

# *Stride Admin User Guide*



# Welcome!



Dashboard

Settings

Content

Records

Payments

Reports

*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](mailto:info@ds-connex.org)!

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# 1. Dashboard



Dashboard

Settings

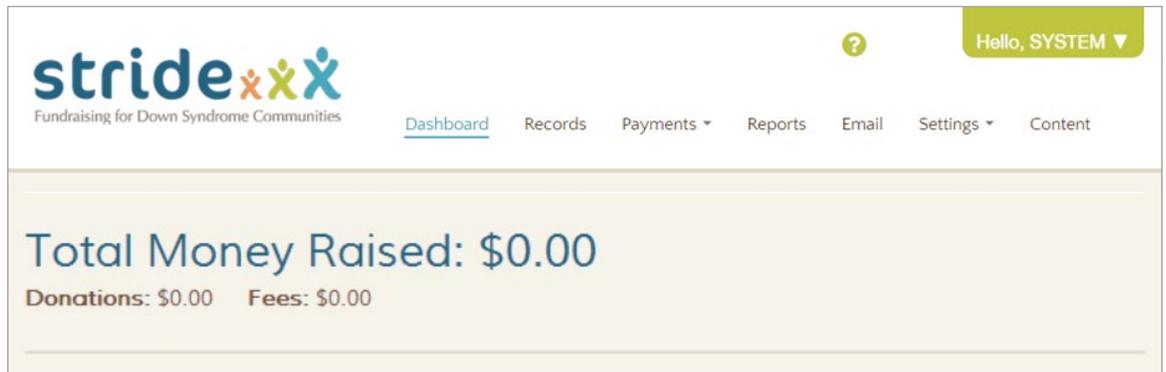
Content

Records

Payments

Reports

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.

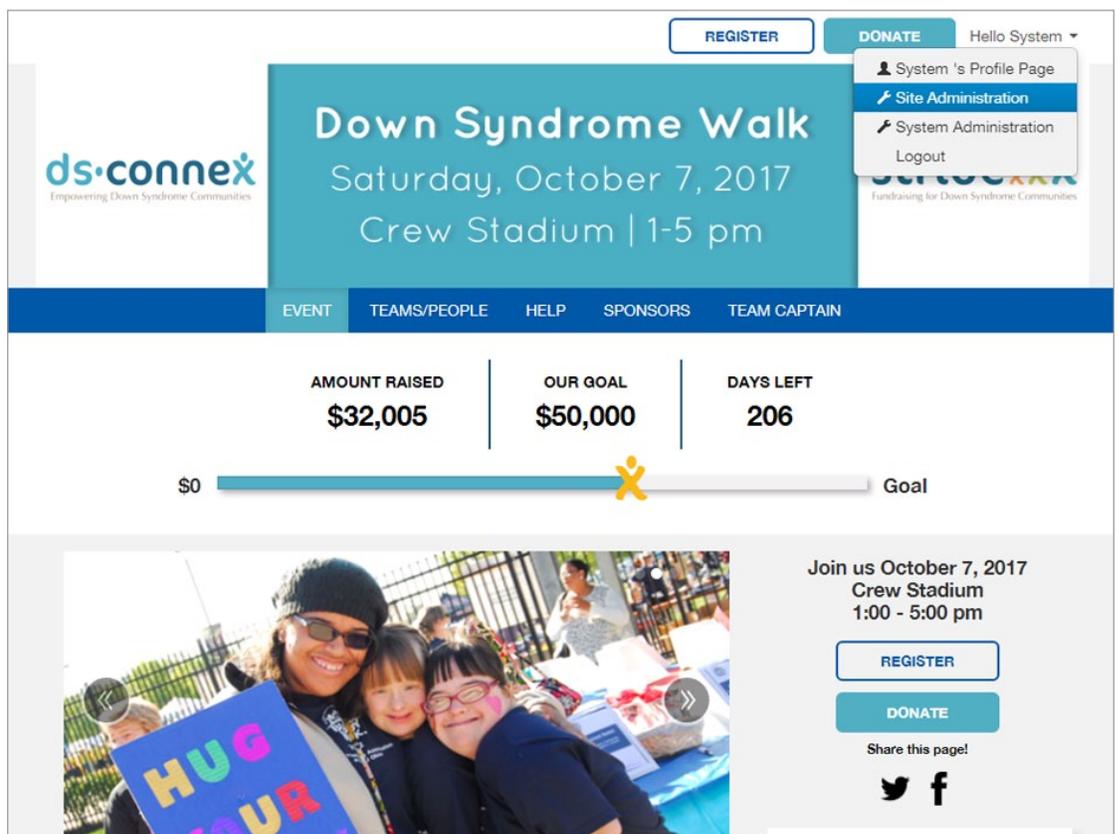
Once you are logged in, you can switch between the public site and the administration view by clicking the green admin button at the top right-hand corner of your screen. Then, click “Public Site” on the menu that comes down.



The screenshot shows the Stride dashboard for "Fundraising for Down Syndrome Communities". At the top left is the Stride logo. The navigation menu includes "Dashboard", "Records", "Payments", "Reports", "Email", and "Settings". A user profile dropdown menu is open, showing "Public Site", "Content", and "Logout". The main content area displays "Total Money Raised: \$32,004.94". Below this, statistics are listed: "Donations: \$29,328.76", "Fees: \$1,946.00", "Proc. Fees: \$635.18", "Items: \$95.00", "Registrants: 118", and "Teams: 26".

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.*



The screenshot shows the event page for the "Down Syndrome Walk" on Saturday, October 7, 2017, at Crew Stadium from 1-5 pm. The page features a "ds·connex" logo and a navigation menu with "REGISTER", "DONATE", and "Hello System". A dropdown menu is open under "Hello System", showing "System's Profile Page", "Site Administration", "System Administration", and "Logout". The main content area displays "AMOUNT RAISED \$32,005", "OUR GOAL \$50,000", and "DAYS LEFT 206". A progress bar shows the amount raised relative to the goal. Below the progress bar is a photo of three people smiling, with a "HUG YOUR" sign. To the right of the photo, there is a call to action: "Join us October 7, 2017 Crew Stadium 1:00 - 5:00 pm" with "REGISTER" and "DONATE" buttons, and social media sharing options for Twitter and Facebook.

## 2. Settings



Dashboard

Settings

Dates

Fees

File Library

Text Defaults

Image Default

Themes

Social Media

Form Fields

Top Team

Event

Organization

Content

Records

Payments

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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.

The screenshot shows the Stride fundraising dashboard. At the top left is the Stride logo with the tagline "Fundraising for Down Syndrome Communities". The navigation bar includes "Dashboard", "Records", "Payments", "Reports", "Email", "Settings", and "Content". A user greeting "Hello, SYSTEM" is visible in the top right. A settings dropdown menu is open, listing options: Dates, Fees, Payment Settings, File Library, Text Defaults, Image Defaults, Themes, Social Media, Optional Form Fields, Top Team Display, Event, and Organization. The main content area displays "Total Money Raised: \$32,004.94" with sub-totals for Donations (\$29,328.76), Fees (\$1,946.00), Proc. Fees (\$635.18), and Items (\$95.00). Below this are two pie charts: "Total Donations By Type" (71% TEAM, 15% INDIVIDUAL, 14% GENERAL) and "Total Registrations By Type" (40% TEAM\_CREATE, 33% TEAM\_JOIN, 26% GENERAL). At the bottom, it shows "New Donations (Past 4 Weeks) \$29,328.76" and "New Registration Dollars (Past 4 Weeks) \$403.00".

## 2.1 Dates



Dashboard

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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.*

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](#).

**Down Syndrome Walk**  
Saturday, October 7, 2017  
Crew Stadium | 1-5 pm

ds-connex Empowering Down Syndrome Communities | stride Fundraising for Down Syndrome Communities

EVENT TEAMS/PEOPLE HELP SPONSORS TEAM CAPTAIN

AMOUNT RAISED: \$32,005 | OUR GOAL: \$50,000 | DAYS LEFT: 206

Join us October 7, 2017  
Crew Stadium  
1:00 - 5:00 pm

REGISTER | DONATE

Share this page!

Tweets by @dsconnex

ds-connex @dsconnex  
To My Little Brother With Down Syndrome, Who Changed My Life ow.ly/L0A309RgUD via @themightysite

Top Teams		Top Individuals	
The Brady Bunch	\$10,331	Howard Cunningham	\$50
Team Alex	\$3,061	Dana Pershing	\$46
Happy Days	\$347	Susan Yosick	\$46
Cooper's Troopers	\$263	Jim Land	\$44
Team Matt	\$244	Greg Lashuka	\$44

**Down Syndrome Walk**  
Saturday, October 7, 2017  
Crew Stadium | 1-5 pm

ds-connex Empowering Down Syndrome Communities | stride Fundraising for Down Syndrome Communities

EVENT TEAMS/PEOPLE HELP SPONSORS TEAM CAPTAIN

Thank you for visiting the 2016 Down Syndrome Walk donation page! Event donation is currently closed. Please return at a later date to donate to our event!

EVENT TEAMS/PEOPLE HELP SPONSORS TEAM CAPTAIN

Thank you for visiting the 2016 Down Syndrome Walk registration page! Event registration is currently closed. Please return at a later date to register for the 2016 Down Syndrome Walk!

Hello System

**Down Syndrome Walk**  
Saturday, October 7, 2017  
Crew Stadium | 1-5 pm

ds-connex Empowering Down Syndrome Communities | stride Fundraising for Down Syndrome Communities

Thank you for visiting the Down Syndrome Walk fundraising site! The Down Syndrome Walk site is currently closed. Please return at a later date to register or donate to the 2016 Down Syndrome Walk!

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

Right: The donation, registration, and global splash pages

## 2.2 Fees



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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.

The screenshot shows the 'Fees' configuration page with the following table:

ORDER	NAME	DESCRIPTION	PUBLIC
↕	Child under 12	Under 12	YES
↕	Participant 12 and older	12+ walker	YES
↕	Guest with Down syndrome	Participant with Down syndrome	YES
↕	Family	Family style	YES
↕	Participant 5k	Participant 5k	YES

A 'NEW >' button is located at the bottom left of the table.

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.

**Fee Editor**

Fee Name:

Price: \$ 0.00

Fee Description:

Maximum number of registrants: 1

Fee Indicator:

Offer Shirts ? Yes

Public ? Yes

Active ? Yes

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.*

**stride** Fundraising for Down Syndrome Communities

Dashboard Records Payments Reports Email Settings Content

**Fees**

ORDER	NAME	DESCRIPTION	PUBLIC
	Child under 12	Under 12	YES
	Participant 12 and older	12+ walker	YES
	Guest with Down syndrome	Participant with Down syndrome	YES
	Family	Family style	YES
	Participant 5k	Participant 5k	YES

## 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.

The screenshot shows the registration interface for the 3rd Annual Down Syndrome Walk. At the top, there are buttons for "REGISTER" and "DONATE", and a user greeting "Hello System". The event details are displayed in a teal banner: "Down Syndrome Walk", "Saturday, October 7, 2017", and "Crew Stadium | 1-5 pm". Logos for "ds·connex" and "stridexxx" are visible. A navigation bar includes links for "EVENT", "TEAMS/PEOPLE", "HELP", "SPONSORS", and "TEAM CAPTAIN". The main heading is "3rd Annual Down Syndrome Walk Registration". Below this, a progress indicator shows four steps: "1. Account", "2. Account Info" (current), "3. Registrants", and "4. Checkout".

**Step 2: Account Info**

Please complete the information below and check the waiver to continue. In the next step you can join a team, start a team or participate as an individual. You can also add other family and friends as part of your registration.

*\* denotes required fields*

\* Registration Type: A dropdown menu is open, showing options: "Child under 12" (highlighted), "Participant 12 and older", "Guest with Down syndrome", "Family", and "Participant 5k".

\* Email: [Input field]

\* First Name: [Input field]

\* Last Name: [Input field]

Years Of Participation: [Input field with value 0]

Address: [Input field]

## 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.

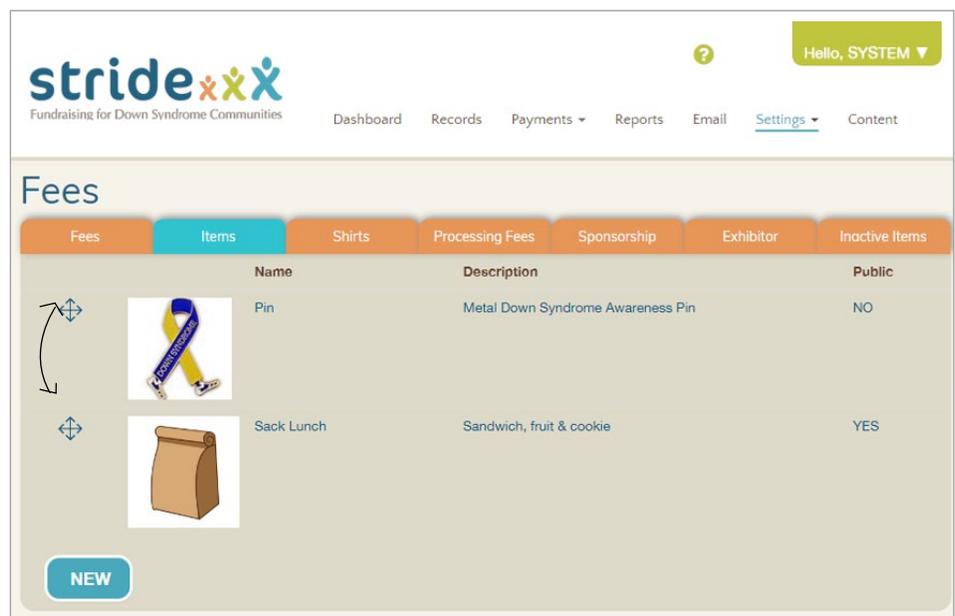
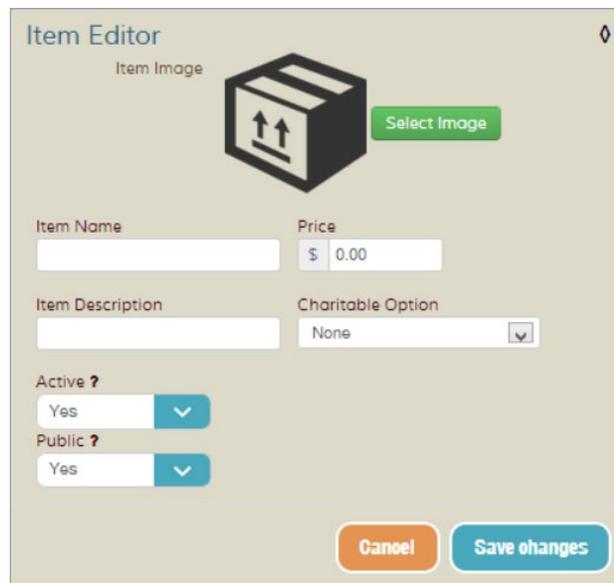
**Active:** Use the drop-down menu to change “Active” to “Yes” so the sale item will show up in reports run under the Reports section.

