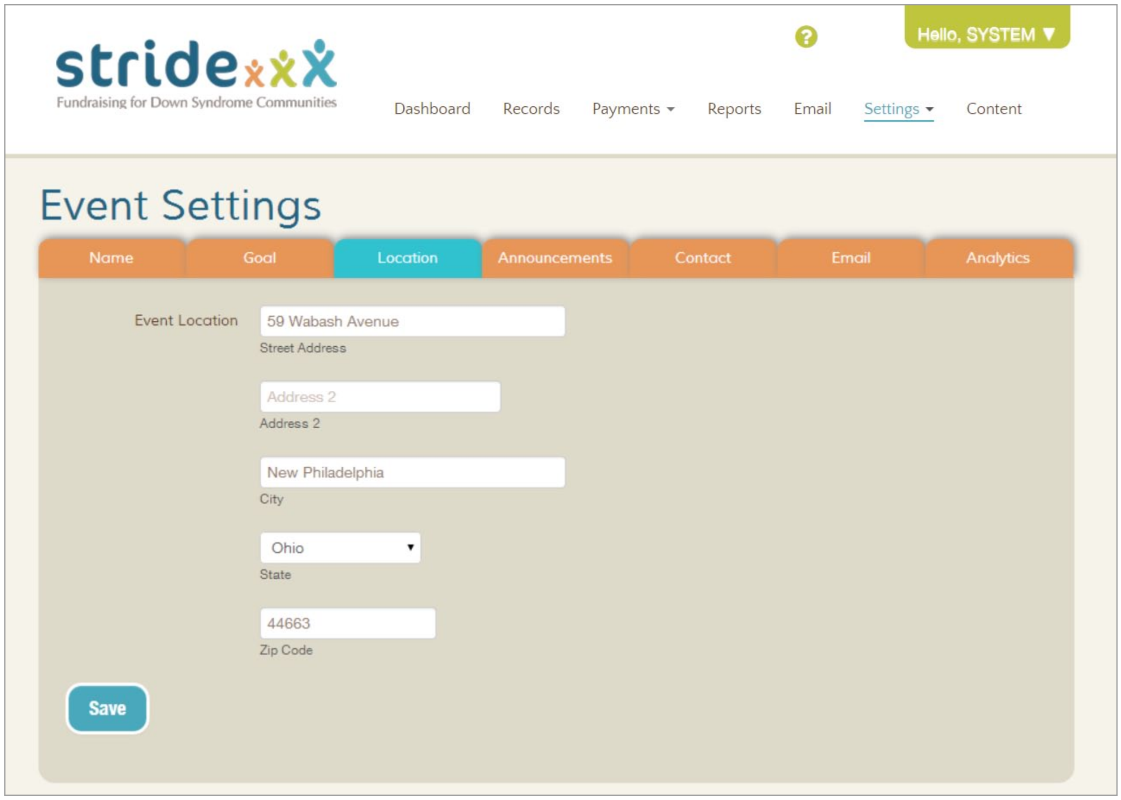
Public Site Changes

Once you set the event goal, it will appear on the right side of your event home page. Setting the goal also activates the Goal Tracker, an animation that shows how far along you are.



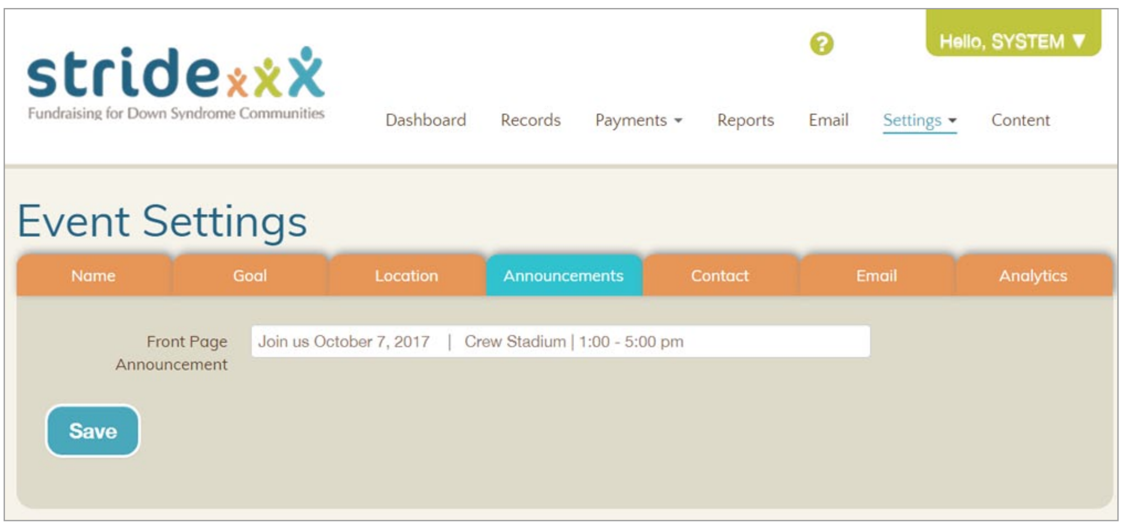
Location

To set the event location, go to Settings > Event. Then, click “Location.” Enter the event address and click Save. This data will show up in text defaults, but you should still enter the location information under the Walk Day Info or home page (see below).



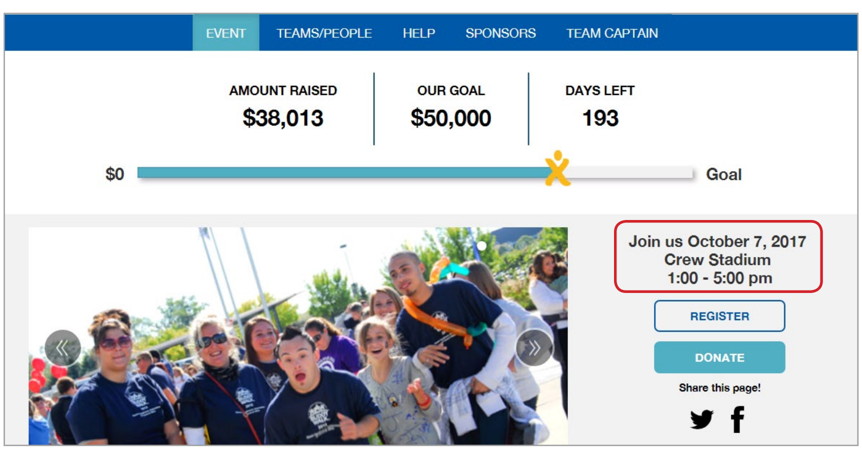
Announcements

The Announcements tab is useful for displaying important information in a prominent place on your site, like the date and location of your event. To display an announcement, go to Settings > Event. Then, click on the “Announcements” tab. Enter your text in the “Front Page Announcement” box. Use the | symbol to make line breaks. When you’re done, click Save.



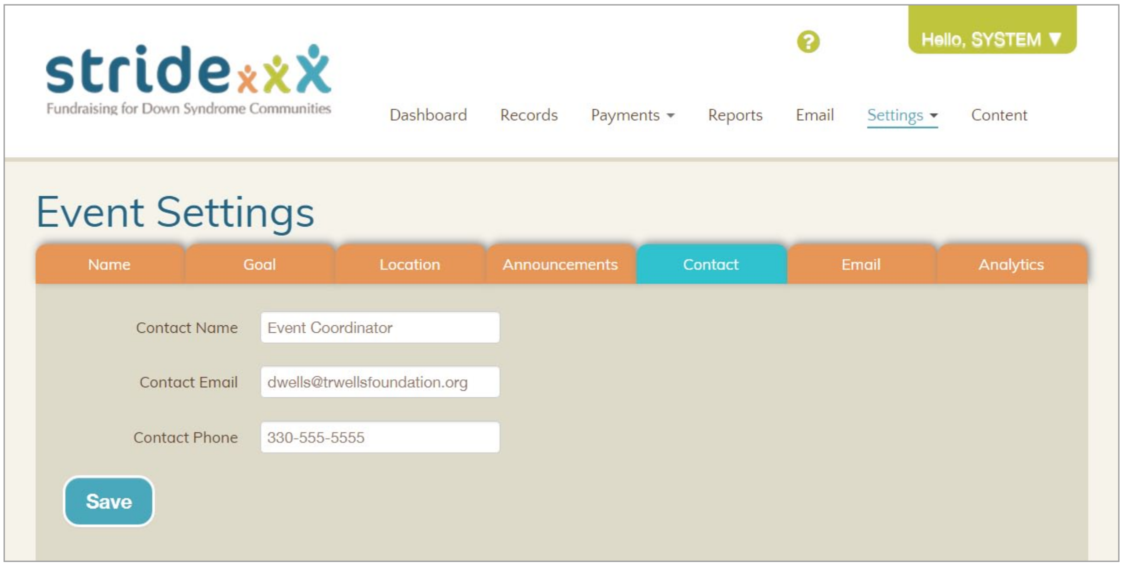
Public Site Changes

The announcement you entered shows up in the announcements section under the goal tracker.



Contact

To set the contact information, go to Settings > Event. Then, click “Contact.” Enter the contact name, email, and phone number, then click Save.



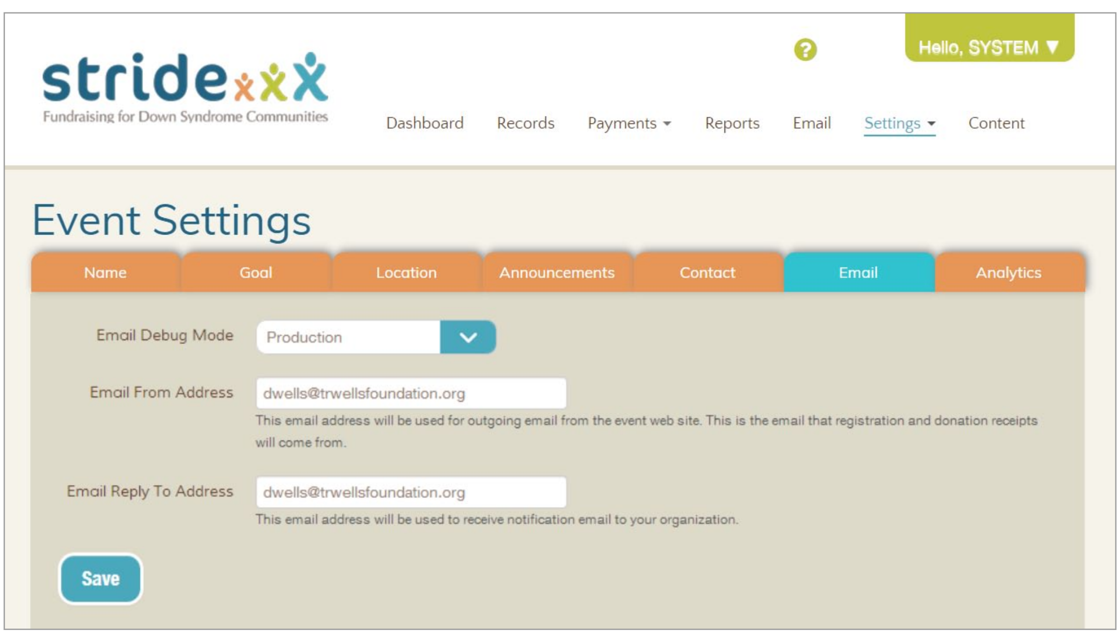
Public Site Changes

Once you set the contact information, it will appear at the bottom of the public site alongside the event location. It will also appear in the Organization Information section of the receipt.

Email

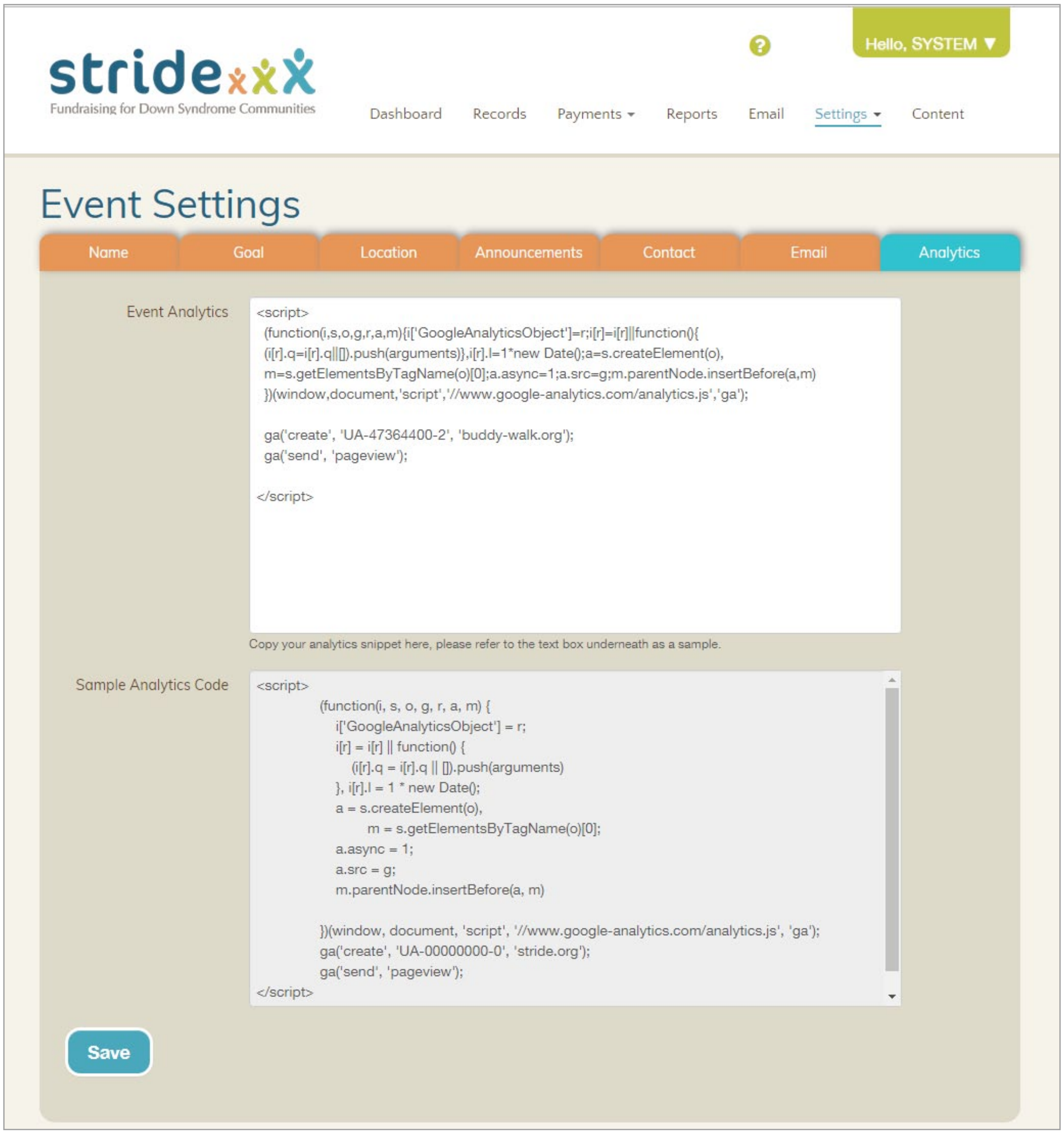
The Email tab determines the addresses that mail comes from and goes to. Use the “Email From Address” field to set the address that outgoing mail from the website comes from. Things like receipts and registration emails will come from here. Use the “Email Reply to Address” to set the email that will receive notifications for your organization.