**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.

EVENT   TEAMS/PEOPLE   HELP   SPONSORS   TEAM CAPTAIN

# 3rd Annual Down Syndrome Walk Registration

1. Account   2. Account Info   3. Registrants   4. Checkout

**Step 4: Checkout**   Registration Code: **LDEL57C8**

Please review the items in your cart, enter payment information and click on the "Finalize Registration" button to complete your registration.

### Starting Donation

You may add a donation to your registration here.



\$  [Add Donation to Cart](#)

### Cart

Item	Qty	Price
Child under 12	1	\$15.00
No Shirt	1	\$0.00

Charitable Amount of Total: \$6.00  
Total: \$15.00

### Additional Items

Description	Price	
 Pin: Metal Down Syndrome Awareness Pin	\$7.00	<a href="#">Add to Cart</a>
 Sack Lunch: Sandwich, fruit & cookie	\$6.00	<a href="#">Add to Cart</a>

### Billing Information

\* Email

\* Phone

\* Name on Card

\* Billing Address

# 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.

Shirt Size	Active	Description	Extra charge
No Shirt	<input type="checkbox"/>		\$ 0.00
6mo Onesie	<input type="checkbox"/>		\$ 0.00
12mo Onesie	<input type="checkbox"/>		\$ 0.00
18mo Onesie	<input type="checkbox"/>		\$ 0.00
2T	<input type="checkbox"/>		\$ 0.00
3T	<input type="checkbox"/>		\$ 0.00
4T	<input type="checkbox"/>		\$ 0.00
Youth X-Small	<input type="checkbox"/>	Youth 5	\$ 0.00
Youth Small	<input checked="" type="checkbox"/>	Youth 6-8	\$ 0.00
Youth Medium	<input checked="" type="checkbox"/>	Youth 10-12	\$ 0.00
Youth Large	<input checked="" type="checkbox"/>	Youth 14-16	\$ 0.00
Youth X-Large	<input type="checkbox"/>		\$ 0.00
Youth X-Large	<input type="checkbox"/>		\$ 0.00
Adult Small	<input checked="" type="checkbox"/>	Adult Small	\$ 0.00
Adult Medium	<input checked="" type="checkbox"/>	Adult Medium	\$ 0.00
Adult Large	<input checked="" type="checkbox"/>	Adult Large	\$ 0.00
Adult X-Large	<input checked="" type="checkbox"/>	Adult X-Large	\$ 0.00
Adult 2X-Large	<input checked="" type="checkbox"/>	Adult XX Large - \$2.00 extra	\$ 2.00
Adult 3X-Large	<input checked="" type="checkbox"/>	Adult 3X Large - \$2.00 extra	\$ 2.00
Adult 4X-Large	<input type="checkbox"/>	Adult 4X Large - \$3.00 extra	\$ 3.00
Adult 5X-Large	<input type="checkbox"/>		\$ 0.00
Adult 5X-Large	<input type="checkbox"/>		\$ 0.00

\* Shirt Size

--- Select ---

--- Select ---

- Youth X-Small
- Youth Small
- Youth Medium
- Youth Large
- Adult Small
- Adult Medium
- Adult Large
- Adult X-Large
- Adult 2X-Large \$ 2.00
- Adult 3X-Large \$ 2.00
- Adult 4X-Large \$ 3.00

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.

The screenshot shows the 'Fees' management interface in the Stride system. At the top, the Stride logo and navigation menu are visible. The 'Fees' section is active, showing a table with the following data:

Active	Description	Percentage
<input checked="" type="checkbox"/>	Processing fee	% 4.25

A 'SAVE' button is located at the bottom left of the table.

## 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.

The screenshot shows the checkout page with the 'Billing Information' section. The 'Cover Processing Fee' option is highlighted with a red box, showing a percentage of 4.25 and radio buttons for 'Yes' and 'No'. The total charges are \$15.00, and the tax deductible amount is \$6.00.

**Billing Information**

\* Email: rphillips@trwellsfoundation.org

\* Phone: Phone

\* Name on Card: Luke Del Ray

\* Billing Address: Address 1 Address 2

City: United States

Zip: Card Type: Credit Card Number

\* Card Expiration Date: Card CVW

\* Cover Processing Fee: % 4.25  Yes  No

Tax Deductible: \$6.00  
Total Charges: \$15.00

**PLEASE NOTE:** Before finalizing your registration, confirm the registration type(s), t-shirt size(s) (if applicable), and your donation amount. If everything is correct, please proceed by clicking the green Finalize Registration button.

Finalize Registration

## 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.

stride Fundraising for Down Syndrome Communities

Dashboard Records Payments Reports Email Settings Content

### Fees

Enable Sponsorship Payments

ORDER	NAME	AMOUNT	ACTIVE
↕	Presenting Sponsor	10,000.00	YES
↕	Premier Sponsor	5,000.00	YES
↕	Sunshine Sponsor	2,500.00	YES
↕	Walk Friend	250.00	YES
↕	Tin	10.00	NO

NEW >

### Sponsorship Fee Editor

Name:

Amount: \$

Active?

Cancel Save changes

## Public Site Changes

This form appears under the SPONSORS tab.

EVENT TEAMS/PEOPLE HELP SPONSORS TEAM CAPTAIN

## Sponsorship Payment

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.

Sponsorship Billing

Sponsorship Level: -- Select --

Donation Type: Donate to a team

Team: Search... Search

Relationship to Team: Family

How did you hear about us?: -- Select --

Company Name (optional):

Add to Cart

Continue to Billing →

### Sponsorship Cart

Sponsorship	Amount
Sponsorship Total: \$0.00	

We appreciate your donation to support our Down Syndrome organization. Your donation will help fund programs to support our families. We provide new parent packets for our local hospitals, speech therapy sessions, scholarships for local camps, I-Can bike programs and many fun family oriented activities through out the year.

## 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.

The screenshot shows the StrideXXX admin dashboard. At the top, there is a navigation menu with links for Dashboard, Records, Payments, Reports, Email, Settings, and Content. The main content area is titled "Fees" and includes a tabbed interface with options: Fees, Items, Shirts, Processing Fees, Sponsorship, Exhibitor (selected), and Inactive Items. A checkbox labeled "Enable Exhibitor Payments" is checked. Below this is a table with columns for ORDER, NAME, AMOUNT, and ACTIVE. A single row is visible with "Non-Profit" as the name and "0.00" as the amount. A "NEW >" button is located at the bottom left of the table area.

The screenshot shows the "Exhibitor Fee Editor" form. It has two input fields: "Name" and "Amount". The "Amount" field is set to "\$ 0.00". There is a dropdown menu for "Active ?" with "Yes" selected. At the bottom of the form, there are two buttons: "Cancel" and "Save changes".

## Public Site Changes

This form appears under the SPONSORS tab.

The screenshot shows the public site for the "Down Syndrome Walk" event on Saturday, October 7, 2017, at Crew Stadium from 1-5 pm. The page features logos for ds·connex and strideXXX. A navigation bar includes links for REGISTER, DONATE, and Hello System. Below the navigation bar is a menu with links for EVENT, TEAMS/PEOPLE, HELP, SPONSORS, and TEAM CAPTAIN. The main heading is "Exhibitor Enrollment" with a shopping cart icon. A paragraph of instructions asks users to select an Exhibitor Level, complete required information, and click "Add to Cart" or "Continue to Billing". The form is divided into two sections: "Exhibitor" and "Billing". The "Exhibitor" section has dropdowns for "Exhibitor Level" and "How did you hear about us?", and a text field for "Company Name (optional)". The "Billing" section shows an "Exhibitor Cart" with a table containing one row: "Exhibitor" and "Amount", with a total of "\$0.00". A paragraph of text expresses appreciation for the donation and lists the types of programs supported. At the bottom, there are "Add to Cart" and "Continue to Billing" buttons.

## 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.”



The screenshot shows the StrideXXX dashboard. The logo 'stridexxx' is at the top left, with the tagline 'Fundraising for Down Syndrome Communities'. A navigation menu includes 'Dashboard', 'Records', 'Payments', 'Reports', 'Email', 'Settings', and 'Content'. A user greeting 'Hello, SYSTEM' is in the top right. The 'Fees' section is active, with a sub-tab 'Inactive Items' selected. Below this, a table lists inactive fees.

ORDER	THUMB	NAME	DESCRIPTION	PUBLIC
		Adult Regstrant - no shirt	Ages 18+ (no shirt)	NO

## 2.3 File Library



Dashboard

Settings

Dates

Fees

File Library

Text Defaults

Image Default

Themes

Social Media

Form Fields

Top Team

Event

Organization

Content

Records

Payments

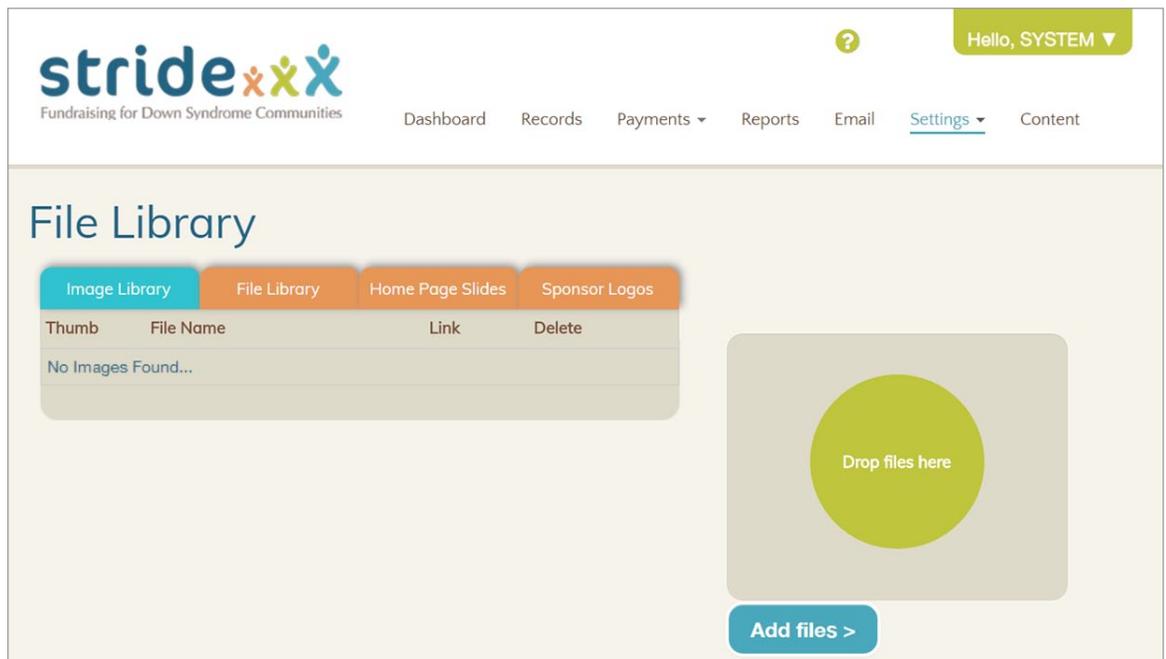
Reports

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.**

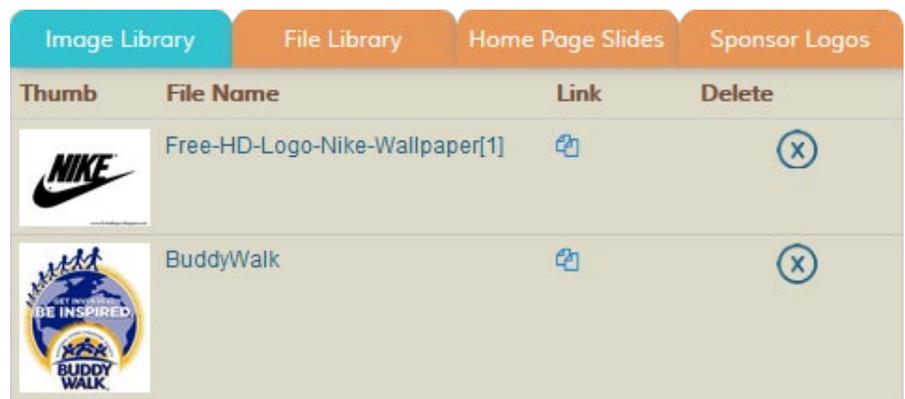
Once you have selected a file from your computer's file directory, click Open. The image will be added to your library for use anywhere you can use images on your site. See [Home Page Slides](#) and [Sponsor Logos](#) for Image Library applications.



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:*

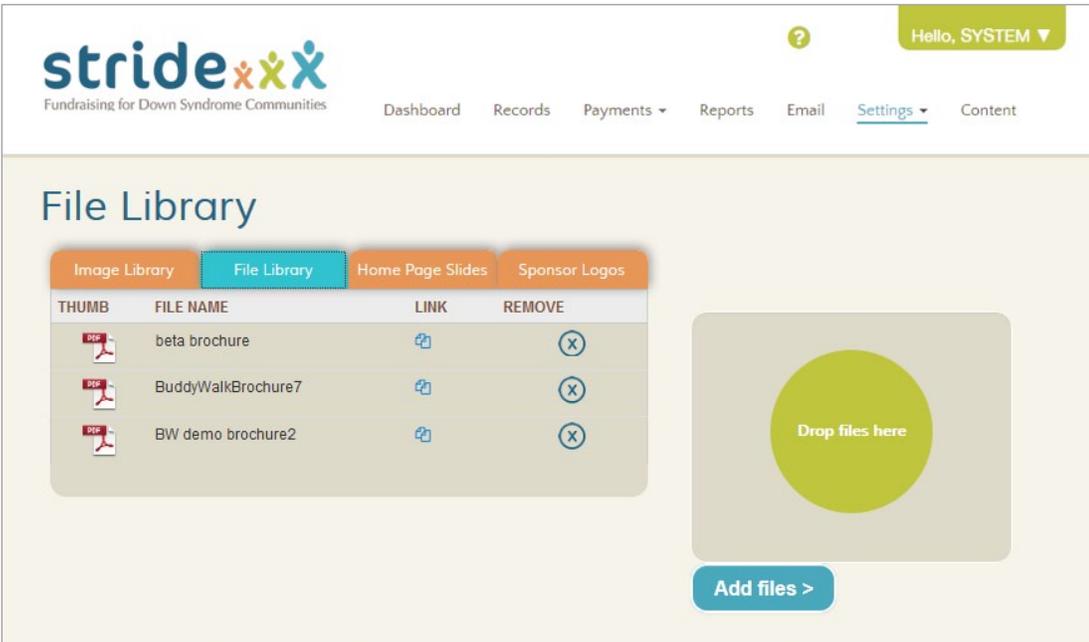
Right click on the image in Finder. Click Open with > Preview. In Preview, click Tools > Adjust Size. Make sure "Scale Proportionately" and "Resample Image" are selected. Enter a new, smaller number for the width and click OK. Next, save the image under a new name so that you can keep your original image 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.



The screenshot shows the Stride website's File Library interface. At the top, the Stride logo is displayed with the tagline "Fundraising for Down Syndrome Communities". The navigation menu includes Dashboard, Records, Payments, Reports, Email, Settings, and Content. The File Library section is active, showing a list of files and an upload area.

THUMB	FILE NAME	LINK	REMOVE
	beta brochure		
	BuddyWalkBrochure7		
	BW demo brochure2		

Below the file list is a large green circle with the text "Drop files here" and a blue button labeled "Add files >".

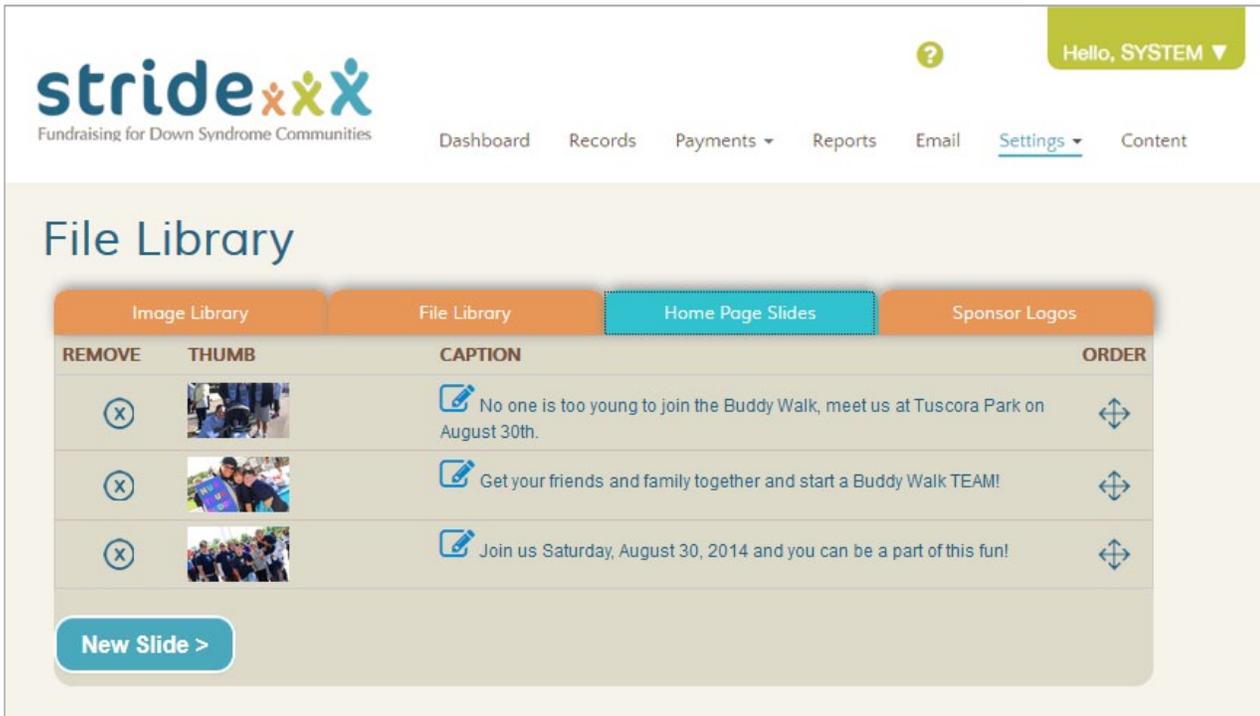
If you want to upload a file to the File Library that is not a PDF, you can just export the document to PDF from whatever program it was created in. Usually this option is under File > Export or Share > Export.

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.

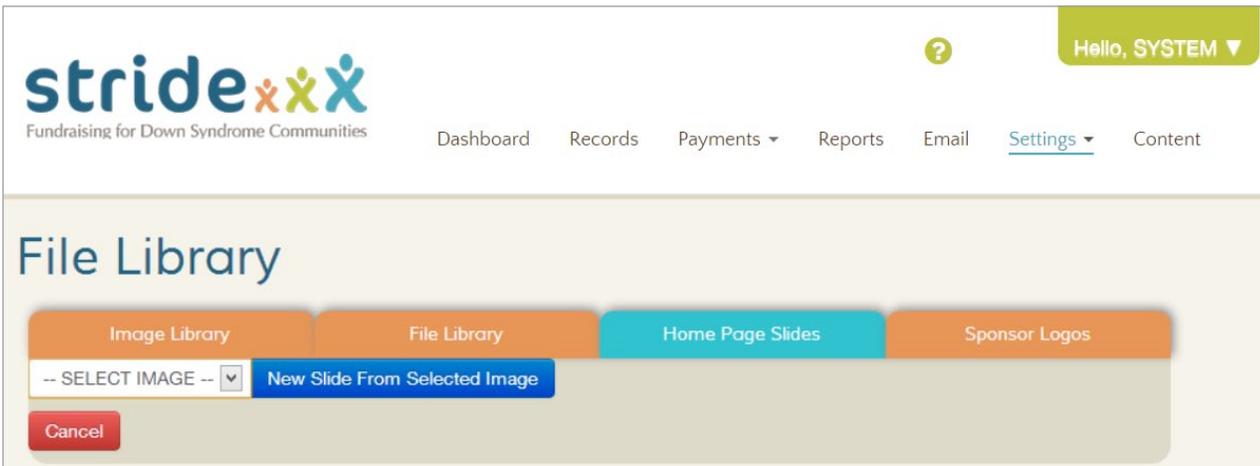


The screenshot shows the 'stride' logo and navigation menu at the top. The 'File Library' section is active, with the 'Home Page Slides' tab selected. Below the tabs is a table with columns for REMOVE, THUMB, CAPTION, and ORDER. Three slides are listed with their respective thumbnails and captions. A 'New Slide >' button is located at the bottom left of the table area.

REMOVE	THUMB	CAPTION	ORDER
(X)		No one is too young to join the Buddy Walk, meet us at Tuscora Park on August 30th.	↕
(X)		Get your friends and family together and start a Buddy Walk TEAM!	↕
(X)		Join us Saturday, August 30, 2014 and you can be a part of this fun!	↕

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.”



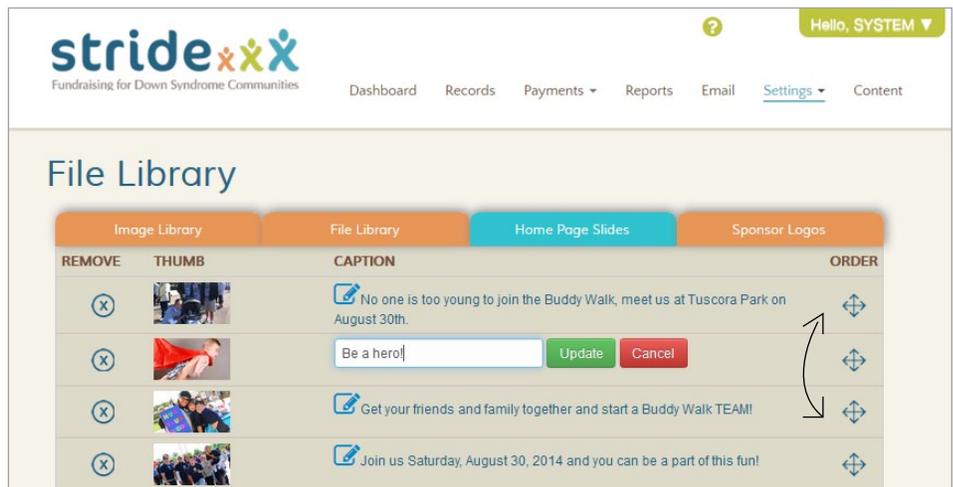
The screenshot shows the 'stride' logo and navigation menu at the top. The 'File Library' section is active, with the 'Home Page Slides' tab selected. A dialog box is open, showing a drop-down menu with the text "-- SELECT IMAGE --" and a button labeled "New Slide From Selected Image". A "Cancel" button is also visible at the bottom left of the dialog box.

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.

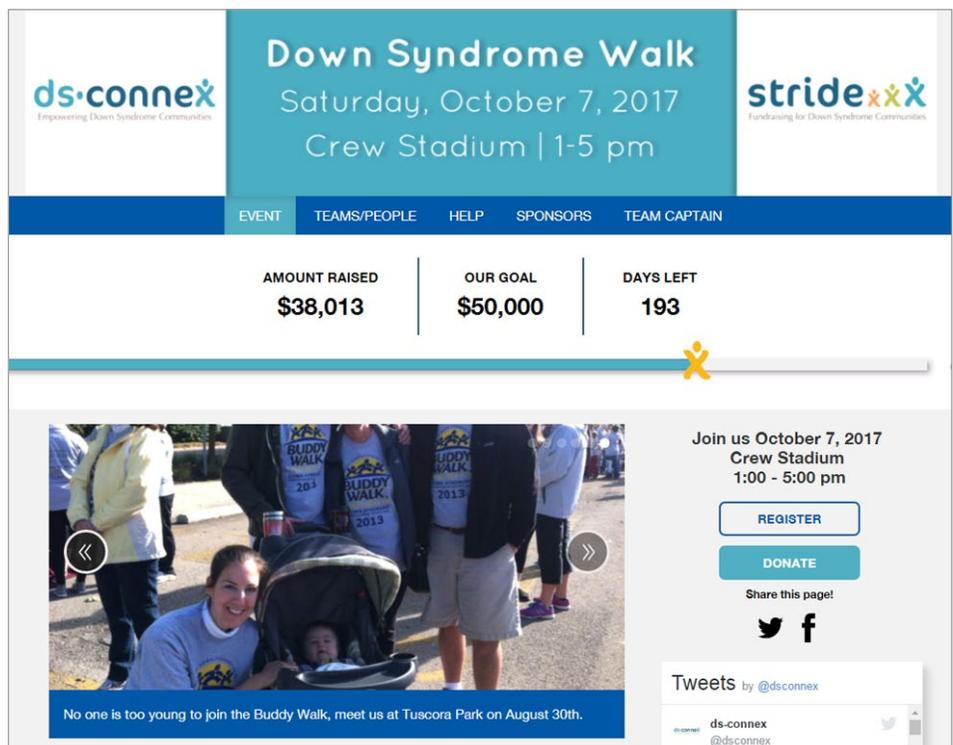
To add captions, select the pencil and paper icon below the Caption heading. Enter your desired caption and click Update. To change the order in which the images appear, click and drag the multi-directional arrows in the right-hand column.



*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.