To set the email information, go to Settings > Event. Then, click “Email.” Enter the emails that you want outgoing mail to be from and incoming mail to go to. Make sure that email debug mode is set to “Production” to ensure that confirmation and thank you emails are sent to registrants and donors.



Analytics

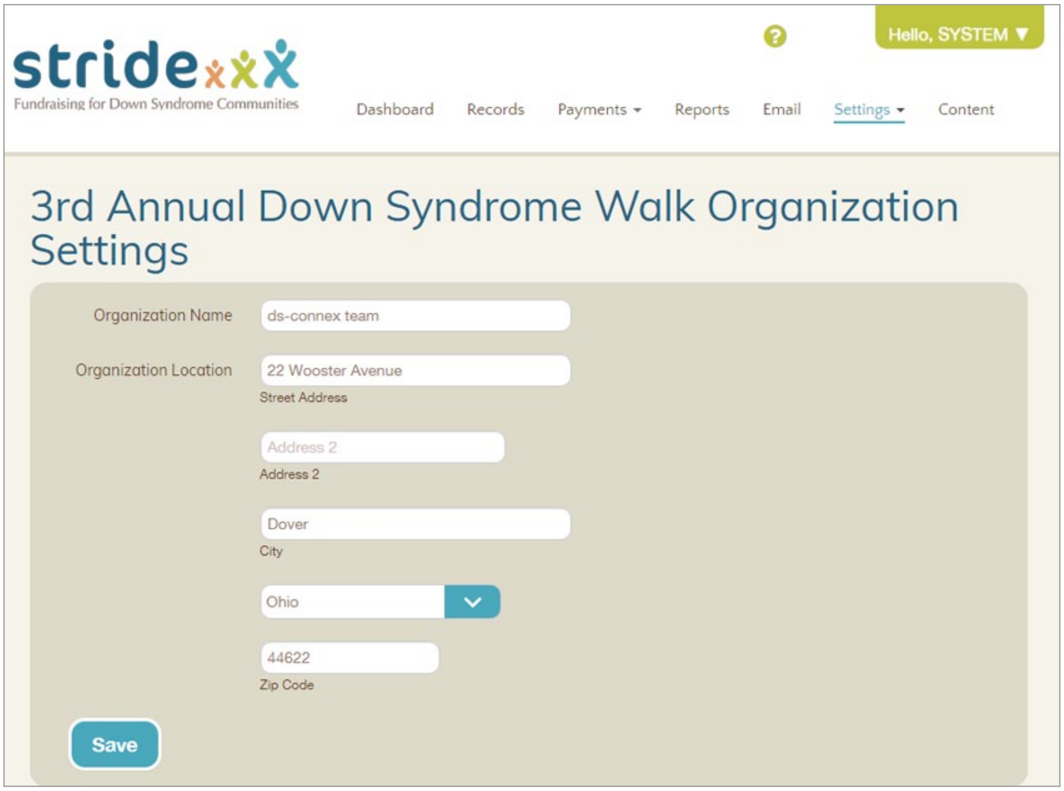
If you have a Google Analytics account, you can use it to monitor your event site. Log into your Analytics account, and copy the code into the box under Event > Analytics. If you don't have an account, contact ds-connex and we'll create one for you so you can monitor visitors and clicks on your site.



2.11 Organization

This option allows you to edit and update your organization's information.

To set your organization's information, go to Settings > Organization. Enter your organization name and address. Click Save.



Down Syndrome Walk Information

Organization Information

ds-connex
345 Park Avenue
Dover, OH 44622
ds-connex team
dwells@trwellsfoundation.org

Billing Information

Susan Whedon
445 Hutchinson RD
Columbus, OH 43235

Billing Detail

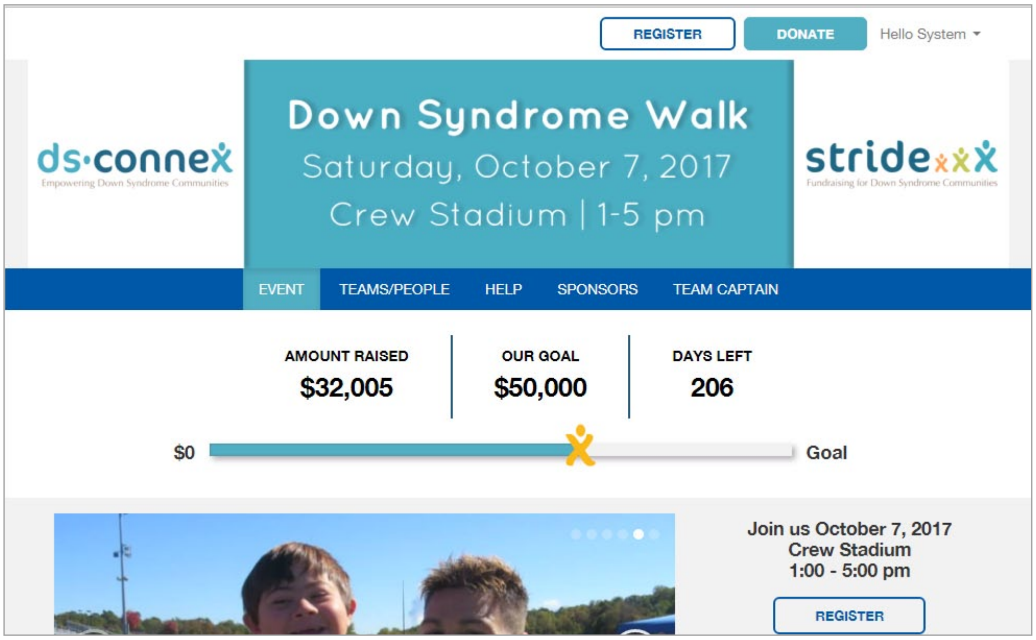
Item	Description	Amount	Qty	
Student	Student	$10.00	1	$10.00
Cover Processing Fee	To help offset the fees to process online transactions.	$2.12	1	$2.12
Adult X-Large		$0.00	1	$0.00

Dashboard
Settings
Content
Records
Payments
Reports

3. Content

This option allows you to create custom pages to appear under your home page navigation bar.

There are several tabs (EVENT, TEAMS/PEOPLE, HELP, SPONSORS, and TEAM CAPTAIN) that will always be on the public site navigation bar. In the Content section, you can add new content pages that can be placed under these main tabs.

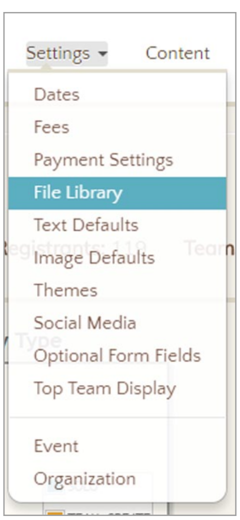


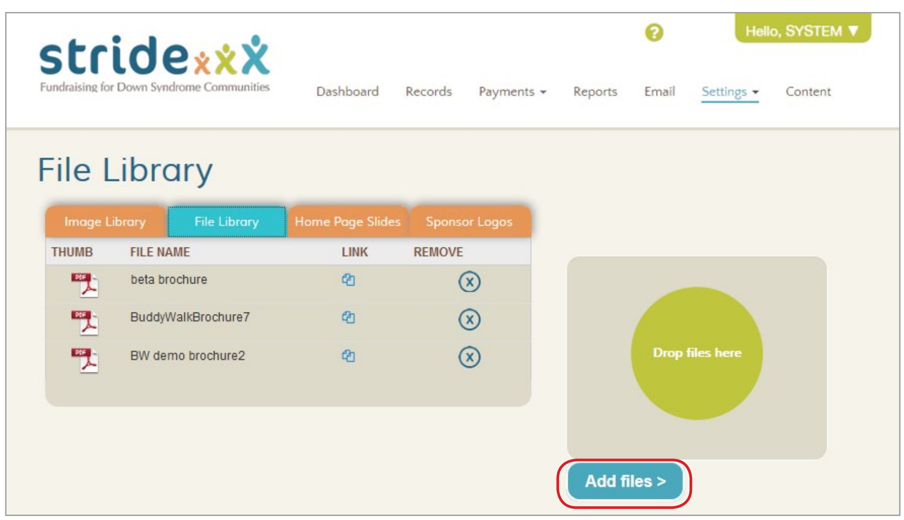
You can put content under the tabs on the home page.

Adding a Document to Your Site

Content pages are great for publishing things like FAQs, event information, and brochures. There are two types of content pages you can add: a link to a PDF, which will open a new tab to an external page when clicked, and text.

To add a PDF document to your site, you need to first upload it to the File Library. On the administrative side of Stride, click Settings, then File Library. Next, select Add Files.





Left: Go to Settings, then File Library.

Right: Adding a new file.

Browse for and select the file you wish to upload, then click Open. Allow the file to load, then refresh the page (one way to do this is by holding down Ctrl and pressing the r key).

Next, click the icon in the Link column (right).

Copy the link in the box that comes up by pressing Ctrl+c or right-clicking and then selecting Copy (see lower right). Click OK to close the window.

Now that you have the link in your clipboard, click on Content, then New Content Page (see below).

Enter the name of your page in the Page Name text box. Then, use the "Type" drop-down menu to select "Link to external page."

Next, choose which tab you want your new content page to fall under by using the "Menu Parent" drop-down.

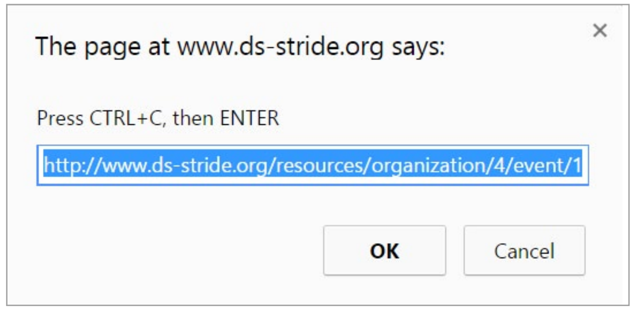
Enter a number in the Order Index box. This is what number the new page will appear under its parent tab. Enter "1" to make it the first page on the list, "2" for second, and so on.

Next, set the "Visible" drop-down menu to "Yes." This makes the page visible on the public site. You can make a page invisible if you don't want it on your site but might decide to bring it back in the future.

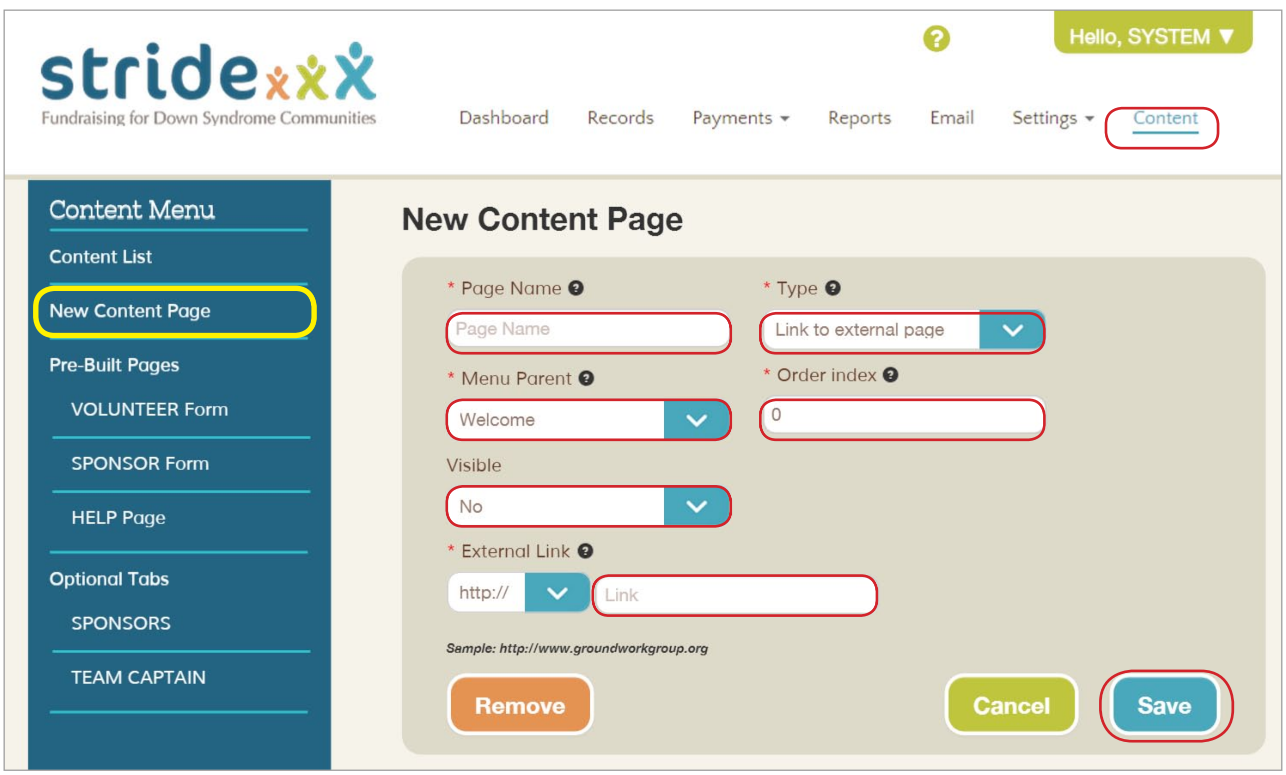
Finally, paste the link that you copied earlier into the External Link box at the bottom of the page. You can do this by right clicking the box and selecting Paste, or pressing Ctrl+v on your keyboard. Don't worry about the drop-down menu to its left.

Now, click Save. Your PDF will appear on your home page under the tab you chose.

Click the folders icon to pull up the link.



Copy the link from the pop-up box.



Adding a Text Page to Your Site

If you want to add a tab with text on your site, like walk day information, you can do this by going to the Content page from your dashboard. It is the farthest-right link (see below).

Next, click "New Content Page" on the left side of the page.

Fill out the Page Name. This is what will show up when you click the tab that it is under.