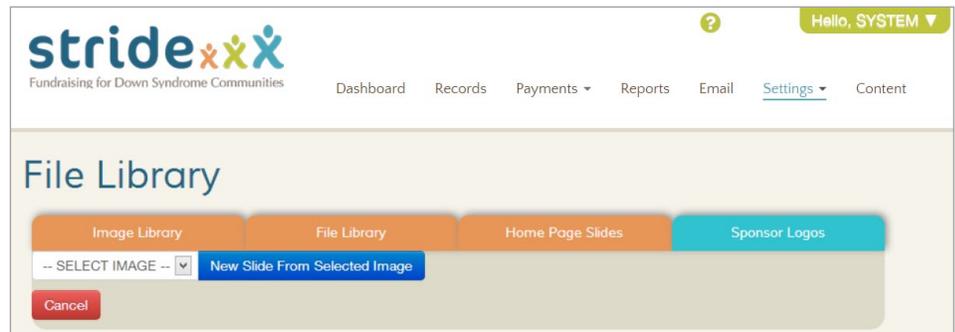
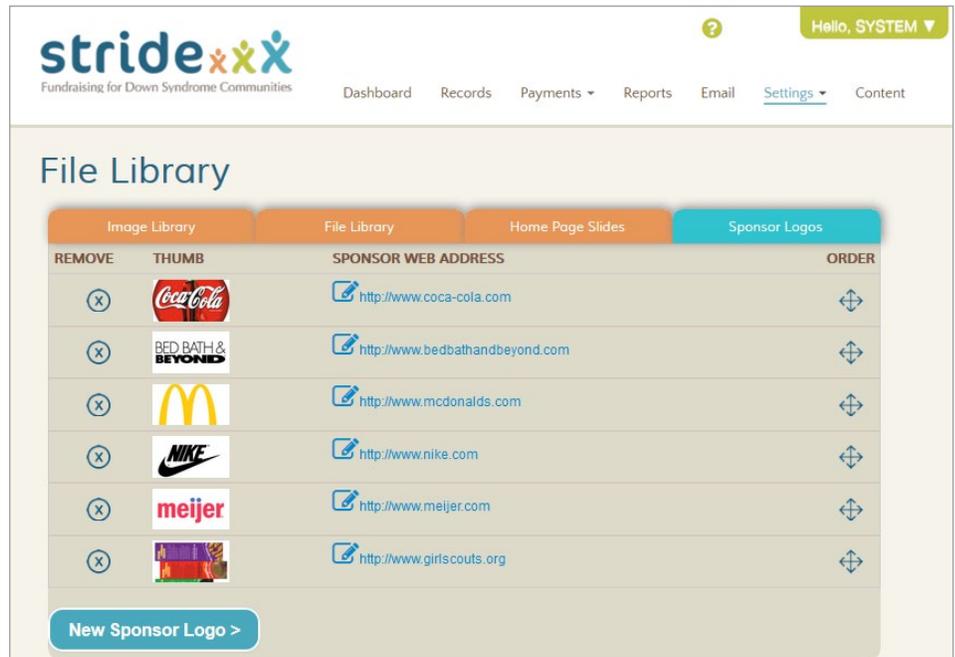


## Sponsor Logos

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.



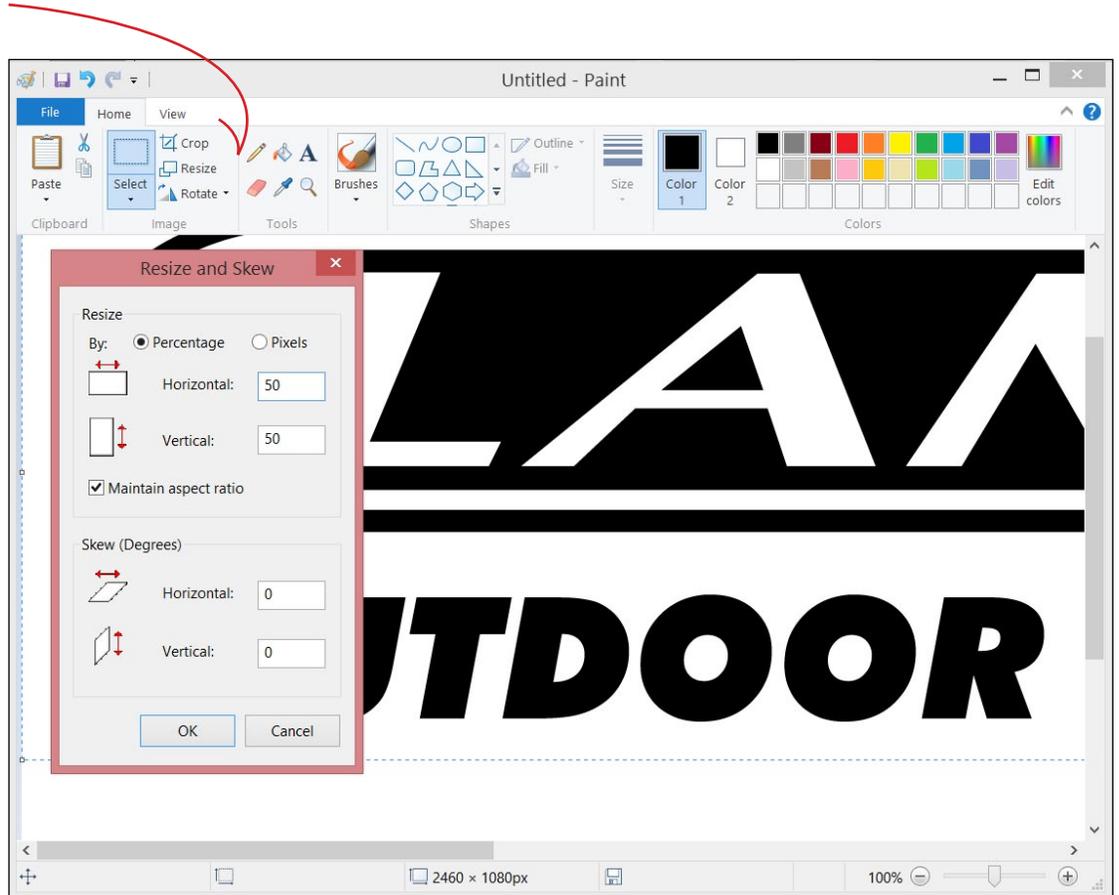
Click or double-click on the image until it turns blue (it's now selected)

Right click on the blue image, click Copy Image.



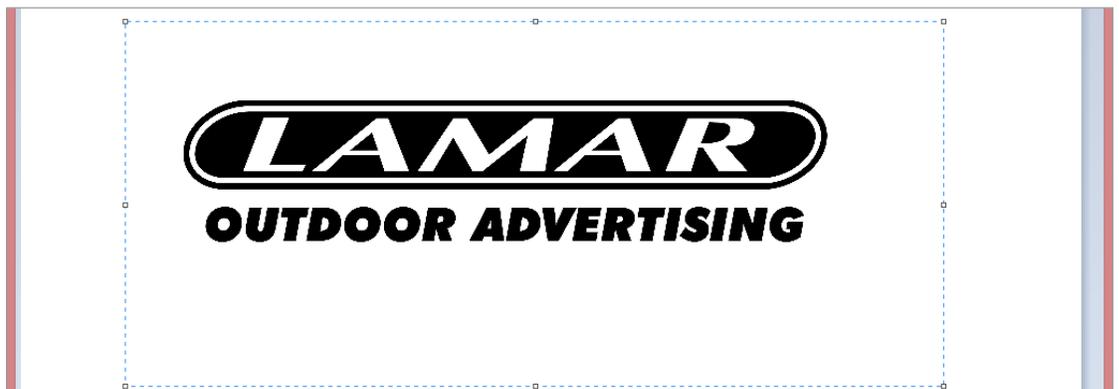
Next, open Paint again and paste the image onto the blank screen. The image will be pasted onto the screen, but it will probably still be too big to fit in the Sponsor Logos box. Don't click on anything except the image to keep it selected! Once you un-select it, you can't re-select it so you'd have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

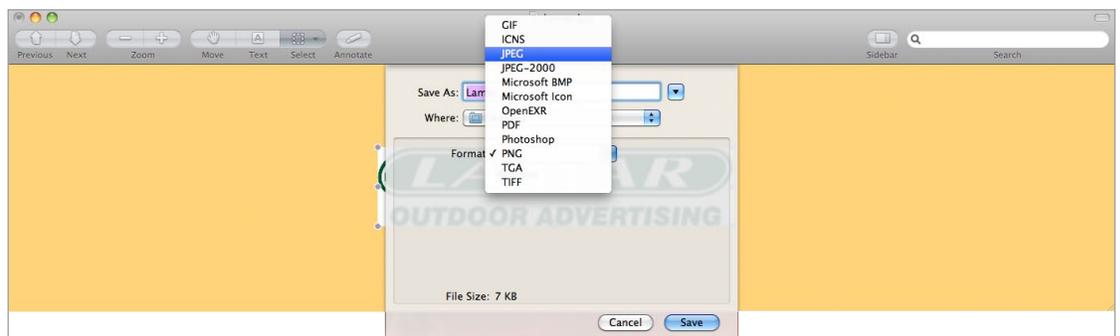
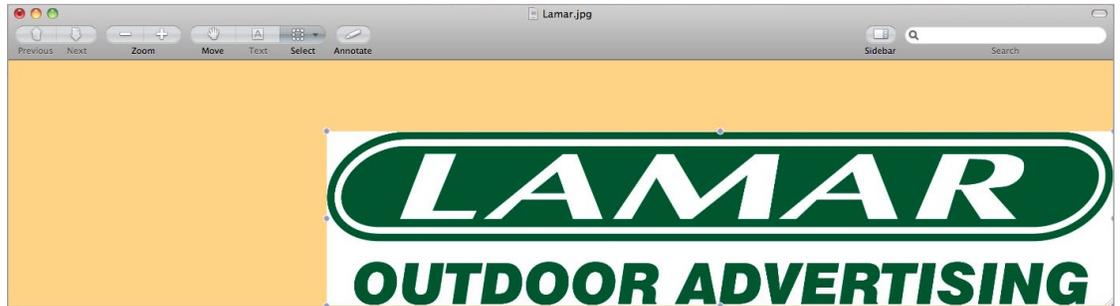
Hit Command + V to paste the image onto the newly blank background. Then, click and drag one of the corners while holding the SHIFT key to shrink the image while keeping its original proportions.

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.





## 2.4 Text Defaults

Dashboard

Settings

Dates

Fees

File Library

Text Defaults

Image Default

Themes

Social Media

Form Fields

Top Team

Event

Organization

Content

Records

Payments

Reports

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.*

The screenshot shows the 'Text Defaults' editor for the 'Donation Page'. At the top, the 'stride' logo is visible with the tagline 'Fundraising for Down Syndrome Communities'. A navigation bar includes 'Dashboard', 'Records', 'Payments', 'Reports', 'Email', 'Settings', and 'Content'. The 'Hello, SYSTEM' user is logged in. The editor interface has tabs for 'Main Pages', 'Splash Page', 'Registration', 'Bio', 'Donation', 'Receipt', 'Captain Email', and 'Organizer Email'. The 'Donation Page' tab is active. Below the tabs, a text editor window shows the default text: 'We appreciate your support, 100% of your donation is tax deductible.' and 'We are a 501 (c)(3) non-profit organization dedicated to providing individuals with Down syndrome and their families life-long community connections.' There are buttons for '[ORGANIZATION]' and '[EVENTNAME]' tags. A 'Save >' button is at the bottom right.

## Public Site Changes

This text appears at the bottom of the donation form.

The screenshot shows the 'Make a Donation' form. The header includes 'EVENT', 'TEAMS/PEOPLE', 'HELP', 'SPONSORS', and 'TEAM CAPTAIN'. The main heading is 'Make a Donation' with a logo. Below the heading, instructions state: '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.' The form is divided into 'Donate' and 'Billing' tabs. The 'Donate' tab contains fields for 'Donation Type' (set to 'Donate to a team'), 'Team' (with a search box), 'Relationship to Team' (set to 'Family'), 'Donation Amount' (set to '0.00'), 'Employer would match my donation' (checkbox), 'How did you hear about us?' (dropdown), 'I want to donate anonymously' (checkbox), 'Recognition Name' (optional), and 'Comment' (optional). A 'Donation Cart' section shows 'Donation Total: \$0.00' and an image of a group of people. At the bottom, there are buttons for 'Add Donation to Cart' and 'Continue to Billing ->'. A red-bordered box at the bottom right contains the text: 'We appreciate your support, 100% of your donation is tax deductible.' and 'We are a 501 (c)(3) non-profit organization dedicated to providing individuals with Down syndrome and their families life-long community connections.'

## 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.*

The screenshot shows the 'Text Defaults' settings page for the 'Global Splash Page'. The page title is 'Global Splash Page' with a subtitle 'Page that will be displayed to the public before the actual page goes live'. Below the title, there are two buttons: '[ORGANIZATION]' and '[EVENTNAME]'. To the right, there is a rich text editor with a toolbar containing icons for source, undo, redo, bold, italic, underline, strikethrough, bulleted list, numbered list, link, unlink, and help. The text in the editor reads: 'Thank you for visiting the [EVENTNAME] fundraising site! Our site is currently closed. Please return at a later date to register or donate to the 2017 [EVENTNAME]!' followed by the italicized text: 'Supporting families, promoting community involvement and encouraging a lifetime of opportunities for people with Down syndrome.' A 'Save >' button is located at the bottom right of the editor.

### 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.

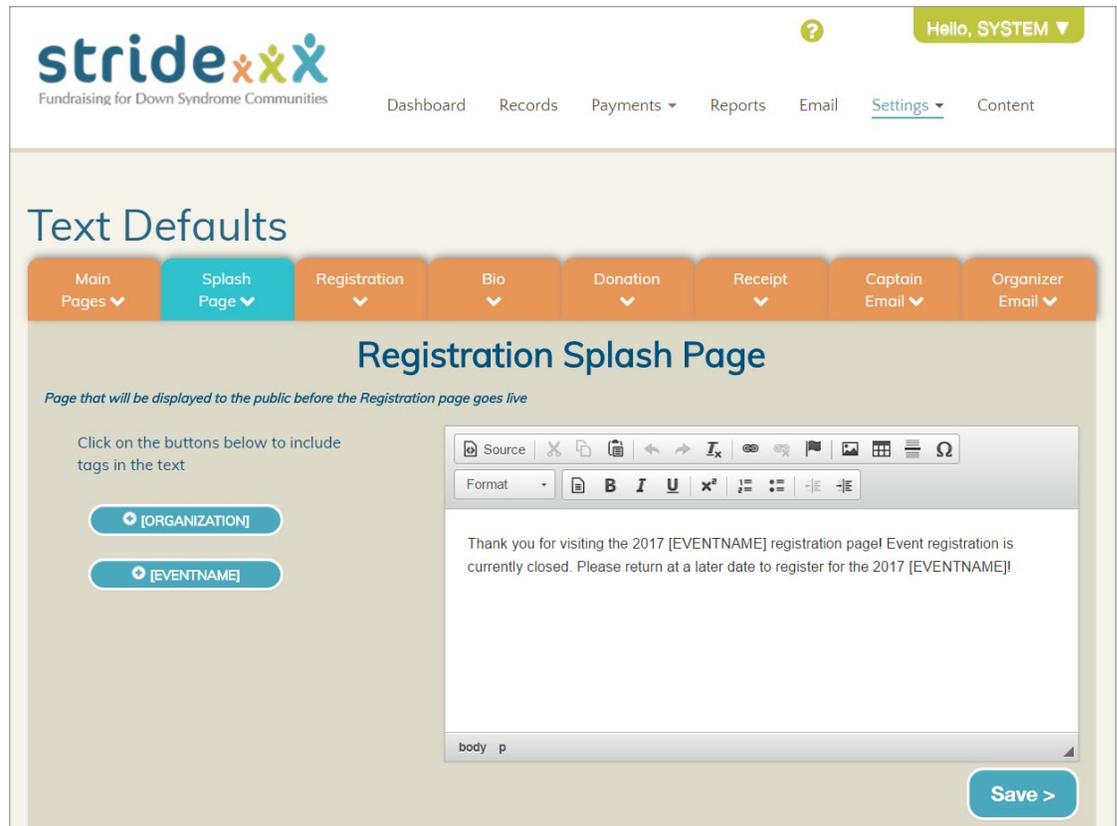
The screenshot shows the public splash page for the 'Down Syndrome Walk' event. The page features the 'ds·connex' logo on the left and the 'strideXX' logo on the right. The main content is a large teal box with white text: 'Down Syndrome Walk', 'Saturday, October 7, 2017', and 'Crew Stadium | 1-5 pm'. Below the teal box, there is a message: 'Thank you for visiting the Down Syndrome Walk fundraising site! The Down Syndrome Walk site is currently closed. Please return at a later date to register or donate to the 2016 Down Syndrome Walk!' followed by the italicized text: 'Supporting families, promoting community involvement and encouraging a lifetime of opportunities for people with Down syndrome.' The top right corner shows 'Hello System' with a dropdown arrow.

## 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.

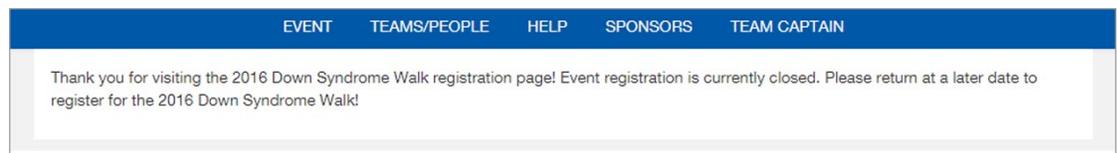
*Thank you for visiting the 2017 [EVENTNAME] registration page! Event registration is currently closed. Please return at a later date to register for our event!*



The screenshot shows the Stride fundraising dashboard. The top navigation bar includes the Stride logo, a user profile 'Hello, SYSTEM', and menu items: Dashboard, Records, Payments, Reports, Email, Settings, and Content. Below the navigation is a 'Text Defaults' section with tabs for Main Pages, Splash Page, Registration, Bio, Donation, Receipt, Captain Email, and Organizer Email. The 'Registration Splash Page' tab is active, showing a text editor with the following content: 'Thank you for visiting the 2017 [EVENTNAME] registration page! Event registration is currently closed. Please return at a later date to register for the 2017 [EVENTNAME]!'. The editor includes a toolbar with various formatting options and a 'Save >' button at the bottom right.

## 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.

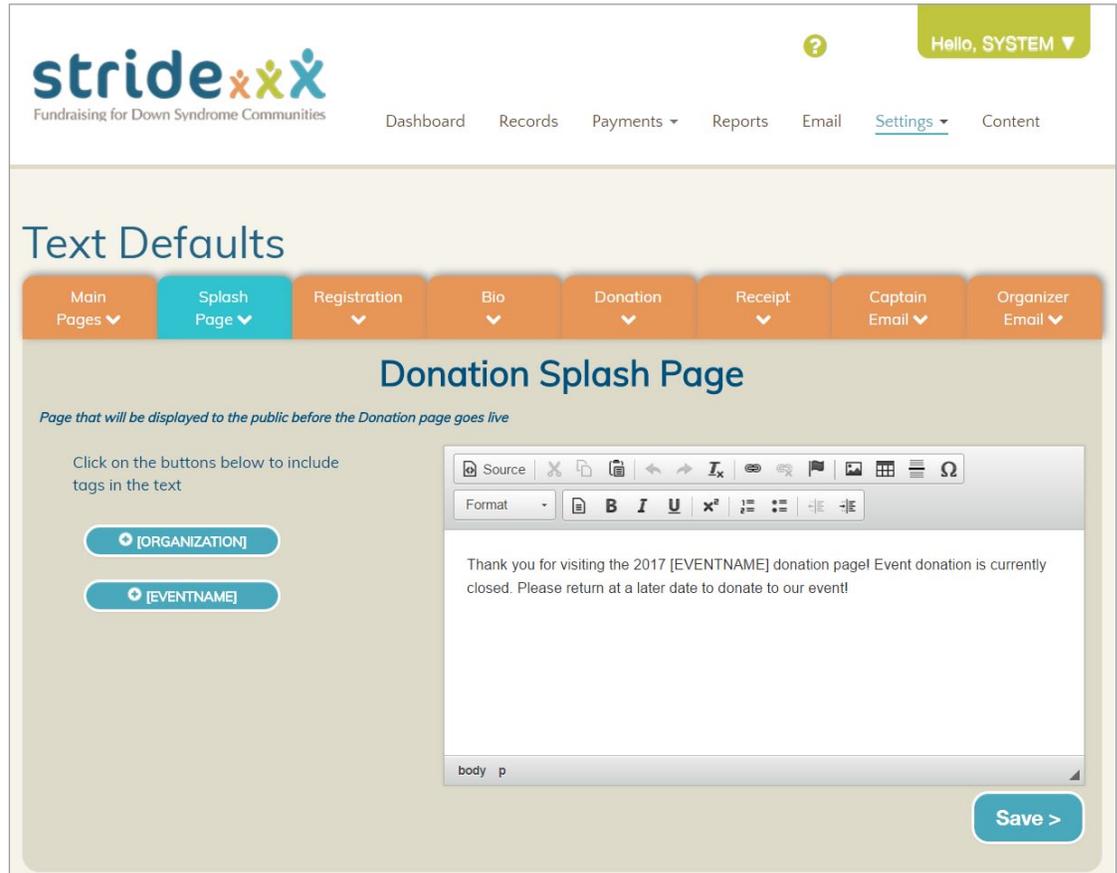


The screenshot shows the public site navigation bar with links: EVENT, TEAMS/PEOPLE, HELP, SPONSORS, and TEAM CAPTAIN. Below the navigation bar is a registration splash page with the following text: 'Thank you for visiting the 2016 Down Syndrome Walk registration page! Event registration is currently closed. Please return at a later date to register for the 2016 Down Syndrome Walk!'.

## 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!*



The screenshot shows the Stride website's administrative interface. At the top, the Stride logo is on the left, and a user greeting "Hello, SYSTEM" is on the right. A navigation menu includes Dashboard, Records, Payments, Reports, Email, Settings (selected), and Content. Below the navigation is a "Text Defaults" section with tabs for Main Pages, Splash Page (selected), Registration, Bio, Donation, Receipt, Captain Email, and Organizer Email. The "Donation Splash Page" tab is active, showing a preview of the splash page text: "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!". To the left of the preview are two buttons: "[ORGANIZATION]" and "[EVENTNAME]". A rich text editor toolbar is visible above the preview, and a "Save >" button is at the bottom right.

## 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.



The screenshot shows a public-facing donation splash page. At the top, there are logos for "ds·connex Empowering Down Syndrome Communities" on the left and "stride Fundraising for Down Syndrome Communities" on the right. The main content area has a teal background with white text: "Down Syndrome Walk", "Saturday, October 7, 2017", and "Crew Stadium | 1-5 pm". Below this is a dark blue navigation bar with white text: "EVENT", "TEAMS/PEOPLE", "HELP", "SPONSORS", and "TEAM CAPTAIN". At the bottom, a white box contains the text: "Thank you for visiting the 2016 Down Syndrome Walk donation page! Event donation is currently closed. Please return at a later date to donate to our event!".

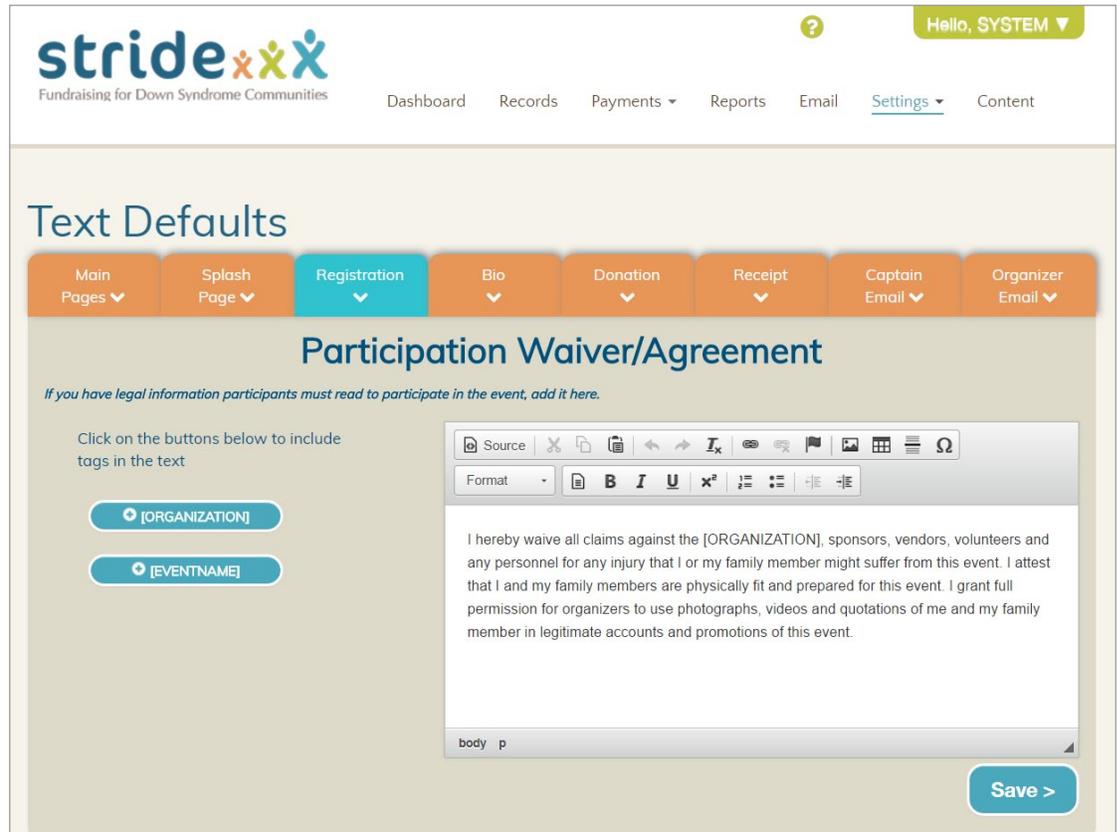
## Registration

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.

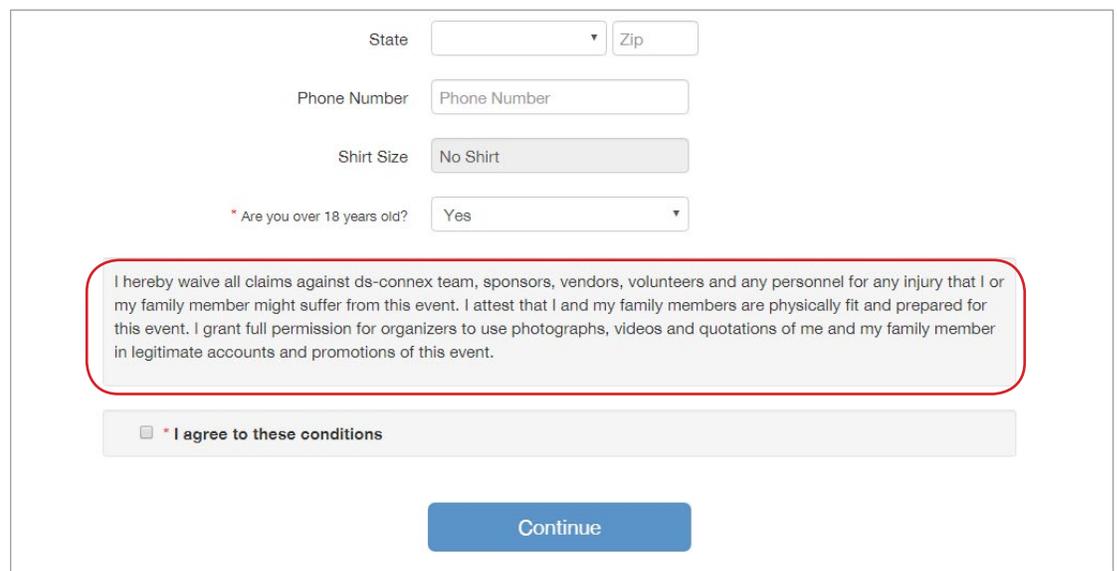
*I hereby waive all claims against [ORGANIZATION], sponsors, vendors, volunteers and any personnel for any injury that I or my family member might suffer from this event. I attest that I and my family members are physically fit and prepared for this event. I grant full permission for organizers to use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



The screenshot shows the 'Text Defaults' interface for the 'Registration' tab. The main heading is 'Participation Waiver/Agreement'. Below the heading, there is a note: 'If you have legal information participants must read to participate in the event, add it here.' There are two buttons: '[ORGANIZATION]' and '[EVENTNAME]'. A rich text editor is open, showing the waiver text: 'I hereby waive all claims against the [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.' A 'Save >' button is at the bottom right.