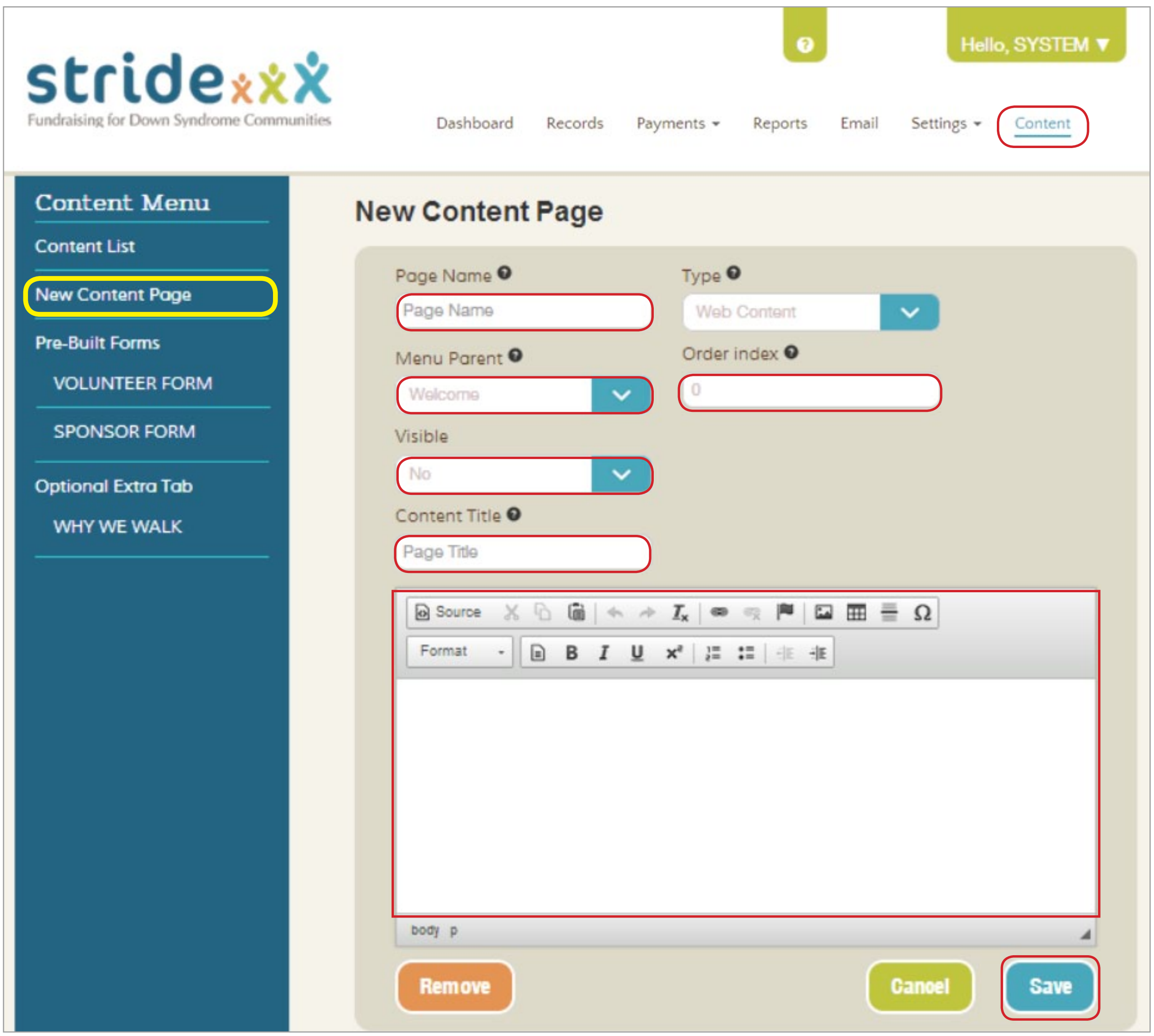
Next, choose which tab you want your new content page to fall under by using the "Menu Parent" drop-down.

Enter a number in the Order Index box. This is what number the new page will appear under its parent tab. Enter "1" to make it the first page on the list, "2" for second, and so on.

Next, set the "Visible" drop-down menu to "Yes." This makes the page visible on the public site. You can make a page invisible if you don't want it on your site but might decide to bring it back in the future.

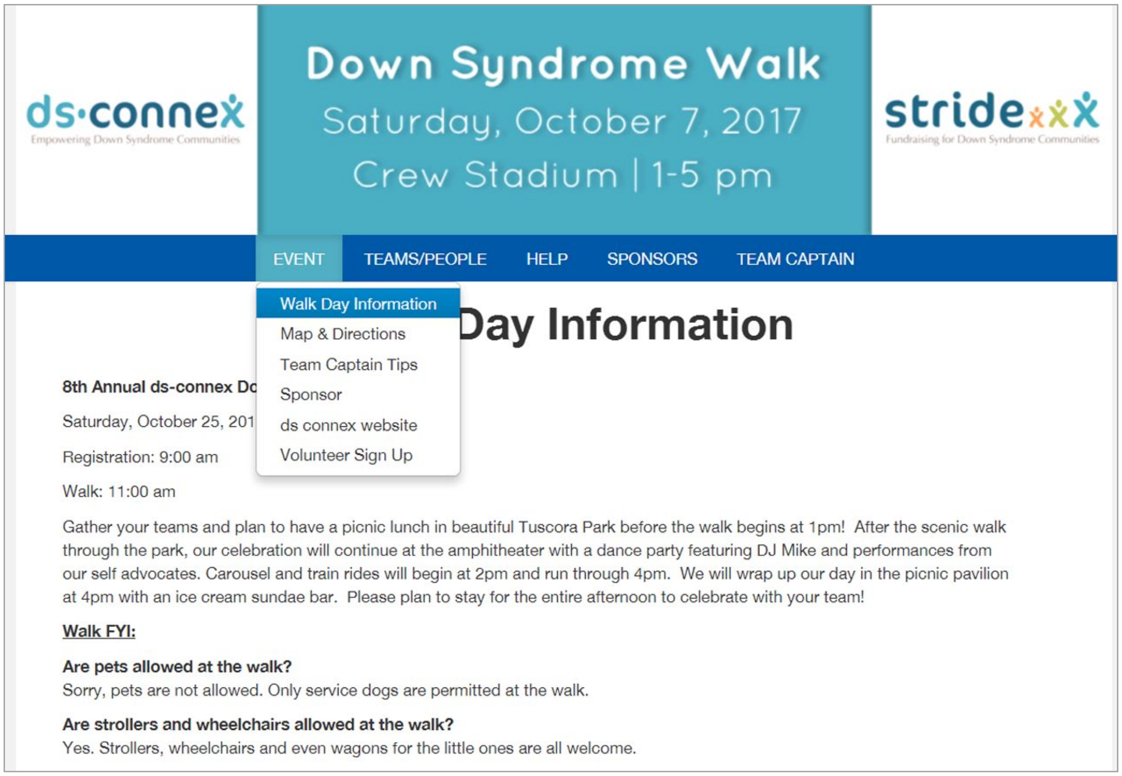
Enter a title. This will appear at the top of the page. Then, either type the text you want in the text box, or paste it from Word. You can edit the text much like you would in a word processor.

When you're done, click Save.



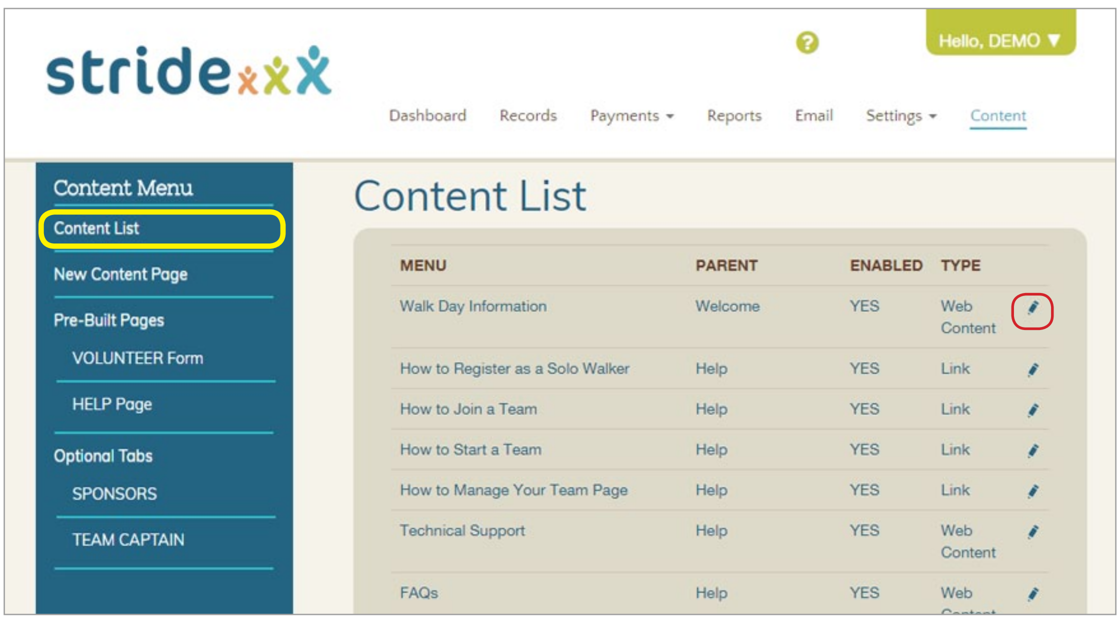
Public Site Changes

Your new web content will appear under the menu item that you specified, in the order you chose.



Editing Your Custom Pages

To edit your custom pages, go to the "Content" section from your dashboard, or click "Content List" in the menu on the left side of the screen if you were already editing a content page. There, you can see all of the custom pages you have made. This does not include the pre-made forms.



To edit your custom pages, click the pencil icon on the right-hand side of the screen. The edit screen is the same screen you saw when you created the content. Edit the fields (see previous section), then click Save.

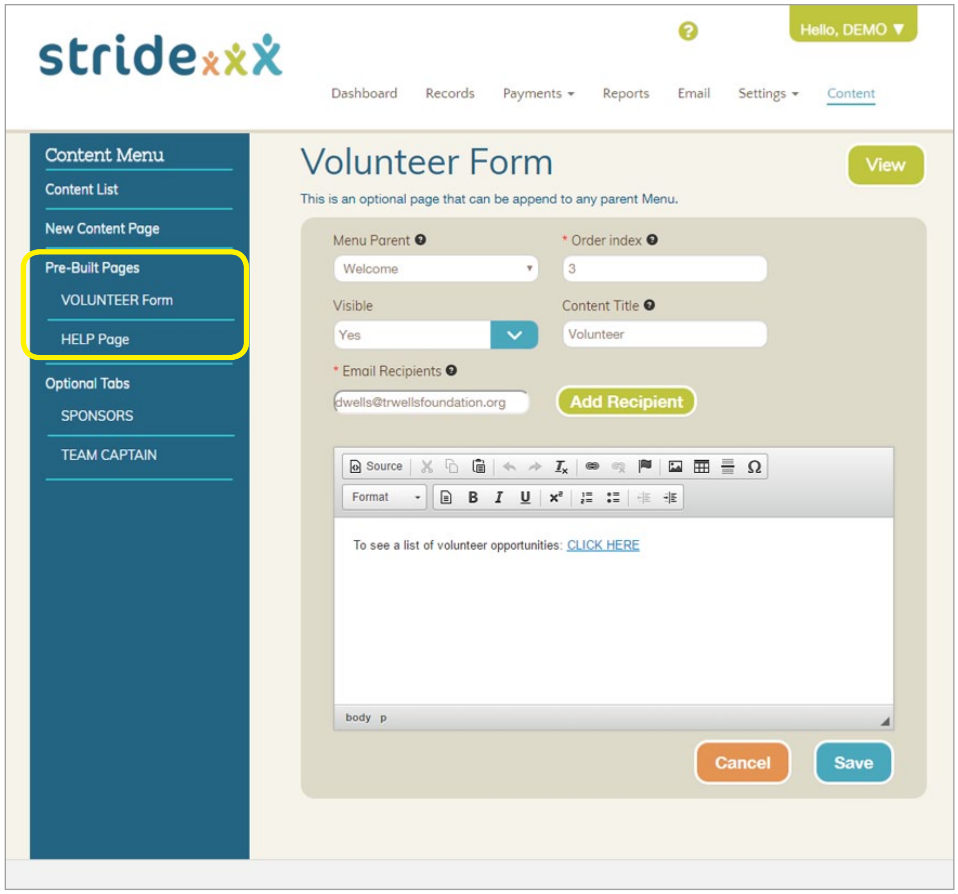
Pre-Built Pages

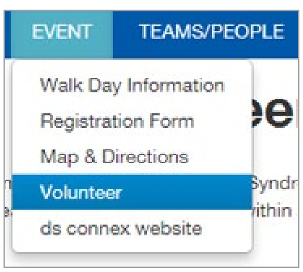
There is a pre-built Volunteer form included in Stride. This form can be filled out by individuals interested in volunteering or sponsoring your event.

To set up a pre-built form, click "Volunteer Form" in the middle-left of the Content screen. Next, select which of the main tabs you want to be the parent tab. Your new form will appear under that tab. Toggle the visibility to "Yes."

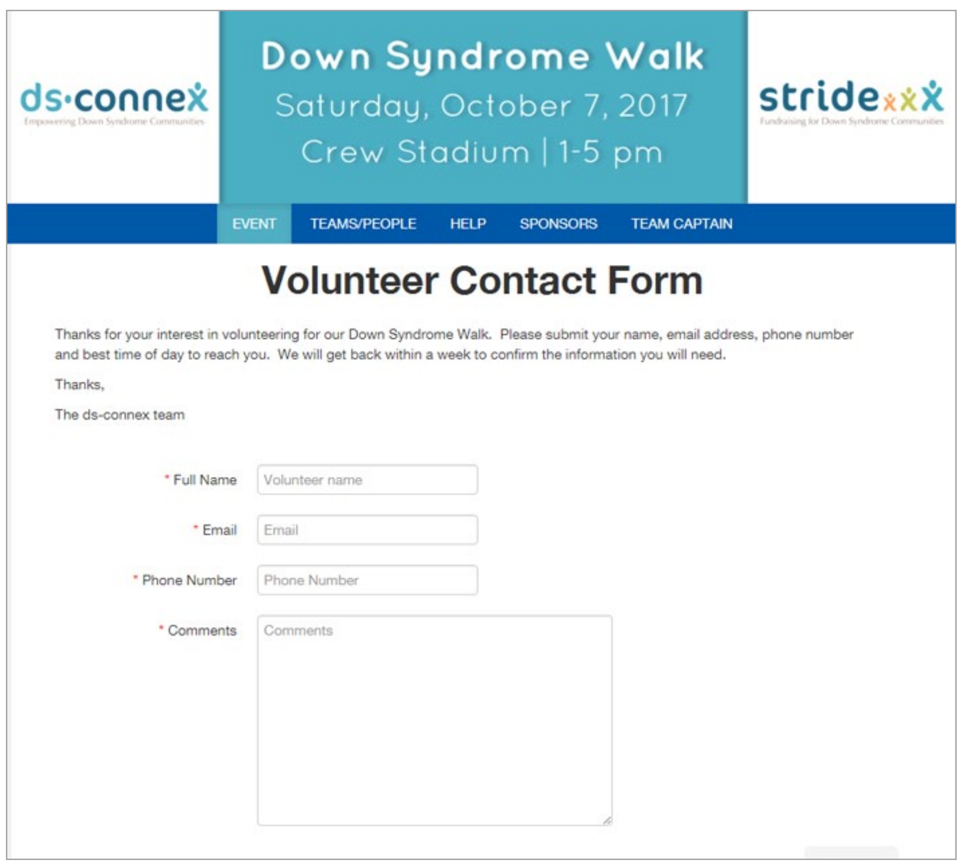
Next, enter a number for the Order Index. This is the order in which the form will appear under its parent tab. Enter "1" to make it the first page, "2" for second, and so on. Enter the email recipients. These are the emails that the completed forms will be sent to. Click "Add Recipient" to add another email to the list.

Enter any text in the text box that you want to appear at the top of the form. Select Save to save your new content page, or Cancel to discard your changes.





The Volunteer and Sponsor pages show up under Welcome on this site.



4. Records

This section of the site lets you look up donors, registrants, and teams and edit their contact, registration, and payment information. You can add new contacts, register them for your event, and make them team captains. Virtually anything you can do on the public site, you can also do here, in the administrative side.