## Public Site Changes

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



The screenshot shows a registration form with the following fields: State (dropdown), Zip (text), Phone Number (text), Shirt Size (dropdown with 'No Shirt' selected), and 'Are you over 18 years old?' (checkbox checked, dropdown with 'Yes' selected). At the bottom, there is a text area containing the waiver text: 'I hereby waive all claims against ds-connex team, 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.' Below this is a checkbox labeled '\* I agree to these conditions' which is checked. A 'Continue' button is at the bottom.

## 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.

The screenshot shows the 'stride' website interface. At the top, there's a navigation bar with 'Dashboard', 'Records', 'Payments', 'Reports', 'Email', 'Settings', and 'Content'. A user is logged in as 'SYSTEM'. The main content area is titled 'Text Defaults' and has several tabs: 'Main Pages', 'Splash Page', 'Registration' (selected), 'Bio', 'Donation', 'Receipt', 'Captain Email', and 'Organizer Email'. Below the tabs, the 'Registration Step 2 Message' editor is shown. It includes a rich text editor with a toolbar and a preview window. The preview window displays the 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'. There are also buttons for '[ORGANIZATION]' and '[EVENTNAME]' tags. A 'Save >' button is at the bottom right.

## Public Site Changes

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

The screenshot shows the public registration page for the '3rd Annual Down Syndrome Walk'. The navigation bar includes 'EVENT', 'TEAMS/PEOPLE', 'HELP', 'SPONSORS', and 'TEAM CAPTAIN'. The page title is '3rd Annual Down Syndrome Walk Registration'. Below the title, there are four steps: '1. Account', '2. Account Info' (selected), '3. Registrants', and '4. Checkout'. The 'Step 2: Account Info' section contains a message box with the text: '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'. Below this, there are several form fields: '\* Registration Type' (dropdown menu with 'Early Bird' selected), '\* Email' (text input), '\* First Name' (text input), '\* Last Name' (text input), 'Address' (text input), 'City' (text input), and 'Country' (dropdown menu with 'United States' selected). A price of '\$20.00' is displayed next to the registration type. A note at the bottom of the message box says '\* denotes required fields'.

## 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.

The screenshot shows the 'Text Defaults' editor for the 'Register as Individual' registration type. The page header includes the 'stride' logo and navigation links like 'Dashboard', 'Records', 'Payments', 'Reports', 'Email', 'Settings', and 'Content'. A user greeting 'Hello, SYSTEM' is visible in the top right. The editor has a toolbar with various text formatting options and a text area containing the text 'Participate and raise funds as an individual.' Below the text area are two buttons: '[ORGANIZATION]' and '[EVENTNAME]'. A 'Save >' button is located at the bottom right of the editor.

The screenshot shows the 'Step 3: Registrants' page of the 'Step Up for Down Syndrome Registration' process. The page has a blue header with navigation links: 'EVENT', 'TEAMS/PEOPLE', 'HELP', 'SPONSORS', and 'TEAM CAPTAIN'. The main heading is 'Step Up for Down Syndrome Registration'. Below the heading are four steps: '1. Account', '2. Account Info', '3. Registrants', and '4. Checkout'. The current step is 'Step 3: Registrants', and the 'Registration Code' is 'CMIL7213'. The page is divided into two columns. The left column is titled '\* Registration Type' and contains three radio button options: 'Register as an individual', 'Start new team', and 'Join existing team'. The 'Register as an individual' option is selected and highlighted with a red box. Below the options are two text areas: '\* Relationship To Individual with DS, Team or Participant:' with a dropdown menu set to 'Family', and 'Does employer match donations?' with a checkbox. The right column is titled 'Total Registrants' and contains a table with two columns: 'Name' and 'Over 18?'. The table has one row with the name 'Carl Miller' and 'Yes'. At the bottom of the page are two buttons: 'Add Another Registrant' (green) and 'Continue to Cart' (blue).

## 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.*

The screenshot shows the 'Text Defaults' configuration page for the 'Team Lead Recipient Notification' email template. The page includes a navigation menu with options like 'Main Pages', 'Splash Page', 'Registration', 'Bio', 'Donation', 'Receipt', 'Captain Email', and 'Organizer Email'. The 'Registration' tab is selected. The main content area has a title 'Team Lead Recipient Notification' and a subtitle 'This Email will be sent to the Team Captain to whom the registration made'. Below this, there are instructions to click on buttons to include tags in the text. There are four buttons: [ORGANIZATION], [EVENTNAME], [FIRSTNAME], and [LASTNAME]. To the right, there is a rich text editor with a subject line 'A new member has joined your team!' and a body containing '[FIRSTNAME] [LASTNAME] has joined your team for the 2017 [EVENTNAME]'. A 'Save >' button is at the bottom right.

The screenshot shows the 'Text Defaults' configuration page for the 'Registration Code' email template. The page includes a navigation menu with options like 'Main Pages', 'Splash Page', 'Registration', 'Bio', 'Donation', 'Receipt', 'Captain Email', and 'Organizer Email'. The 'Registration' tab is selected. The main content area has a title 'Registration Code' and a subtitle 'This Email holds the registration code which is sent to the prospect registrant after entering their primary contact information or starting a registration.' Below this, there are instructions to click on buttons to include tags in the text. There are five buttons: [ORGANIZATION], [EVENTNAME], [FIRSTNAME], [LASTNAME], [CODE], and [URL]. To the right, there is a rich text editor with a subject line '[FIRSTNAME], thank you for beginning your registration. (Registration Code: [CODE])' and a body containing a thank you message, a registration code, and a URL. A 'Save >' button is at the bottom right.

The screenshot shows the '3rd Annual Down Syndrome Walk Registration' page. The page has a progress bar with four steps: 1. Account, 2. Account Info, 3. Registrants, and 4. Checkout. The current step is 'Step 1: Your Account'. Below the progress bar, there is a section titled 'Please choose a login method:' with three buttons: 'Log In with Facebook', 'Log In with Google+', and 'New account'. At the bottom, there is a text input field for 'Registration Code:' and a 'Continue' button.

## 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.*

The screenshot shows the 'Text Defaults' configuration page for 'Complete Registration' in the Stride system. The page includes a navigation menu with 'Settings' selected, and a toolbar with various text editing options. The main content area displays the 'Registration Finish Subject' and 'Registration Finish Message' fields. The subject field contains the text '[FIRSTNAME], thank you for registering for the [EVENTNAME]!'. The message field contains the following text: '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 as National Down Syndrome Society 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.

The screenshot shows the 'Text Defaults' configuration page for 'Registrant Bio' on the StrideXXX website. The page has a navigation bar with 'Main Pages', 'Splash Page', 'Registration', 'Bio' (selected), 'Donation', 'Receipt', 'Captain Email', and 'Organizer Email'. The 'Registrant Bio' section contains a text editor with the following default text: '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 as National Down Syndrome Society advocacy and public awareness initiatives that benefit all individuals with Down syndrome. Make your tax-deductible donation today and take the first step toward helping me achieve my goal. Thank you for your support!'. There are buttons for '[ORGANIZATION]' and '[EVENTNAME]' to insert tags into the text. A 'Save >' button is at the bottom right.

The screenshot shows a public profile page for Mike Brady on the Buddy Walk website. The page features a header for the 'Down Syndrome Walk' event on Saturday, October 7, 2017, at Crew Stadium from 1-5 pm. The profile includes a 'Buddy Walk' logo, a bio with the same default text as seen in the settings page, and a 'My Team: The Brady Bunch' section showing 'Team Funds Raised: \$10,330.58' and 'Team Goal: \$600.00'. There are 'Join My Team' and 'Donate To My Cause' buttons. A 'My Funds Raised: \$40.00' section and a 'Donation History' table are also visible. The table shows a donation of \$40.00 by Mike Brady.

Donation History	
Mike Brady	\$40.00

## 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.

The screenshot shows the 'Text Defaults' editor for 'Team Bio' on the StrideXXX website. The top navigation bar includes 'Dashboard', 'Records', 'Payments', 'Reports', 'Email', 'Settings', and 'Content'. The 'Bio' tab is selected in the top menu. The editor contains a rich text area with the following text: '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 National Down Syndrome Society advocacy and public awareness initiatives that benefit all individuals with Down syndrome. Make your tax-deductible donation today and take the first step toward helping us body p'. There are buttons for '[ORGANIZATION]' and '[EVENTNAME]' tags, and a 'Save >' button at the bottom right.

The screenshot shows a team profile page for 'Team Brady' during a 'Down Syndrome Walk' event. The event is scheduled for Saturday, October 7, 2017, at Crew Stadium from 1-5 pm. The page features the 'ds·connex' logo (Empowering Down Syndrome Communities) and the 'stridexxx' logo (Fundraising for Down Syndrome Communities). The team name is 'Team Brady' and they have participated in 1 team walk year. The page includes a 'Buddy Walk' logo with the tagline 'OUR TIME TO SHINE'. The team members listed are Margaret Fisher, Brady Fisher, Bailey Fisher, and John Fisher. The page shows that the team has raised \$75.00 in funds. A 'Donation History' table lists the following donations:

Donation History	
Margaret Fisher	\$17.00
Margaret Fisher	\$21.00
Bailey Fisher	\$15.00
John Fisher	\$22.00

At the bottom of the page, there are two buttons: 'Join Our Team' and 'Donate To Our Cause'.

# 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.

The screenshot shows the 'Text Defaults' configuration page for 'Donation Instructions'. At the top, there is a navigation bar with 'stride' logo and 'Fundraising for Down Syndrome Communities'. Below the navigation, there are tabs for 'Main Pages', 'Splash Page', 'Registration', 'Bio', 'Donation' (selected), 'Receipt', 'Captain Email', and 'Organizer Email'. The 'Donation Instructions' section contains a rich text editor with the following text: '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.' There are two buttons for inserting tags: '[ORGANIZATION]' and '[EVENTNAME]'. A 'Save >' button is at the bottom right.

The screenshot shows the 'Make a Donation' form. The header includes navigation links: 'EVENT', 'TEAMS/PEOPLE', 'HELP', 'SPONSORS', and 'TEAM CAPTAIN'. The main heading is 'Make a Donation' with a circular icon. Below the heading, there is a message: '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.' The form is divided into two sections: 'Donate' and 'Billing'. The 'Donate' section includes: 'Donation Type' (dropdown: 'Donate to a team'), 'Team' (search field with a 'Search' button), 'Relationship to Team' (dropdown: 'Family'), 'Donation Amount' (input: '0.00'), 'Employer would match my donation' (checkbox), 'How did you hear about us?' (dropdown: '-- Select --'), 'I want to donate anonymously' (checkbox), 'Recognition Name' (optional text input), and 'Comment' (optional text area). The 'Billing' section is currently empty. To the right, there is a 'Donation Cart' section with a table showing 'Donation' and 'Amount' columns, and a 'Donation Total: \$0.00'. Below the cart is a photo of a group of people and a paragraph of text: 'We appreciate your donation to support our Down Syndrome organization. Your donation will help fund programs to support our families. We provide new parent packets for our local hospitals, speech therapy sessions, scholarships for local camps, I-Can bike programs and many fun family oriented activities through out the year.'

## 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.

The screenshot shows the 'Text Defaults' page for 'Sponsorship Instructions' in the Stride website. The top navigation bar includes the Stride logo, a user profile 'Hello, SYSTEM', and menu items: Dashboard, Records, Payments, Reports, Email, Settings, and Content. Below the navigation is a horizontal menu with tabs for Main Pages, Splash Page, Registration, Bio, Donation (selected), Receipt, Captain Email, and Organizer Email. The main content area is titled 'Sponsorship Instructions' and contains a rich text editor. The editor's content reads: '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.' There are two buttons in the editor: '[ORGANIZATION]' and '[EVENTNAME]'. A 'Save >' button is located at the bottom right of the editor.

The screenshot shows the 'Sponsorship Payment' form. The top navigation bar includes 'EVENT', 'TEAMS/PEOPLE', 'HELP', 'SPONSORS', and 'TEAM CAPTAIN'. The main heading is 'Sponsorship Payment' with a circular icon. A red-bordered box contains the same instructions as the previous screenshot: '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.' Below this is a form with two tabs: 'Sponsorship' (selected) and 'Billing'. The 'Sponsorship' tab contains the following fields: 'Sponsorship Level' (dropdown menu), 'Donation Type' (dropdown menu), 'Team' (search field with a 'Search' button), 'Relationship to Team' (dropdown menu), 'How did you hear about us?' (dropdown menu), and 'Company Name (optional)' (text input field). To the right of the form is a 'Sponsorship Cart' section with a table showing 'Sponsorship' and 'Amount'. The total is 'Sponsorship Total: \$0.00'. Below the form are two buttons: 'Add to Cart' (blue) and 'Continue to Billing ->' (green).