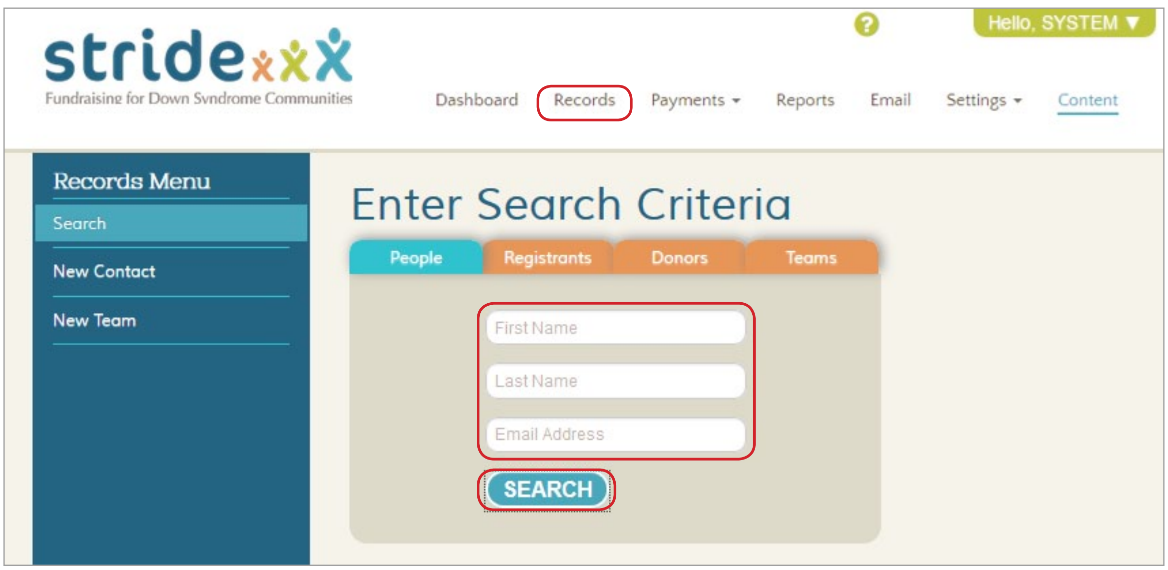
Registration and Updating Registrant Data

In this section, we'll walk you through how registration works. Users can register themselves on the public side of Stride by using a credit or debit card. However, the administrative side of the site allows you, the event coordinator, to enter cash, check, Square®, or other non-Stride registrations that you may have received.

Registering someone with check, cash, Square® payment, or other non-Stride credit transaction

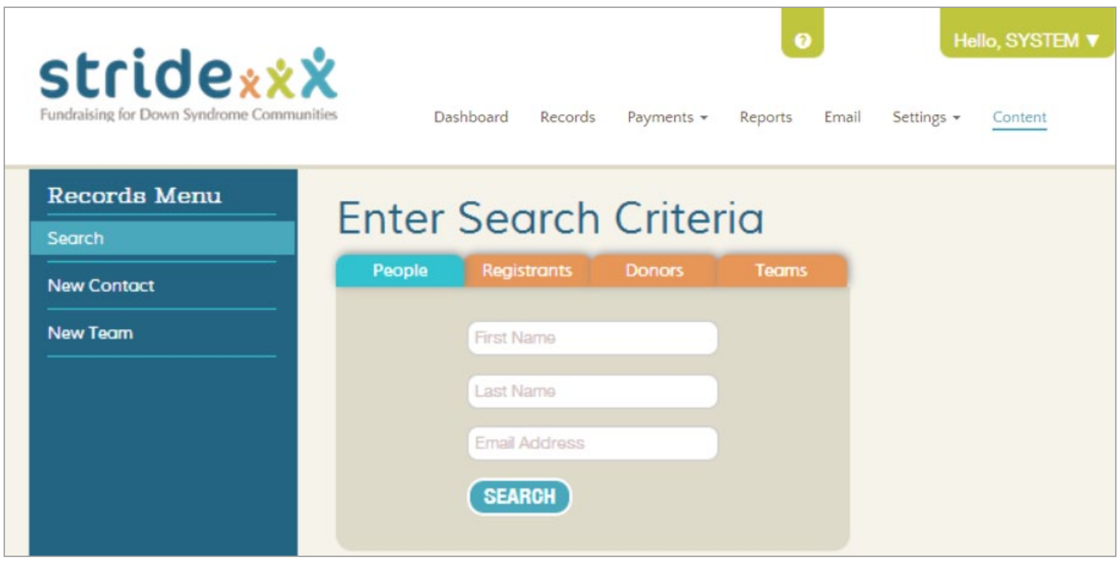
If the person you are registering is already in the system as a donor or an incomplete registrant, you can search for their account and complete the registration from the back end. Otherwise you'll need to create a new account. If multiple people wish to register with a single payment, like a family with one check, you'll need to create a new contact for each person so that your event reports are accurate, and so that each person will have their own profile on the site. More on that below.

1) Search for the registrant by selecting the "Records" tab. Enter their name, then click Search.

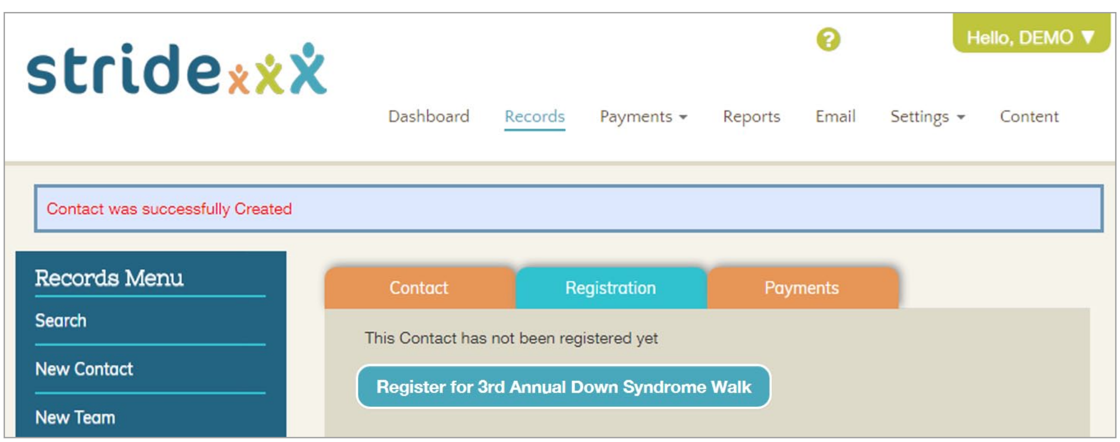


2A) If found, select their name from the list. Use the "Contact" tab to fill out any missing contact information, then save.

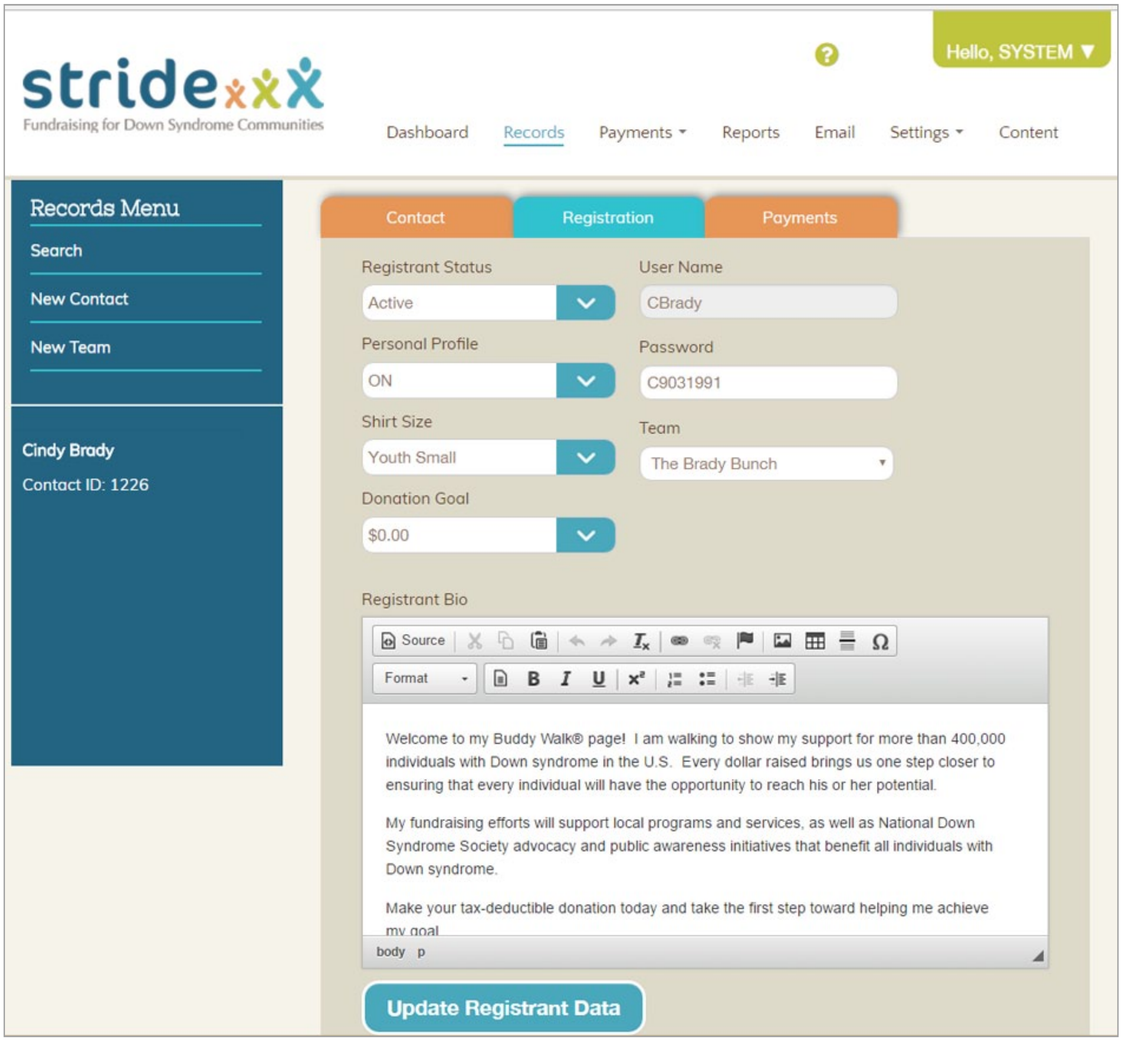
2B) If not found, select "New Contact" and complete their contact information (see above), then click Save.



3) Select the "Registration" tab to begin registration. If the individual has not registered yet, select "Register for Down Syndrome Walk."

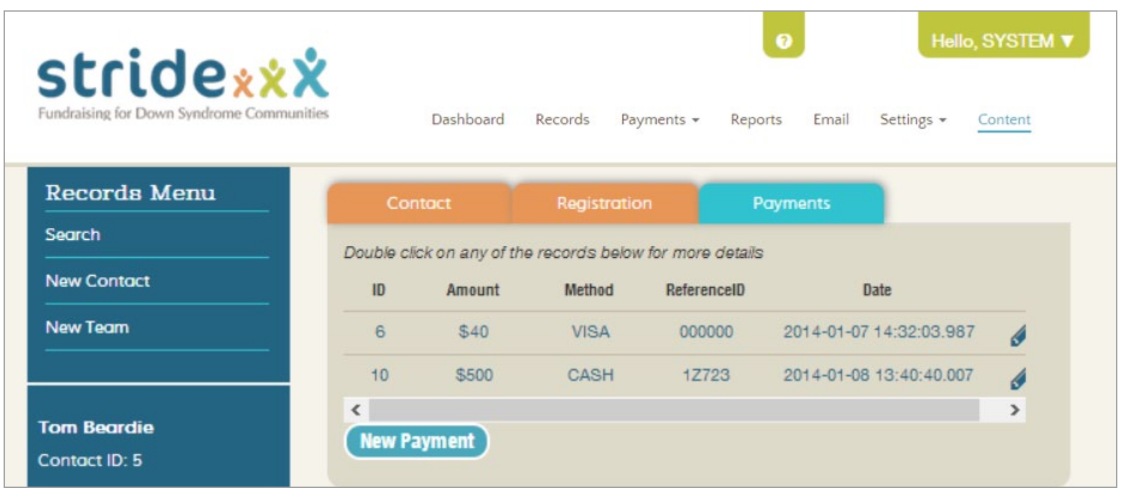


4) Fill out the registration information and select "Update Registrant Data."

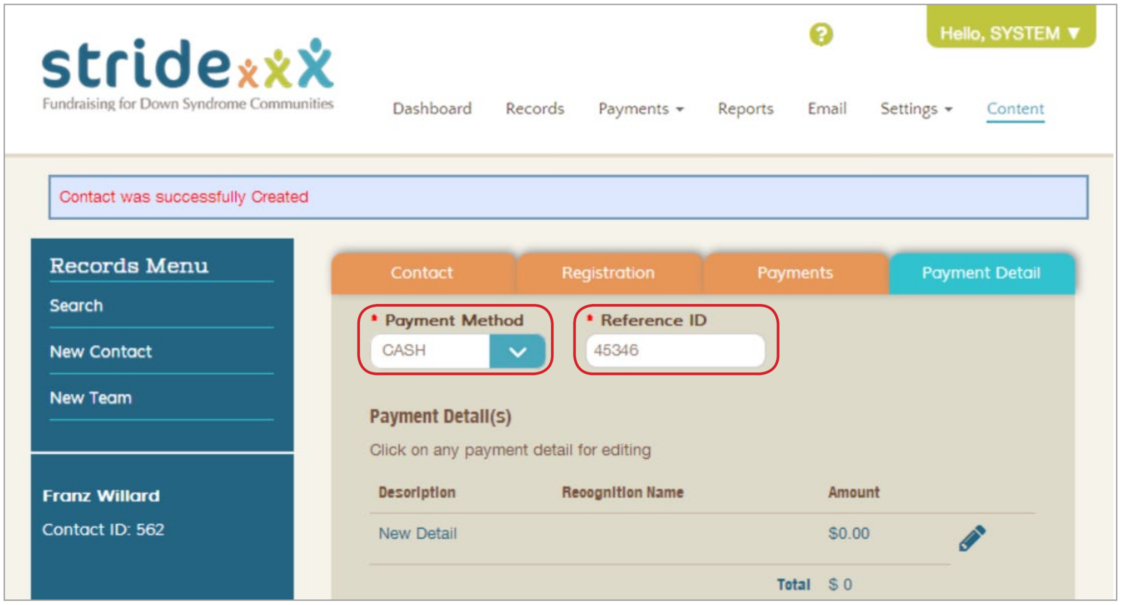


5) Next, click the "Payments" tab.

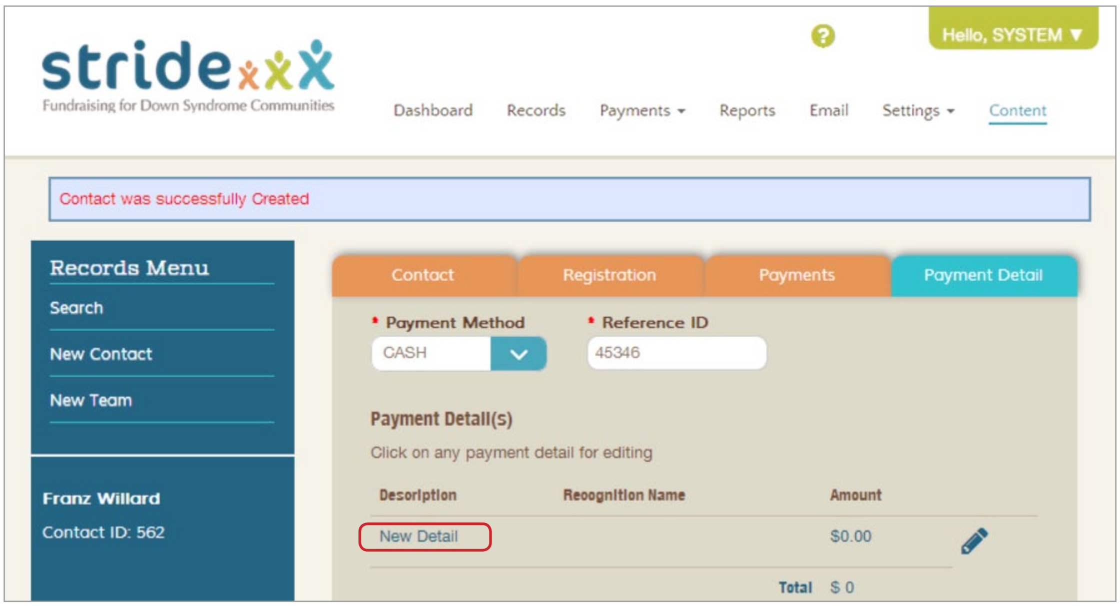
6) Click "New Payment."



7) Use the "Payment Method" drop-down menu to select Cash, Check, or Credit. Enter a Reference ID. This can be any combination of letters and numbers, If you're registering multiple people with a check, enter the check number in the Reference ID field, then a dash followed by the registrant number. If the check number is 120 and it's the second registrant on that check, you would enter 120 – 2. This will help you stay organized for future reference.



8) Click "New Detail."

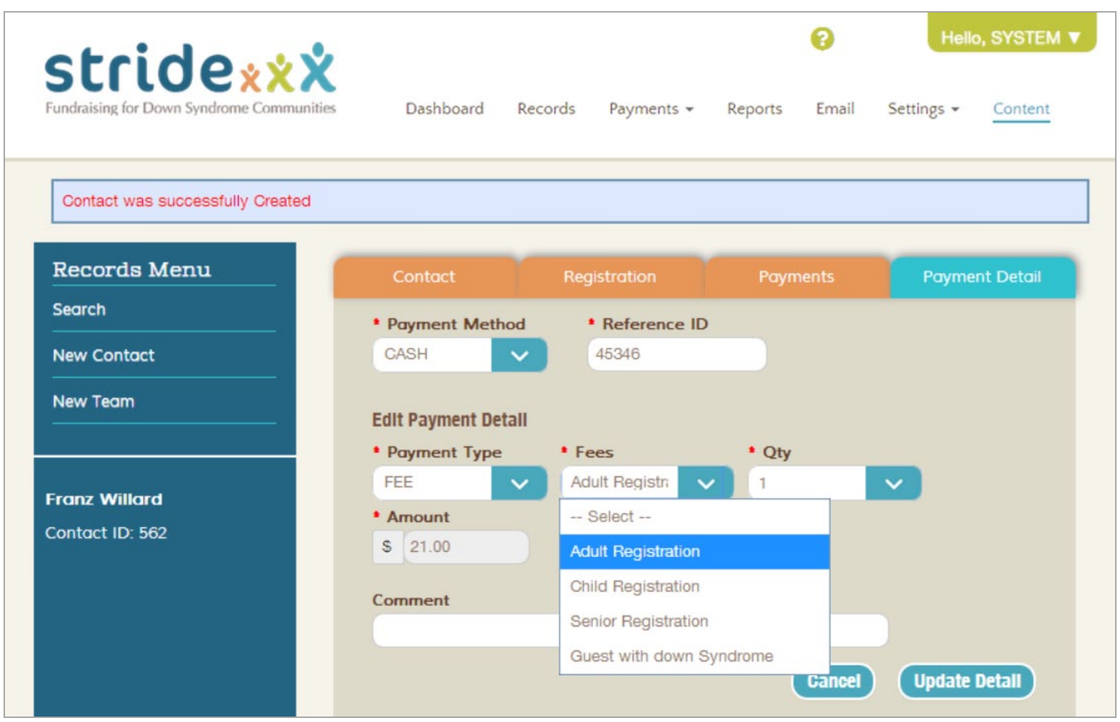


9) Use the "Payment Type" drop-down menu to select Fee.

10) Select the registration type under the "Fees" drop-down menu. Select your fee type and quantity of 1. Even if there is more than one registrant, enter only the first registrant's fee amount. Additional registrants should each be added under a new contact.

11) When you are done, select "Update Detail."

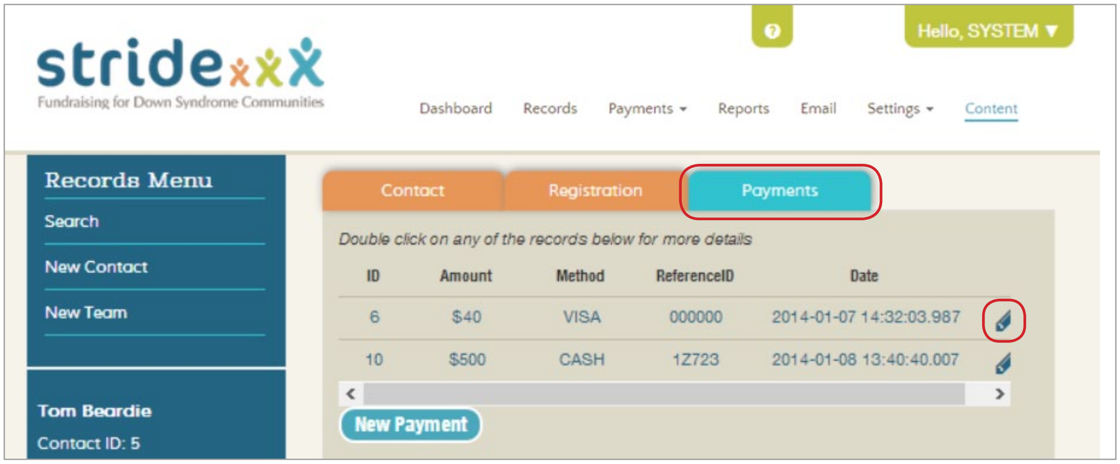
12) If you are registering more than one person with the same check, click New Contact and repeat the steps above for each registrant. Click "Save Changes" when you are done.



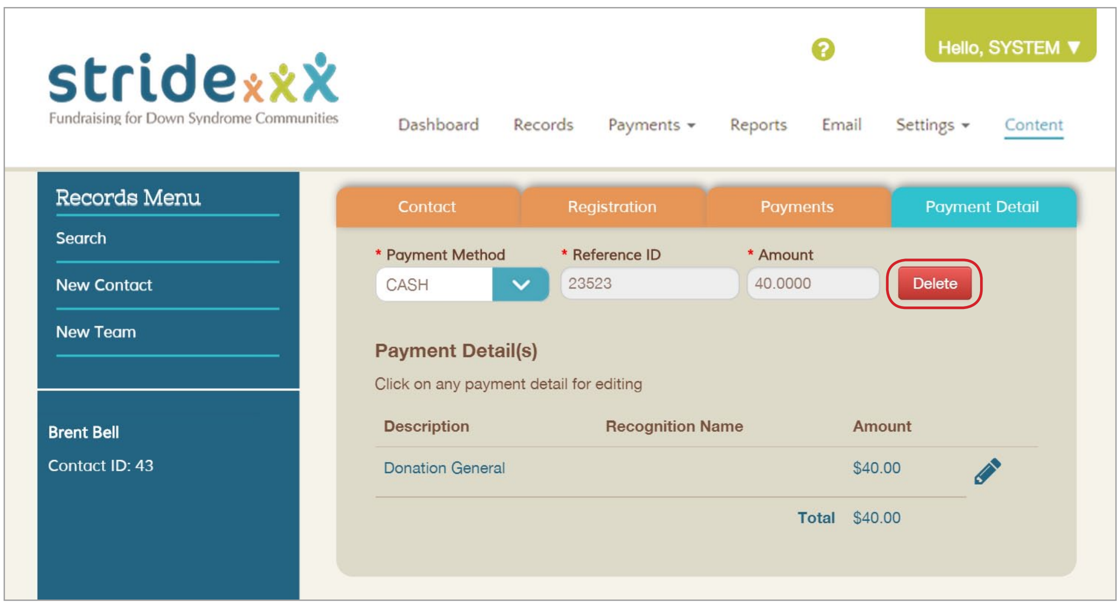
Modifying / Deleting a Payment

If you have added a payment in the back end of Stride that is incorrect, you can delete it and create a new payment in its place. Stride does not allow previously-entered payments to be modified, only deleted and re-entered.

To delete a payment, bring up the registrant or donor's information by going to the Records page from your dashboard, then searching for them. Next, click the Payments tab, then double-click the pencil icon next to the payment you wish to delete.



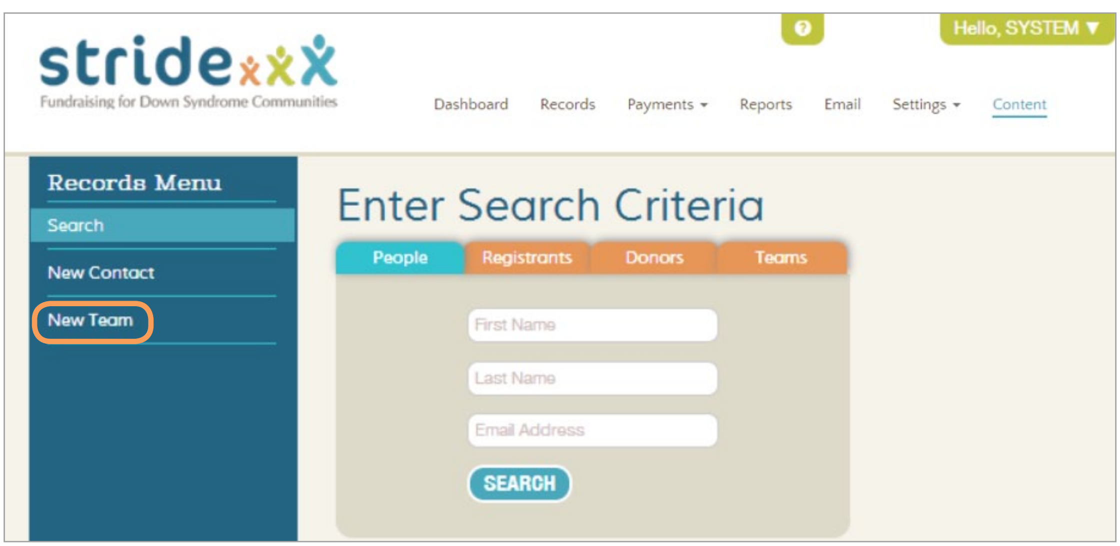
Next, click the Delete button. If you are modifying an incorrect payment, click the New Payment button and enter the correct data.



Creating a new team

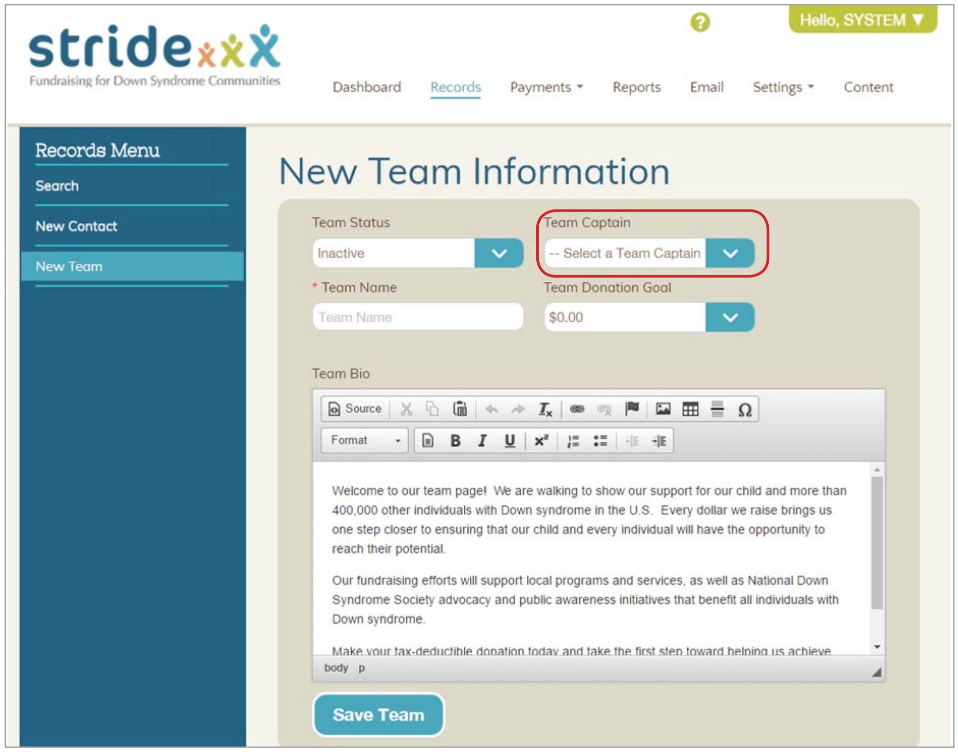
If the new registrant that you added above is creating a team, please complete the next steps to create a new team.

1) Click "New Team" under the "Records" tab.



2) Fill out the blanks on the screen, choosing the account you created earlier as the team captain.

3) Click Save Team. Your registrant is now the team captain.

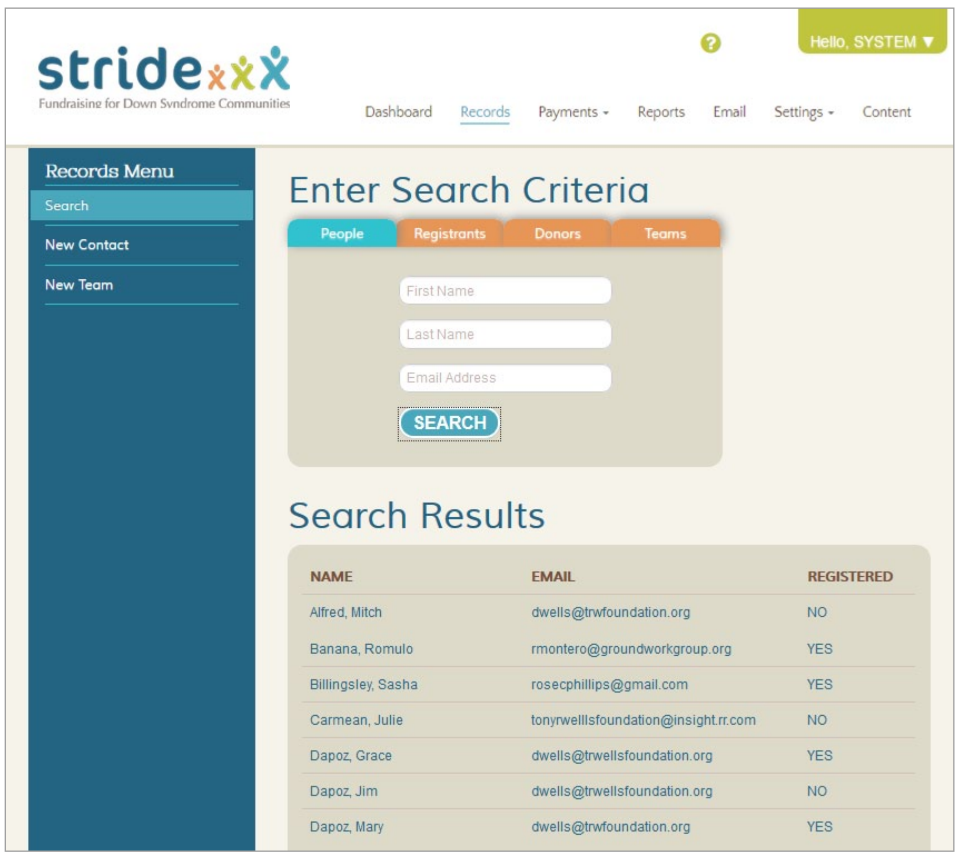


Search

The search function allows you to find the records of any person or team associated with your event. To find a person or team, you can search by People, Registrants, Donors, or Teams. You can also leave all the fields blank and click Search. This will bring up all the records within that category.