## 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.

The screenshot shows the StrideXXX website interface. At the top, the logo 'stridexxX' is displayed with the tagline 'Fundraising for Down Syndrome Communities'. A navigation menu includes 'Dashboard', 'Records', 'Payments', 'Reports', 'Email', 'Settings', and 'Content'. A user profile 'Hello, SYSTEM' is visible in the top right. Below the navigation, a 'Text Defaults' section is active, with tabs for 'Main Pages', 'Splash Page', 'Registration', 'Bio', 'Donation', 'Receipt', 'Captain Email', and 'Organizer Email'. The 'Donation' tab is selected, showing the 'Exhibitor Instructions' text editor. The text in the editor reads: '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.' Two buttons, '[ORGANIZATION]' and '[EVENTNAME]', are visible in the editor. A 'Save >' button is at the bottom right of the editor.

The screenshot shows the 'Exhibitor Enrollment' form. At the top, a navigation bar includes 'EVENT', 'TEAMS/PEOPLE', 'HELP', 'SPONSORS', and 'TEAM CAPTAIN'. The main heading is 'Exhibitor Enrollment' with a circular logo. A red-bordered box contains the instruction: '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.' The form is divided into two sections: 'Exhibitor' and 'Billing'. The 'Exhibitor' section includes dropdown menus for 'Exhibitor Level' and 'How did you hear about us?', and a text input for 'Company Name (optional)'. The 'Billing' section shows an 'Exhibitor Cart' table with columns 'Exhibitor' and 'Amount'. The table contains one row: 'Exhibitor Total: \$0.00'. Below the form are two buttons: 'Add to Cart' (blue) and 'Continue to Billing ->' (green). A paragraph of text on the right side of the form reads: 'We appreciate your donation to support our Down Syndrome organization. Your donation will help fund programs to support our families. We provide new parent packets for our local hospitals, speech therapy sessions, scholarships for local camps, I-Can bike programs and many fun family oriented activities through out the year.'

## 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

The screenshot shows the 'Text Defaults' editor for a 'Donation Thank You Message'. At the top, there's a navigation bar with 'stride' logo and 'Fundraising for Down Syndrome Communities'. Below it are menu items: Dashboard, Records, Payments, Reports, Email, Settings, and Content. The 'Text Defaults' section has tabs for Main Pages, Splash Page, Registration, Bio, Donation (selected), Receipt, Captain Email, and Organizer Email. The main content area is titled 'Donation Thank You Message' and includes a note: 'This message will be displayed at the top of the Receipt when an individual makes a donation'. There are buttons to click on to include tags: [ORGANIZATION], [EVENTNAME], [FIRSTNAME], and [LASTNAME]. A rich text editor is open, showing the message text: 'Dear [FIRSTNAME], We want to thank you for your support of the 2017 Buddy Walk® of the Valley. 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 Buddy Walk® of the Valley, we will provide individuals with Down syndrome and their families with information, education programs, support groups and referral assistance.' A 'Save >' button is at the bottom right.

The screenshot shows a 'Down Syndrome Walk' donation receipt. The header features the 'ds·connex' logo on the left and the 'stride' logo on the right. The main content area is titled 'Down Syndrome Walk' and includes the date 'Saturday, October 7, 2017' and the location 'Crew Stadium | 1-5 pm'. Below this is a navigation bar with links: EVENT, TEAMS/PEOPLE, HELP, SPONSORS, and TEAM CAPTAIN. The main heading is 'Donation Receipt' with a 'Print Receipt' button. The receipt text reads: 'Dear Bethany , We want to thank you for your support of the 2017 3rd Annual Down Syndrome Walk. 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 3rd Annual Down Syndrome Walk, we will provide individuals with Down syndrome and their families with information, education programs, support groups and referral assistance. A portion of the funds will also support the National Down Syndrome Society for advocacy and public awareness initiatives that benefit all individuals with Down syndrome. 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'. At the bottom, there is a 'Receipt Detail' section.

## 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

The screenshot shows the 'Text Defaults' editor for the 'Sponsorship/Exhibitor Thank You Message'. The top navigation bar includes 'stridexxx' (Fundraising for Down Syndrome Communities), 'Dashboard', 'Records', 'Payments', 'Reports', 'Email', 'Settings', and 'Content'. The user is logged in as 'Hello, SYSTEM'. The editor has tabs for 'Main Pages', 'Splash Page', 'Registration', 'Bio', 'Donation' (selected), 'Receipt', 'Captain Email', and 'Organizer Email'. The message content is: 'Dear [FIRSTNAME], We want to thank you for your support of the 2016 [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 2016 [EVENTNAME], we will provide individuals with Down syndrome and their families with information, education programs, support groups and referral assistance.' There are buttons for '[ORGANIZATION]', '[EVENTNAME]', '[FIRSTNAME]', and '[LASTNAME]'. A rich text editor toolbar is visible, and a 'Save >' button is at the bottom right.

The screenshot shows a 'Donation Receipt' for the 'Down Syndrome Walk' on Saturday, October 7, 2017, at Crew Stadium | 1-5 pm. The receipt is from 'ds-connex' (Empowering Down Syndrome Communities) and 'stridexxx' (Fundraising for Down Syndrome Communities). The receipt text reads: 'Dear George, We want to thank you for your support of the 2017 3rd Annual Down Syndrome Walk. 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 3rd Annual Down Syndrome Walk, we will provide individuals with Down syndrome and their families with information, education programs, support groups and referral assistance. A portion of the funds will also support the National Down Syndrome Society for advocacy and public awareness initiatives that benefit all individuals with Down syndrome. Sincerely, Events Coordinator'. There is a 'Print Receipt' button and a 'Receipt Detail' section showing 'Submission Date: 3/28/17 1:21 PM'.

## 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].*

The screenshot shows the 'Text Defaults' configuration page for an 'Individual Recipient Notification' email. The page is part of the StrideXXX fundraising platform. The navigation bar includes 'Dashboard', 'Records', 'Payments', 'Reports', 'Email', 'Settings', and 'Content'. The 'Donation' tab is selected. The configuration area includes a list of tags to include in the text: [ORGANIZATION], [EVENTNAME], [DONORFIRST], [DONORLAST], [AMOUNT], [DONATION], and [RECIPIENTNAME]. The 'Donation Recipient Notification Message' field contains the text: 'A donation has been made to the [EVENTNAME]. [DONORFIRST][DONORLAST] has made a donation of [AMOUNT].' A 'Save >' button is at the bottom right.

## 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].*

The screenshot shows the 'Text Defaults' configuration page for a 'Team Recipient Notification' email. The page is part of the StrideXXX fundraising platform. The navigation bar includes 'Dashboard', 'Records', 'Payments', 'Reports', 'Email', 'Settings', and 'Content'. The 'Donation' tab is selected. The configuration area includes a list of tags to include in the text: [ORGANIZATION], [EVENTNAME], [DONORFIRST], [DONORLAST], [AMOUNT], [DONATION], [RECIPIENTNAME], and [TEAMNAME]. The 'Donation Recipient Notification Message' field contains the text: 'A donation has been made to your [EVENTNAME] team. [DONORFIRST][DONORLAST] has made a donation of [AMOUNT] to your [EVENTNAME] team. Sincerely, Events Coordinator' A 'Save >' button is at the bottom right.

## 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.

The screenshot shows the 'Text Defaults' configuration page for 'General Recipient Notification'. The page includes a navigation bar with 'Main Pages', 'Splash Page', 'Registration', 'Bio', 'Donation', 'Receipt', 'Captain Email', and 'Organizer Email'. The 'Donation' tab is selected. The main content area is titled 'General Recipient Notification' and contains a text editor with a toolbar and a 'Save >' button. The text editor contains the following text: 'A general donation has been made to your event.' Below the text editor, there are several buttons for inserting tags: [ORGANIZATION], [EVENTNAME], [DONORFIRST], [DONORLAST], [AMOUNT], [DONATION], and [RECIPIENTNAME].

## 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.

The screenshot shows the 'Text Defaults' configuration page for 'Receipt'. The page includes a navigation bar with 'Main Pages', 'Splash Page', 'Registration', 'Bio', 'Donation', 'Receipt', 'Captain Email', and 'Organizer Email'. The 'Receipt' tab is selected. The main content area is titled 'Receipt' and contains a preview of the receipt. The preview shows the following text: '[DONATIONTHANKS]', 'Receipt Detail', 'Submission Date: [DATE]', '[TOPTXT]', '[EVENTNAME] Information', '[EVENTINFO]', 'Organization Information', '[ORGNAME]', '[ORGADDRESS]', '[ORGCITY], [ORGSTATE] [ORGZIP]', '[ORGCONTACTNAME]', '[ORGCONTACTEMAIL]', 'Billing Information', '[COMPANYNAME]', '[FIRSTNAME] [LASTNAME]', '[ADDRESS]', '[CITY], [STATE] [ZIP]', 'Billing Detail', 'Item Description Amount Qty', '[RECIPTDETAILS]', 'Total: [total]', '[TAXTEXT]', and '[BOTTOMTEXT]'. Arrows point from the labels 'Top Message', 'Tax Text', and 'Bottom Message' to the corresponding text in the receipt preview.

## 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](mailto: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 Wrist Band	Down Syndrome Awareness wrist band	\$3.00	1	\$3.00
Donation	Registration Donation	\$40.00	1	\$40.00
<b>Total:</b>		<b>\$55.12</b>		

*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 [TOPTXT].

*Thank you for supporting the 2017 [EVENTNAME]!*

The screenshot shows the 'Text Defaults' configuration page for the 'Receipt' section. The page title is 'Receipt Top Message'. Below the title, there is a sub-header: 'This message will be displayed at the top of the receipt'. A text area contains the message: 'Thank you for supporting the 2017 [EVENTNAME]!'. To the left of the text area, there are four buttons for inserting tags: [ORGANIZATION], [EVENTNAME], [FIRSTNAME], and [LASTNAME]. A rich text editor toolbar is visible above the text area, and a 'Save >' button is at the bottom right.

## 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.*

The screenshot shows the 'Text Defaults' configuration page for the 'Receipt' section, specifically for the 'Receipt Bottom Message'. The page title is 'Receipt Bottom Message'. Below the title, there is a sub-header: 'This message can be included at the bottom of any receipt'. A text area contains the message: 'Supporting families, promoting community involvement and encouraging a lifetime of opportunities for people with Down syndrome.'. To the left of the text area, there are four buttons for inserting tags: [ORGANIZATION], [EVENTNAME], [FIRSTNAME], and [LASTNAME]. A rich text editor toolbar is visible above the text area, and a 'Save >' button is at the bottom right.

## 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.*

The screenshot shows the StrideXX dashboard with the 'Receipt' tab selected. The page title is 'Text Defaults' and the sub-section is 'Receipt Tax Message'. A navigation bar at the top includes 'Main Pages', 'Splash Page', 'Registration', 'Bio', 'Donation', 'Receipt', 'Captain Email', and 'Organizer Email'. The 'Receipt' section contains a text editor with a toolbar and a preview area. The preview area shows the following text:

This message will be sent within the receipts pertaining to taxable donations.

Click on the buttons below to include tags in the text

- [ORGANIZATION]
- [EVENTNAME]
- [FIRSTNAME]
- [LASTNAME]

The preview text reads: "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] registration fee and/or donation, [DONATION] is tax-deductible; additional donations are 100% tax-deductible." A 'Save >' button is located at the bottom right of the editor.

## 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]**

The screenshot shows the Stride website's 'Text Defaults' editor. The top navigation bar includes the Stride logo, 'Fundraising for Down Syndrome Communities', and links for Dashboard, Records, Payments, Reports, Email, Settings, and Content. A user greeting 'Hello, SYSTEM' is visible in the top right. The main content area is titled 'Text Defaults' and features a navigation menu with options: Main Pages, Splash Page, Registration, Bio, Donation, Receipt, Captain Email (selected), and Organizer Email. The selected 'Captain Email' template is titled 'Team Members Welcome'. Below the title, there is a preview of the email content: 'Welcome to Our 2017 [EVENTNAME] Team'. The editor includes a rich text editor with a toolbar and a text area containing the email body text. On the left side, there are buttons for inserting tags: [ORGANIZATION], [EVENTNAME], [FIRSTNAME], [TEAMNAME], [TEAMCAPTAIN], [EVENTDATE], and [EVENTLOCATION]. A 'Save >' button is located at the bottom right of the editor.

The screenshot shows the Stride website's 'Text Defaults' editor for the 'Team Members Fundraising Reminder' email template. The layout is identical to the previous screenshot, with the 'Captain Email' menu item selected. The template title is 'Team Members Fundraising Reminder'. The preview text reads: 'Fundraising Reminder for the 2017 [EVENTNAME]'. The rich text editor contains the email body text, which includes a greeting 'Hello, [TEAMNAME]!' and a reminder about the fundraising goal. The same tag insertion buttons and 'Save >' button are present.

## 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]*

The screenshot shows the StrideXX website interface. At the top, the logo 'stridexx' is displayed with the tagline 'Fundraising for Down Syndrome Communities'. Navigation links include Dashboard, Records, Payments, Reports, Email, Settings, and Content. A user greeting 'Hello, SYSTEM' is visible in the top right. The main content area is titled 'Text Defaults' and features a navigation bar with tabs for Main Pages, Splash Page, Registration, Bio, Donation, Receipt, Captain Email (selected), and Organizer Email. Below the tabs, the title 'Team Members Fundraising Goal Reached' is shown. A note states: 'This is a template email shown in the team administration panel. Team Captain can use this template as guide to send - email to other team members.' The editor includes a list of tags to include: [ORGANIZATION], [EVENTNAME], [FIRSTNAME], [TEAMNAME], [TEAMCAPTAIN], [EVENTDATE], and [EVENTLOCATION]. The main text area contains the following content: 'Fundraising Goal Reached for the 2017 [EVENTNAME]', '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.', and 'See you at the 2017[EVENTNAME]!'. A 'Save >' button is located at the bottom right.