To search for a person, registrant, or donor, select a category: People, Registrants, or Donors. "People" refers to both registrants and donors. Then enter their first name, last name, or email address and click Search. To search for a team, select Teams and enter the team name, captain first name, captain last name, or captain email address. For registrants and teams, you can also search by event year. Make sure the "By Event Year" drop-down menu says "Yes," then enter the year.

Search results show the person or team name, captain (if a team), contact email, whether or not the person is registered, and whether or not the team is active. Click the person or team name to view or edit their records.

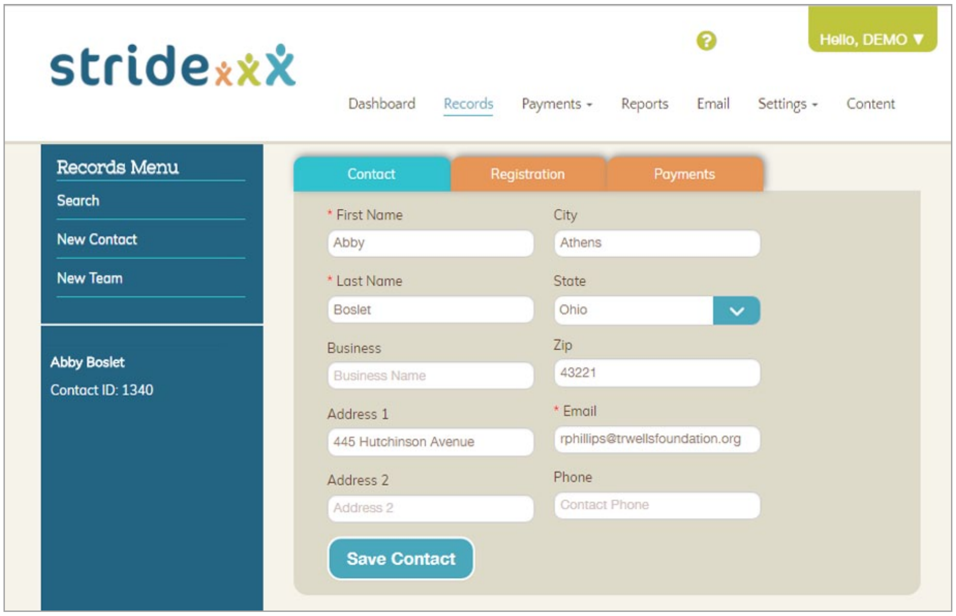


Editing an Individual's Records

Once you either create a new contact or pull up a person's records via search, you can edit their contact, registration, and payment information.

Editing Contact Information

To edit an individual's Contact information, open an individual's account information by searching for them. Click the Contact tab. Here, you can edit or enter their first and last name, physical address, email address, and phone number. Click "Save Contact" when you're done editing.



Editing Registration Information

You can edit existing registration information or create a new registration for someone who isn't registered, like a donor who decides to participate in your event.

Pull up the individual's records through search. Then, select the "Registration" tab. If the individual has not registered yet, select "Register for [Event Name]." Make sure the registration is set to Active. You can change their registrant status from Inactive to Active by using the drop-down menu next to "Registrant Status." If set to Inactive, you won't be able to see or search for the person on the public site. If do you set their account to Inactive, you can make them reappear at any time by setting the status back to Active.

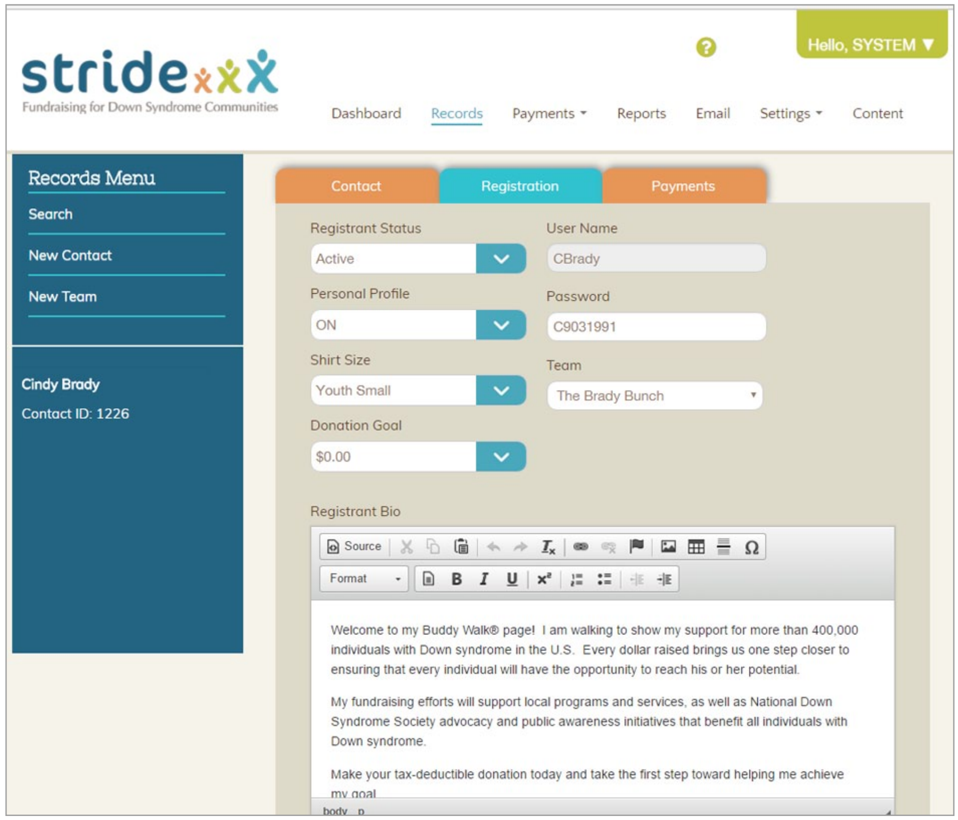
You can turn their personal profile off or on by using the drop-down menu next to "Personal Profile" and selecting Off or On. If it's set to off, clicking their name on the public site under "Profiles" will redirect to their team page.

You can edit the individual's username and password by changing the "User Name" and "Password" fields. To put them on a team, use the "Team" drop-down menu to select a team. You can also use the drop-down menu next to "Donation Goal" to change their goal. To edit their bio, use the "Registrant Bio" text box.

The Registration tab will have any additional fields that you may have added under Settings > Optional Form Fields. For example, this event has shirt size enabled. You can use the drop-down menu next to "Shirt Size" to change the registrant's shirt size. When you are done, select "Update Registrant Data."

Continued on the next page.

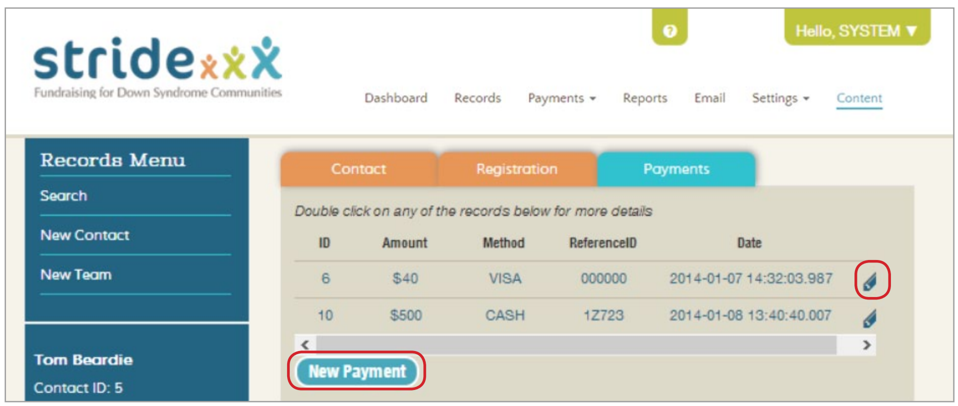
Right: Editing an individual's registration information.

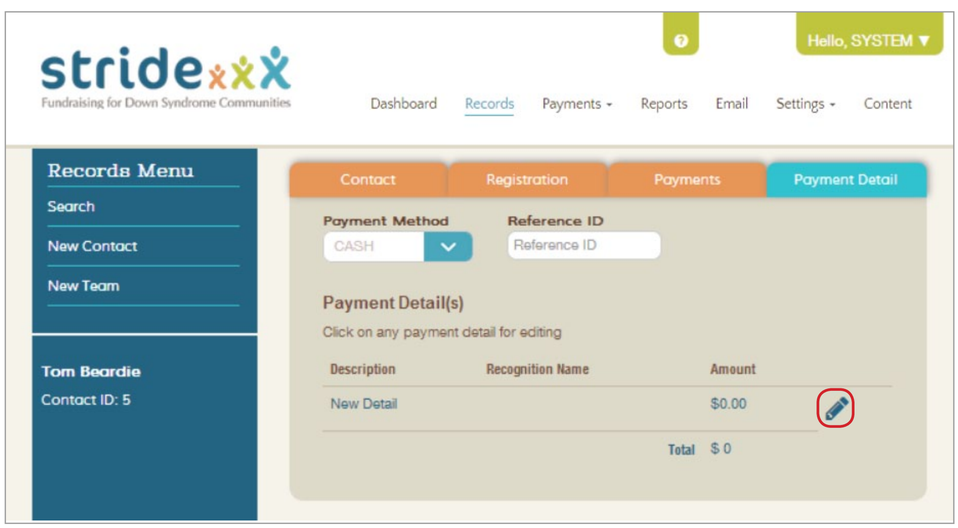


Editing Payment Information

Stride allows you to input funds you've received via cash, check, or credit cards scanned in person. The administrative side of Stride is intended only for physical payments. If a user wishes to make a payment online, they must enter it on the front end of the site. To edit a person's payment information, pull up their account by searching for it, then click the "Payment" tab. A list of payments will appear. If they haven't made any payments yet, select "New Payment." To edit an existing payment, click the pencil icon on the right.

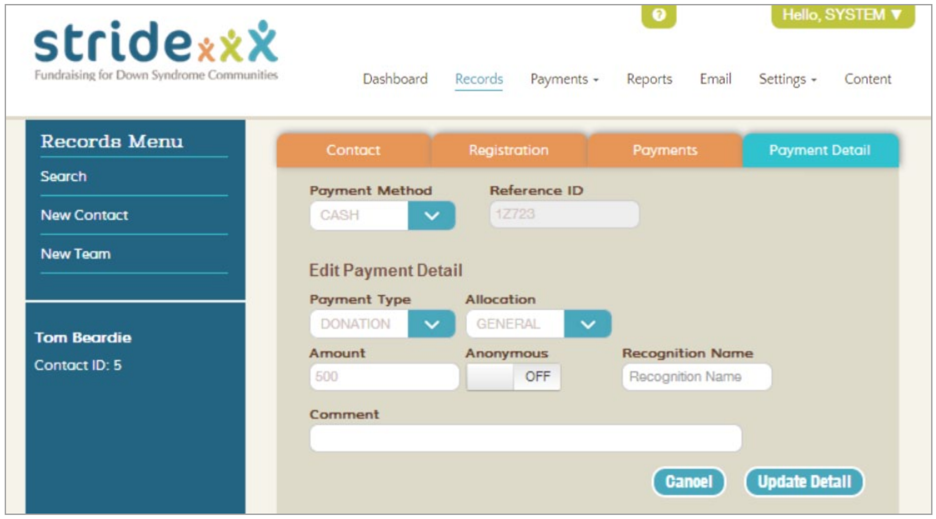
Use the "Payment Method" drop-down menu to select Cash, Check, or Credit. Create and enter a Reference ID. This can be any combination of letters and numbers, Then, click the pencil icon.





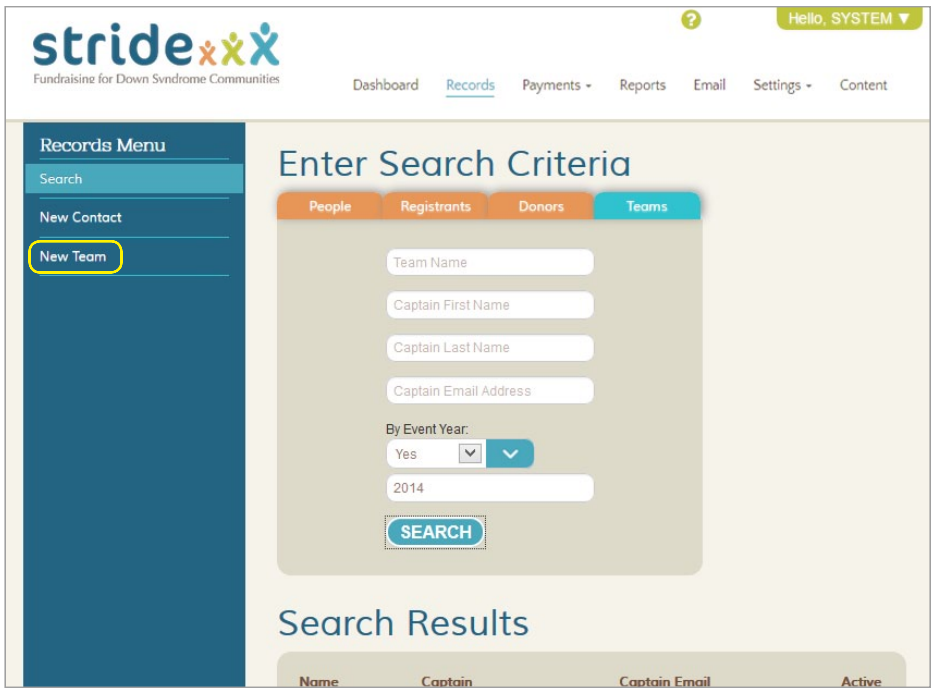
Use the “Payment Type” drop-down menu to select Donation, Fee, or Sale. If it is a donation, select General, Individual, or Team under the “Allocation” drop-down menu. Then, select the name of the individual or team, if relevant. If it is a fee, select the registration type under the “Fees” drop-down menu. If it is a sale, select the sale item under the “Sale Items” drop-down menu.

Next, fill out the amount, recognition name, or comment, if it’s a donation. You can also toggle anonymous donations on and off using the “Anonymous” slider. When you are done, select “Update Detail.”



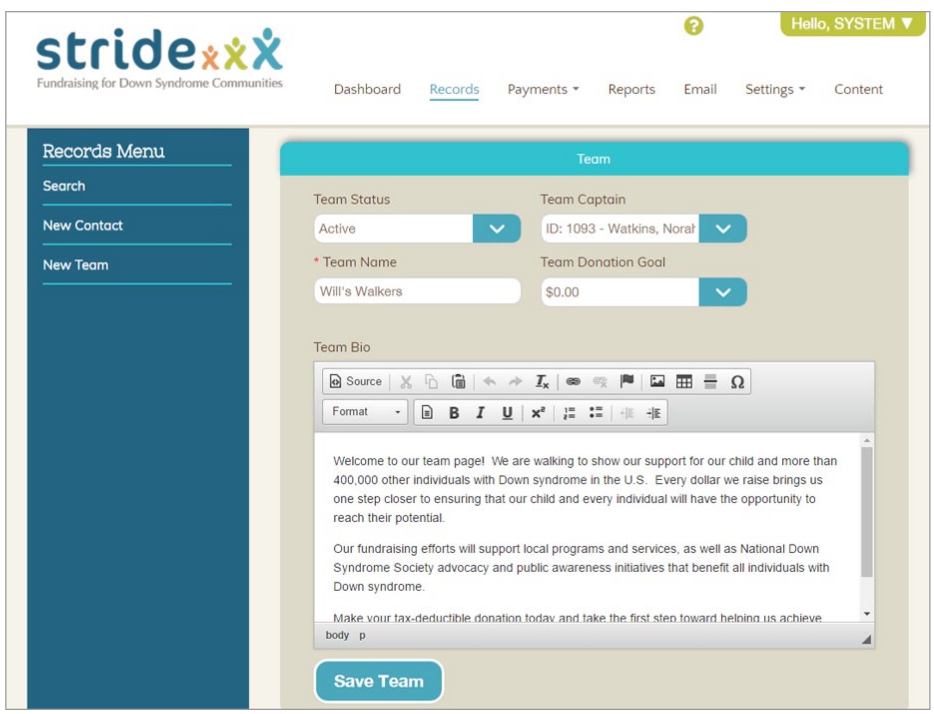
Adding and Editing Team Records

To add a new team, go to Records > New Team. Once you’ve clicked New Team, the process to edit is the same for editing existing teams. To edit an existing team’s information, search for the team by going to Records > Search > Teams. Either enter some of the team information or just click “Search” without filling anything out to bring up all the teams.



Use the “Team Status” drop-down menu to choose between Active and Inactive. If set to Inactive, you won’t be able to see or search for the team on the public site. If you set an account to Inactive, you can make it reappear at any time by setting the status back to Active.

Change the team name by editing the “Team Name” field. Change the team captain by using the “Team Captain” drop-down menu to choose between the different team members. Change the team goal by using the “Team Donation Goal” drop-down menu to select a new goal. Use the text box to edit the team bio. Select Save Team when you are done.

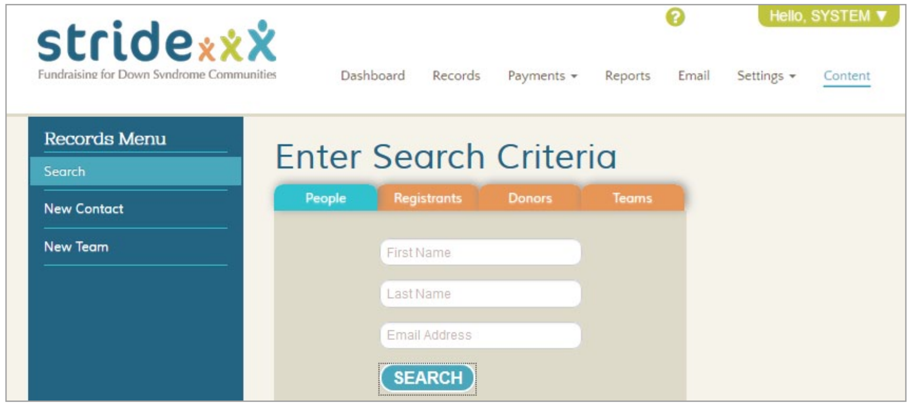


Entering Donations or Sponsorship Payments by Cash, Check, Square®, or other Non-Stride Credit Transactions

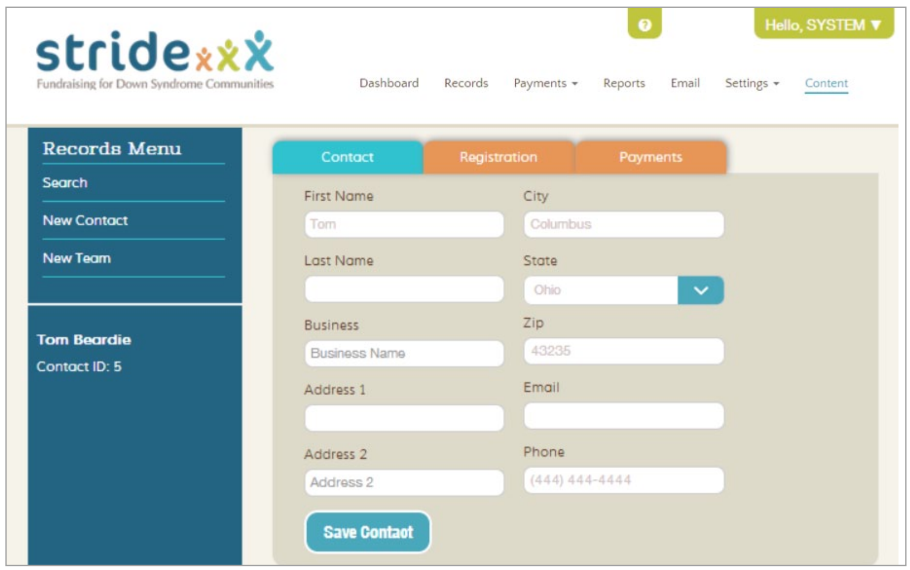
Entering cash, check, Square®, or other donations

If the person donating is already in the system as a registrant or incomplete registrant, you can search for their account and complete the donation from the back end. Otherwise you'll need to create a new contact.

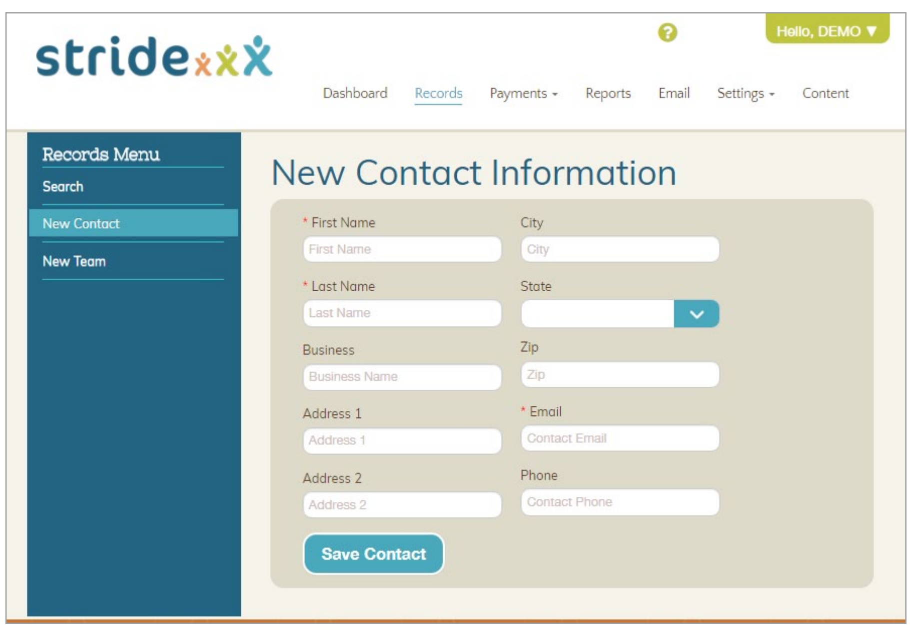
1) Search for the registrant by selecting the "Records" tab. Click the "People" tab and enter their name, then click Search.



2A) If found, select their name from the list. Use the "Contact" tab to fill out any missing contact information, then save.



Fill out the name, address, email, and phone fields. Then, click Save Contact. Once you do this, you will be able to enter registration and payment information. Keep reading to see how.



5. Payments

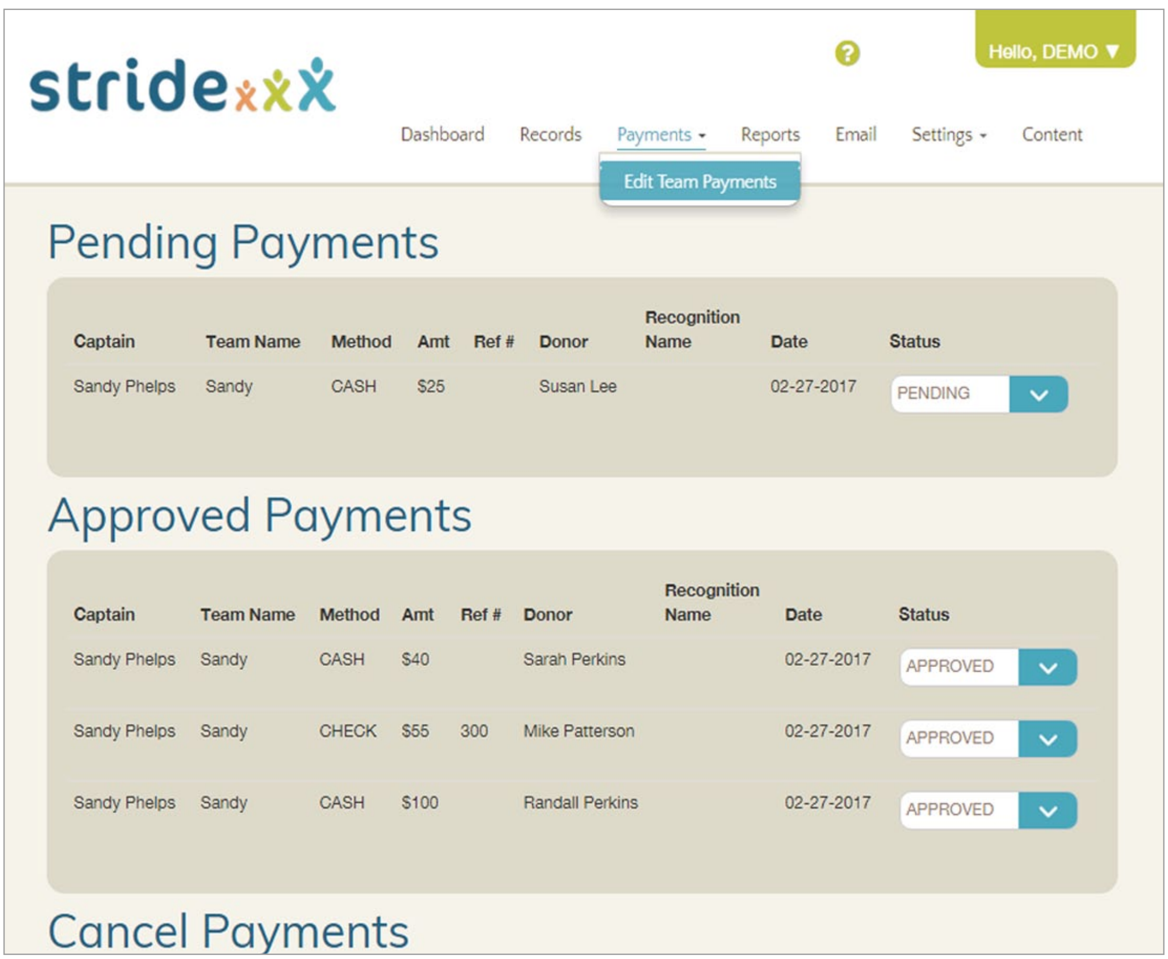
The bulk entry system is where you can enter bulk payments, and process them all at once instead of individually.

Edit Team Payments

Because people sometimes make team donations in the form of cash or check given directly to a team captain, Stride can allow team captains to enter pending payments in Stride. That way, competitive teams can keep their amount raised updated by the minute, without having to wait for the event organizer to update their total. To turn this functionality on, set "Team Captain Enter Payments" to YES under Settings > Optional Form Fields. For more information, click here.

Once you receive a payment, you can change its status from pending to approved by going to Payments > Edit Team Payments. All pending payments will be listed in the Pending Payments section. To change the status from pending to approved, use the drop-down menu under "Status" and select Approved.

If you never receive a payment, you can cancel the payment by using the drop-down menu under "Status" and selecting "Cancel." This will subtract the funds from the team's total. You can change the status of a payment at any time by using the same drop-down menu. After you change the payment status, the page will automatically refresh and the payment will be moved into the appropriate category.



Dashboard
Settings
Content
Records
Payments
Reports

6. Reports

This page allows you to generate downloadable reports based on data from registrants, donors, teams, sale items, and more. You can also build a custom report based on only the data you need.

Viewing Reports

All reports that are long enough are split onto multiple pages. You can navigate between pages by using the navigation bar at the lower right-hand corner of the report. To view reports, go to Reports. Then, click on one of the ten report types:

Donations
The Donations report lists all the details about all of the donations like amount, donor information, date, and donor ID.

General Donations
The General Donations report lists all of the information about donations that were donated to the general event, not in the name of a specific individual or team.

Team Donations
This report contains the details of all of the donations that were made in the name of a team.

Individual Donations
This report contains the details of all the donations that were made in the name of an individual.

Donors
The Donors report shows the details of all of the donors who have donated to your event.

Payment Data
This report contains individual payment information like payment status, method, amount, address, and invoice ID.

Incomplete Registrations
This report shows the information about the registrations that haven't been completed.

Registrants
This report shows users who have completed registration.

Team Captains
This report shows all of the data on team captains.

Sold Items - Details
This report shows information about who bought what items.

Sold Items - Aggregate
This report shows the total number of items you have sold, and their total cost.

Shirt Sizes - Qty
This report shows the total number of shirts ordered by size.

Shirt - Qty By Team
This report shows the number of shirts ordered for each team, organized by size.

Once you choose a report, you can export it to an application like Excel by clicking "Export to CSV."

Building Reports

The Report Builder allows you to build custom reports that are compiled of only the data you want in them. To build a report, go to Reports then click Report Builder. Use the drop-down menu to select a report. Once you select a report, its attributes will load into the left column below. These are things like first name, last name, and contact ID (see next page). If you'd like, you can also specify which range of dates you would like to see by clicking on the calendar icons and choosing a "From" date and a "To" date. If you don't select dates, it will show all data, regardless of when it was entered.

Next, select an attribute that you want to see in the custom report. Once it is highlighted, click the green Add button to move it to the right column. Items in the right column will be included in the report, unless you delete them by selecting the item and clicking Remove. You can add all of the items on the list at once by clicking Add All. You can delete all of them by clicking Remove All. When you are done, choose a format. The options are CSV, Excel, and PDF. Then, click "Generate Report."

Above: A sample report being built.

Below: An example report in Excel.

	A	B
1	TeamID,Fullname,Address1,Email,Phone	
2	1,Libby Fisher,1234 Sesame Street,lfisher@trwellsfoundation.org,(614) 440-3315	
3	1,Holly Fisher,1232 High Street,lfisher@trwellsfoundation.org,(744) 912-2222	
4	0,Lisa McGatha,2360 Cambridge Blvd,lfisher@trwellsfoundation.org,(614) 444-4444	
5	2,Jim Fisher,1234 Fisher Rd,lfisher@trwellsfoundation.org,(614) 888-4449	
6	1,Mark McGatha,1234 Artist Drive,lfisher@trwellsfoundation.org,(614) 440-3315	
7	3,Romulo Banana,123 Main,rmontero@groundworkgroup.org,(614) 532-5114	
8	0,Remy Smith,6767 oak,dwells2@insight.rr.com,(614) 888-9999	
9	0,Rose Peabody,445 Hutchinson Ave,rphillips@trwellsfoundation.org,(413) 555-5555	
10	0,Rose Phillips,445 Hutchinson Ave,rphillips@trwellsfoundation.org,(555) 555-5555	
11	4,Tombo Phillips,,rosecphillips@gmail.com,	
12	0,Shadow Laborador Retriever,445 Hutchinson Ave,rphillips@trwellsfoundation.org,(444) 444-4444	
13	13,Shadow Laborador Retriever,445 Hutchinson Ave,rosecphillips@gmail.com,(444) 444-4444	
14	0,Dana Wells,,dwells@trwellsfoundation.org,	
15	0,Ashley Pershing,445 Hutchinso Ave,dwells2@insight.rr.com,(614) 888-2444	
16	0,Dana Smith,445 Hutchinson Avenue,dana.wells.dw@gmail.com,(614) 888-8888	
17	0,Suzy Smith,,dana.wells.dw@gmail.com,	
18	0,LIsa Watkins,4422 Elm Road,bbbb@citraapp.org,(614) 444-9999	

Appendix

Text Default Content: Stride Fundraising System

Main Page

Welcome –

Join the [ORGANIZATION] as we unite for a common cause and raise funds at the 2017 [EVENTNAME]. Whether you have Down syndrome, know someone who does, or just want to show your support, take the first step and donate or register today! Help us spread the word; all are welcome for our day of celebration!

Donation –

We appreciate your support, 100% of your donation is tax deductible.

We are a 501 (c)(3) non-profit organization dedicated to providing individuals with Down syndrome and their families life-long community connections.

Splash Page

Global –

Thank you for visiting the [EVENTNAME] fundraising site! The [EVENTNAME] site is currently closed. Please return at a later date to register or donate to the 2017 [EVENTNAME]!

Supporting families, promoting community involvement and encouraging a lifetime of opportunities for people with Down syndrome.

Registration –

Thank you for visiting the 2017 [EVENTNAME] registration page! Event registration is currently closed. Please return at a later date to register for our event!

Donation –

Thank you for visiting the 2017 [EVENTNAME] donation page! Event donation is currently closed. Please return at a later date to donate to our event!

Registration

Waiver

I hereby waive all claims against [ORGANIZATION], sponsors, vendors, volunteers and any personnel for any injury that I or my family member might suffer from this event. I attest that I and my family members are physically fit and prepared for this event. I grant full permission for organizers to use photographs, videos and quotations of me and my family member in legitimate accounts and promotions of this event.

Registration Step 2 Message

Please enter the following information, and then read and accept the waiver. In the next step you can start a team, join a team, remain a solo walker, and add more registrants.

Register as Individual

Participate and raise funds as an individual.

Start a New Team

Become a team captain and start a team. You will have the opportunity to raise funds and ask others to join your team.

Join Existing Team

You have been invited to join a team that is already formed. You can participate as a team member and raise funds for the team.

Team Member Notification – (Email)

Subject: A new member has joined your team!

Body: [FIRSTNAME] [LASTNAME] has joined your team for the 2017 [EVENTNAME].

Code – (Email)

Subject: [FIRSTNAME], thank you for beginning your registration. (Registration Code: [CODE])

Body: Thank you for beginning your registration for the 2017 [EVENTNAME]. If your registration gets interrupted, it can be restarted with the registration code listed below in the yellow shaded area. Enter that code on the first screen displayed after selecting the blue “Register” button.

Registration code: [CODE]

Url: [URL]

Complete – (Email)

Subject: [FIRSTNAME], thank you for registering for the [EVENTNAME]!

Body: Dear [FIRSTNAME],

Thank you for registering for the 2017 [EVENTNAME]! By participating in the [EVENTNAME], you will support individuals with Down syndrome and their families.

Whether you are a parent of a newborn or an adult with Down syndrome, a family member, a caring friend, a self-advocate, or a service provider, you have joined a movement that is more than 275,000 people strong and growing every year.

With the funds raised through the 2017 [EVENTNAME], we will provide information, education programs, support groups and referral assistance to individuals with Down syndrome and their families.

Once again, thank you for supporting the 2017 [EVENTNAME] and assisting us in reaching our goal. Help us spread the word; all are welcome for our day of celebration!

Sincerely,

Events Coordinator

Supporting families, promoting community involvement and encouraging a lifetime of opportunities for people with Down syndrome.

Bio

Registrant –

Welcome to my 2017 [EVENTNAME] fundraising page! I am walking to show my support for more than 400,000 individuals with Down syndrome in the U.S. Every dollar raised brings us one step closer to ensuring that every individual will have the opportunity to reach his or her potential.

My fundraising efforts will support local programs and services, as well advocacy and public awareness initiatives that benefit all individuals with Down syndrome in our community.

Make your tax-deductible donation today and take the first step toward helping me achieve my goal. Thank you for your support!

Team –

Welcome to our 2017 [EVENTNAME] team fundraising page! We are walking to show our support for our child and more than 400,000 other individuals with Down syndrome in the U.S. Every dollar we raise brings us one step closer to ensuring that our child and every individual will have the opportunity to reach their potential.

Our fundraising efforts will support local programs and services, as well as advocacy and public awareness initiatives that benefit all individuals with Down syndrome in our community.

Make your tax-deductible donation today and take the first step toward helping us achieve our goal. Thank you for your support!

Donation

Donation Instructions

Please select a donation type; team, registrant or general. Complete the required information and click the blue “Add Donation to Cart” button. When you are finished, click the “Continue to Billing” button to complete payment information.

Sponsorship Instructions

Please select a Sponsorship Level, then select a Donation Type (team, registrant, or general). Complete the required information and click the blue “Add to Cart” button. When you are finished, click the “Continue to Billing” button to complete payment information.

Exhibitor Instructions

Please select an Exhibitor Level, complete the required information, and click the blue “Add to Cart” button. When you are finished, click the “Continue to Billing” button (even if the amount due is $0) to complete your Exhibitor enrollment.

Donation Thank You Message

Dear [FIRSTNAME],

We want to thank you for your support of the 2017 [EVENTNAME]. Your gift will enable us to carry out our mission of supporting families, promoting community involvement, and encouraging a lifetime of opportunities for people with Down syndrome.

With the funds raised through the 2017 [EVENTNAME], we will provide individuals with Down syndrome and their families with information, education programs, support groups and referral assistance.

Your gift today could be matched dollar for dollar or more if your employer has a matching gift program. If you have questions about your company's matching gift program, please contact your human resources representative.

Sincerely,

Events Coordinator

Sponsorship/Exhibitor Thank You Message

Dear [FIRSTNAME],

We want to thank you for your support of the 2017 [EVENTNAME]. Your gift will enable us to carry out our mission of supporting families, promoting community involvement, and encouraging a lifetime of opportunities for people with Down syndrome.

With the funds raised through the 2017 [EVENTNAME], we will provide individuals with Down syndrome and their families with information, education programs, support groups and referral assistance.

Sincerely,

Events Coordinator

Recipient Notification –

Subject – A donation has been made to the [EVENTNAME]

Body – [DONORFIRST][DONORLAST] has made a donation of [AMOUNT].

Team Recipient Notification –

Subject – A donation has been made to your [EVENTNAME] team

Body – [DONORFIRST][DONORLAST] has made a donation of [AMOUNT].

General Recipient Notification –

Subject – A general donation has been made to your event.

Body – [DONORFIRST][DONORLAST] has made a donation of [AMOUNT] to your event.

Receipt

Top Message –

Thank you for supporting the 2017 [EVENTNAME]!

Bottom Message –

Supporting families, promoting community involvement and encouraging a lifetime of opportunities for people with Down syndrome.

Tax Message –

This constitutes an official tax receipt of your donation of [AMOUNT] to the [ORGANIZATION], a 501(c) (3) charitable organization. Please save or print either this page or the corresponding email for your records.

NOTE: Of the [AMOUNT] [EVENTNAME] registration fee and/or donation, [DONATION] is tax-deductible; additional donations are 100% tax-deductible.

Captain Email

Welcome Team Members –

Subject – Welcome to Our 2017 [EVENTNAME] Team

Body – Thank you for registering to participate in the 2017 [EVENTNAME]! We are so happy to have you as a member of [TEAMNAME].

We invite you to join us in our fundraising efforts by sharing this event with your family and friends. Please send the link to our team page to everyone on your contact list, and remind everyone to seek matching donations from their place of work. With your support, we can continue to provide valuable programming for individuals with Down syndrome, and their families, through [ORGANIZATION].

Again, thank you for joining [TEAMNAME]. We look forward to spending this day of celebration and advocacy with you!

Sincerely,

[TEAMCAPTAIN]

Fundraising Reminder –

Subject – Fundraising Reminder for the 2017 [EVENTNAME]

Body – Hello, [TEAMNAME]!

With just one week to go before the 2017 [EVENTNAME], we have almost reached our team's fundraising goal! We appreciate your diligent efforts in raising these funds, and we know we can reach our goal. Please follow up with everyone on your contact list to remind them to make their tax deductible contributions. This support will assist in providing valuable programming for individuals with Down syndrome in our community.

Thank you for your consideration,

[TEAMCAPTAIN]

Fundraising Goal Reached –

Subject – Fundraising Goal Reached for the 2017 [EVENTNAME]

Body – Hello, [TEAMNAME]!

Congratulations! Our team's fundraising goal has been reached! We are so excited to share this milestone with you. With your help, [ORGANIZATION] can continue to provide important programming for individuals with Down syndrome and their families.

Thank you for all of your help and support! We could not have accomplished this without you.

See you at the 2017 [EVENTNAME]!

Sincerely,

[TEAMCAPTAIN]

Event Reminder –

Subject – Event Reminder – 2017 [EVENTNAME]

Body – Dear [FIRSTNAME],

The big day is almost here! Please plan to join us on [EVENTDATE] for the 2017 [EVENTNAME] at [EVENTLOCATION]! We are excited to share this day of celebration and advocacy with you, and we appreciate your support of [TEAMNAME] and [ORGANIZATION].

Please feel free to contact me with any questions. See you at the [EVENTNAME]!

Sincerely,

[TEAMCAPTAIN]

Donor Thank You –

Subject – Thank You

Body – Dear [FIRSTNAME],

Thank you so much for your generous donation to [TEAMNAME] and the 2017 [EVENTNAME]! We are well on our way to reaching our team's fundraising goal.

With your support, the [ORGANIZATION] is able to provide programming to enrich the lives of individuals with Down syndrome, and their families. We truly appreciate your assistance in making these programs available.

If possible, I encourage you to seek a matching contribution from your employer. Corporate matching donations are a great way to help us reach our fundraising goal.

Again, thank you for your generosity.

Sincerely,

[TEAMCAPTAIN]

Organizer Email

Recruitment of New Parents/Team Captains

Subject: Become a Team Captain for the 2017 [EVENTNAME]

Body: Greetings!

As a new member of [ORGANIZATION], we would like to invite you to become a team captain for our upcoming [EVENTNAME]. Team captains are the key players for our fundraising efforts, and we would love for your family to be more involved. We are committed to supporting our team captains each step of the way, and our fundraising platform (Stride) contains many valuable resources to guide you along the way.

Feel free to reach out if you need any assistance in registering your team; [ORGCONTACTNAME] can be reached at [ORGCONTACTEMAIL].

We look forward to celebrating with you on [EVENTDATE] at the 2017 [EVENTNAME]!

Sincerely,

[ORGANIZATION]

Recruitment of Past Team Captains

Subject: Register your team for the 2017 [EVENTNAME]

Body: Greetings!

As a previous team captain, we would like to invite you to once again become a team captain for our upcoming [EVENTNAME]. Team captains are the key players for our fundraising efforts, and we would love for your family to be more involved. We are committed to supporting our team captains each step of the way, and our fundraising platform (Stride) contains many valuable resources to guide you along the way.

Feel free to reach out if you need any assistance in registering your team; [ORGCONTACTNAME] can be reached at [ORGCONTACTEMAIL].

We look forward to celebrating with you on [EVENTDATE] at the 2017 [EVENTNAME]!

Sincerely,

[ORGANIZATION]

Incentive Announcement

Subject: [EVENTNAME] Incentive Announcement

Body: Dear Team Captains,

Please check our organization's Facebook page for an exciting incentive announcement! We are pleased to offer this opportunity to our hard working fundraisers, and we can't wait to see the results when the incentive ends. Please contact [ORGCONTACTNAME] AT [ORGCONTACTEMAIL] with any questions.

Sincerely,

[ORGANIZATION]

Encouragement/Goal Update

Subject: [EVENTNAME] Goal Update

Body: Dear Team Captains,

With just weeks left until our 2017 [EVENTNAME], we are already at ___% of our fundraising goal! Thank you so much for all of your efforts so far, but we ask that you continue to contact your family and friends to solicit additional donations so that we may reach our goal by [EVENTDATE]. Please remind your network that the funds raised will provide _______________, and that we can't accomplish these items without their support.

Please contact [ORGCONTACTNAME] at [ORGCONTACTEMAIL] with any questions.

Sincerely,

[ORGANIZATION]

Walk Day Info

Subject: Walk Day Information

Body: Dear Team Captains,

With our walk date quickly approaching, please take a moment to review our event's details and agenda:

(Insert link to Walk Day Info page, or enter details here)

Please share this information with your team members, and contact [ORGCONTACTNAME] at [ORGCONTACTEMAIL] with any questions.

Sincerely,

[ORGANIZATION]

Congratulations/End of Fundraising Thank You

Subject: Congratulations, and Thank You, Team Captains!

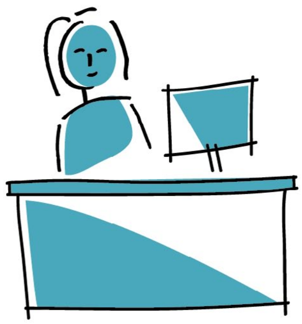
Body: Dear Team Captains,

Thank you so much for all of your hard work during our walk fundraising season! We are so grateful for your dedication to raising money to support all of the programs and services we offer to individuals with Down syndrome and their families. With your leadership, we raised $_______! Congratulations to you and your teams for all of your hard work.

Please continue to stay connected with our organization via our online newsletter and our Facebook page. We look forward to seeing you at an upcoming event!

Sincerely,

[ORGANIZATION]



Need help?

Send us your event
name or city and issue.

support@ds-connex.org

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