The screenshot shows the StrideXX website interface. At the top, the logo 'stridexx' is displayed with the tagline 'Fundraising for Down Syndrome Communities'. Navigation links include Dashboard, Records, Payments, Reports, Email, Settings, and Content. A user greeting 'Hello, SYSTEM' is visible in the top right. The main content area is titled 'Text Defaults' and features a navigation bar with tabs for Main Pages, Splash Page, Registration, Bio, Donation, Receipt, Captain Email (selected), and Organizer Email. Below the tabs, the title 'Team Members Event Reminder' is shown. A note states: 'This is a template email shown in the team administration panel. Team Captain can use this template as guide to send - email to other team members.' The editor includes a list of tags to include: [ORGANIZATION], [EVENTNAME], [FIRSTNAME], [TEAMNAME], [TEAMCAPTAIN], [EVENTDATE], and [EVENTLOCATION]. The main text area contains the following content: 'Event Reminder - 2017 [EVENTNAME]', '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].', and 'Please feel free to contact me with any questions. See you at the Buddy Walk® of the Valley!'. A 'Save >' button is located at the bottom right.

## 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]*

The screenshot shows the StrideXX website interface. At the top, the logo 'stridexx' is displayed with the tagline 'Fundraising for Down Syndrome Communities'. A navigation menu includes 'Dashboard', 'Records', 'Payments', 'Reports', 'Email', 'Settings', and 'Content'. A user greeting 'Hello, SYSTEM' is visible in the top right. The main content area is titled 'Text Defaults' and features a row of tabs for different email types: 'Main Pages', 'Splash Page', 'Registration', 'Bio', 'Donation', 'Receipt', 'Captain Email', and 'Organizer Email'. The 'Captain Email' tab is selected, showing a 'Donors Thank You' template. Below the title, a note states: 'This is a template email shown in the team administration panel. Team Captain can use this template as guide to send - email to other team members.' A text editor interface is shown with a toolbar and a text area containing the following content: 'Thank You', '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.', and 'If possible, I encourage you to seek a matching contribution from your employer.' A 'Save >' button is located at the bottom right of the editor. On the left side of the editor, there are several buttons for inserting tags: [ORGANIZATION], [EVENTNAME], [FIRSTNAME], [TEAMNAME], [TEAMCAPTAIN], [EVENTDATE], and [EVENTLOCATION].

## 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]

The screenshot shows the Stride website's administration interface. At the top, the logo 'stridexxx' is displayed with the tagline 'Fundraising for Down Syndrome Communities'. A navigation menu includes 'Dashboard', 'Records', 'Payments', 'Reports', 'Email', 'Settings', and 'Content'. A user greeting 'Hello, SYSTEM' is visible in the top right. The main heading is 'Text Defaults'. Below this, a row of tabs includes 'Main Pages', 'Splash Page', 'Registration', 'Bio', 'Donation', 'Receipt', 'Captain Email', and 'Organizer Email'. The selected tab is 'Organizer Email', which displays the 'Recruitment of New Parents/Team Captains' template. The template text is: 'Become a Team Captain for the 2017 [EVENTNAME]'. Below the text is a rich text editor with a toolbar and a preview area. The preview area shows the rendered email content, including the subject line, a greeting, the main body text, and a closing line with contact information. A 'Save >' button is located at the bottom right of the editor.

The screenshot shows the Stride website's administration interface, similar to the one above. The navigation menu and user greeting are the same. The main heading is 'Text Defaults'. Below this, a row of tabs includes 'Main Pages', 'Splash Page', 'Registration', 'Bio', 'Donation', 'Receipt', 'Captain Email', and 'Organizer Email'. The selected tab is 'Organizer Email', which displays the 'Recruitment of Past Team Captains' template. The template text is: 'Recruitment of Past Team Captains'. Below the text is a rich text editor with a toolbar and a preview area. The preview area shows the rendered email content, including the subject line, a greeting, the main body text, and a closing line with contact information. A 'Save >' button is located at the bottom right of the editor.

## 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 [ORGCN-TACTNAME] AT [ORGCONTACTEMAIL] with any questions.*

*Sincerely,*

*[ORGANIZATION]*

The screenshot shows the StrideXXX administration dashboard. At the top, there is a navigation bar with the logo 'stridexxx' and the tagline 'Fundraising for Down Syndrome Communities'. The user is logged in as 'SYSTEM'. The main menu includes 'Dashboard', 'Records', 'Payments', 'Reports', 'Email', 'Settings', and 'Content'. The 'Text Defaults' editor is open for the 'Incentive Announcement' template. It features a toolbar with various editing options and a preview window. The preview shows the following text: '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 [ORGCN-TACTNAME] AT [ORGCONTACTEMAIL] with any questions. Sincerely, [ORGANIZATION]'. A 'Save >' button is visible at the bottom right.

## 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 [ORGCN-TACTNAME] at [ORGCONTACTEMAIL] with any questions.*

*Sincerely,*

*[ORGANIZATION]*

The screenshot shows the StrideXXX administration dashboard. At the top, there is a navigation bar with the logo 'stridexxx' and the tagline 'Fundraising for Down Syndrome Communities'. The user is logged in as 'SYSTEM'. The main menu includes 'Dashboard', 'Records', 'Payments', 'Reports', 'Email', 'Settings', and 'Content'. The 'Text Defaults' editor is open for the 'Encouragement/Goal Update' template. It features a toolbar with various editing options and a preview window. The preview shows the following text: '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 [ORGCN-TACTNAME] at [ORGCONTACTEMAIL] with any questions. Sincerely, [ORGANIZATION]'. A 'Save >' button is visible at the bottom right.

## 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]*

The screenshot shows the StrideXX website's 'Text Defaults' editor. The page title is 'Walk Day Info'. On the left, there are five buttons for inserting tags: [ORGANIZATION], [EVENTNAME], [ORGCONTACTNAME], [ORGCONTACTEMAIL], and [EVENTDATE]. The main editor area contains a rich text editor with the following text: '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.' A 'Save >' button is at the bottom right.

## 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]*

The screenshot shows the StrideXX website's 'Text Defaults' editor. The page title is 'Congratulations/End of Fundraising Thank You'. On the left, there are five buttons for inserting tags: [ORGANIZATION], [EVENTNAME], [ORGCONTACTNAME], [ORGCONTACTEMAIL], and [EVENTDATE]. The main editor area contains a rich text editor with the following text: '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!' A 'Save >' button is at the bottom right.

## 2.5 Image Defaults



Dashboard

Settings

Dates

Fees

File Library

Text Defaults

Image Default

Themes

Social Media

Form Fields

Top Team

Event

Organization

Content

Records

Payments

Reports

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.

Donation History	
greg gibson	\$22.00
Jamie Miller	\$50.00
greg gibson	\$31.00

## 2.6 Themes



Dashboard

Settings

Dates

Fees

File Library

Text Defaults

Image Default

Themes

Social Media

Form Fields

Top Team

Event

Organization

Content

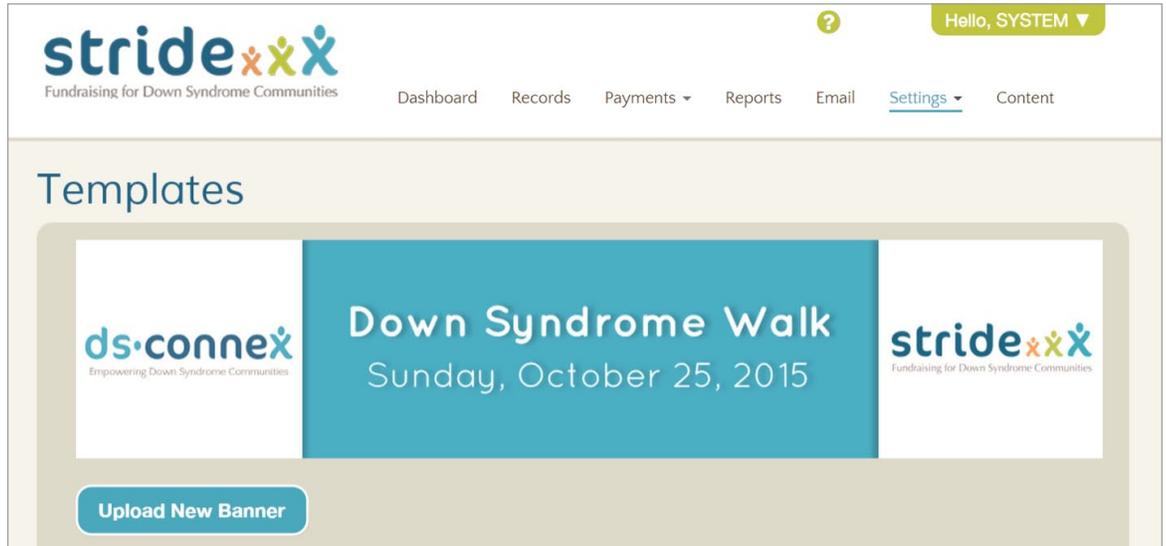
Records

Payments

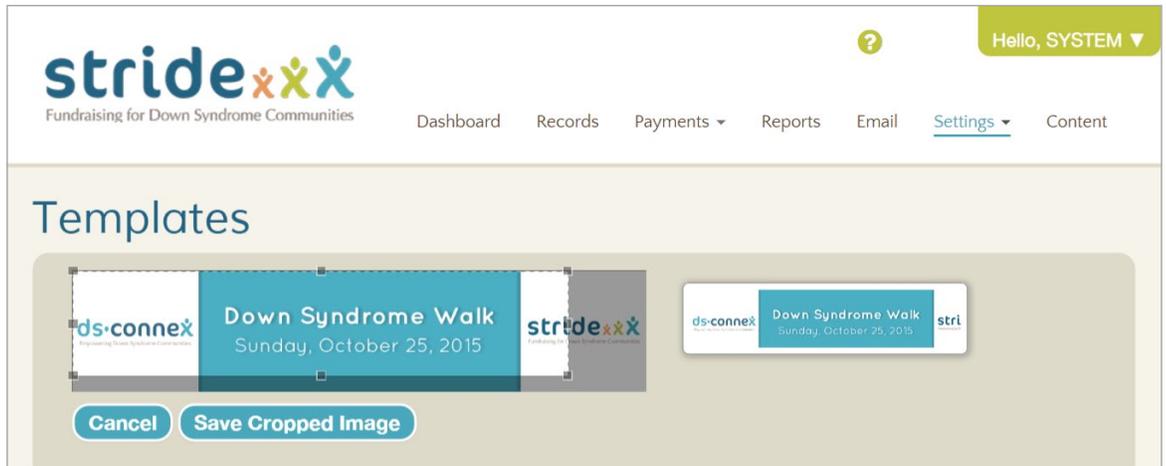
Reports

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



Dashboard

Settings

Dates

Fees

File Library

Text Defaults

Image Default

Themes

Social Media

Form Fields

Top Team

Event

Organization

Content

Records

Payments

Reports

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.

stride Fundraising for Down Syndrome Communities

Dashboard Records Payments Reports Email Settings Content

### Social Media Settings

#### Twitter

Twitter Account:

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.

EVENT TEAMS/PEOPLE HELP SPONSORS TEAM CAPTAIN

AMOUNT RAISED **\$32,005** | OUR GOAL **\$50,000** | DAYS LEFT **206**

\$0 Goal

Join us October 7, 2017  
Crew Stadium  
1:00 - 5:00 pm

REGISTER

DONATE

Share this page!

Twitter Facebook

#### Tweets by @dsconnex

ds-connex @dsconnex

To My Little Brother With Down Syndrome, Who Changed My Life [ow.ly/iLOA309RgUD](#) via @themightysite

To My Little Brother With Down Svn...

Embed View on Twitter

Top Teams		Top Individuals	
The Brady Bunch	\$10,331	Howard Cunningham	\$50
Team Alex	\$3,061	Dana Pershing	\$46
Happy Days	\$347	Susan Yosick	\$46
Cooper's Troopers	\$263	Jim Land	\$44
Team Matt	\$244	Greg Lashuka	\$44

## 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

Dashboard

Settings

Dates

Fees

File Library

Text Defaults

Image Default

Themes

Social Media

Form Fields

Top Team

Event

Organization

Content

Records

Payments

Reports

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.

The only required fields to complete a registration are: First Name, Last Name and Email. However, you can manipulate the records requested while registering by turning on the following fields.

	Required	Primary	Additional Registrant(s)
Business Name	NO	<input type="checkbox"/>	<input type="checkbox"/>
Address Block	YES	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Phone Number	YES	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Age	YES	<input type="checkbox"/>	<input type="checkbox"/>
Gender	YES	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Date Of Birth	YES	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Years Of Participation	YES	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Employer Match Donation	YES		
Team Captain Enter Payments	YES		
Team Captain Optional Team Info	YES		

Save

## Public Site Changes

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

### 3rd Annual Down Syndrome Walk Registration

1. Account 2. Account Info 3. Registrants 4. Checkout

#### Step 2: Account Info

Please complete the information below and check the waiver to continue. In the next step you can join a team, start a team or participate as an individual. You can also add other family and friends as part of your registration.

\* denotes required fields

\* Registration Type: Child under 12  
Under 12 \$15.00

Business Name: Business Name

\* Email: Email

\* First Name: First Name

\* Last Name: Last Name

Age: 0

Years Of Participation: 0

Address: Address

City: City

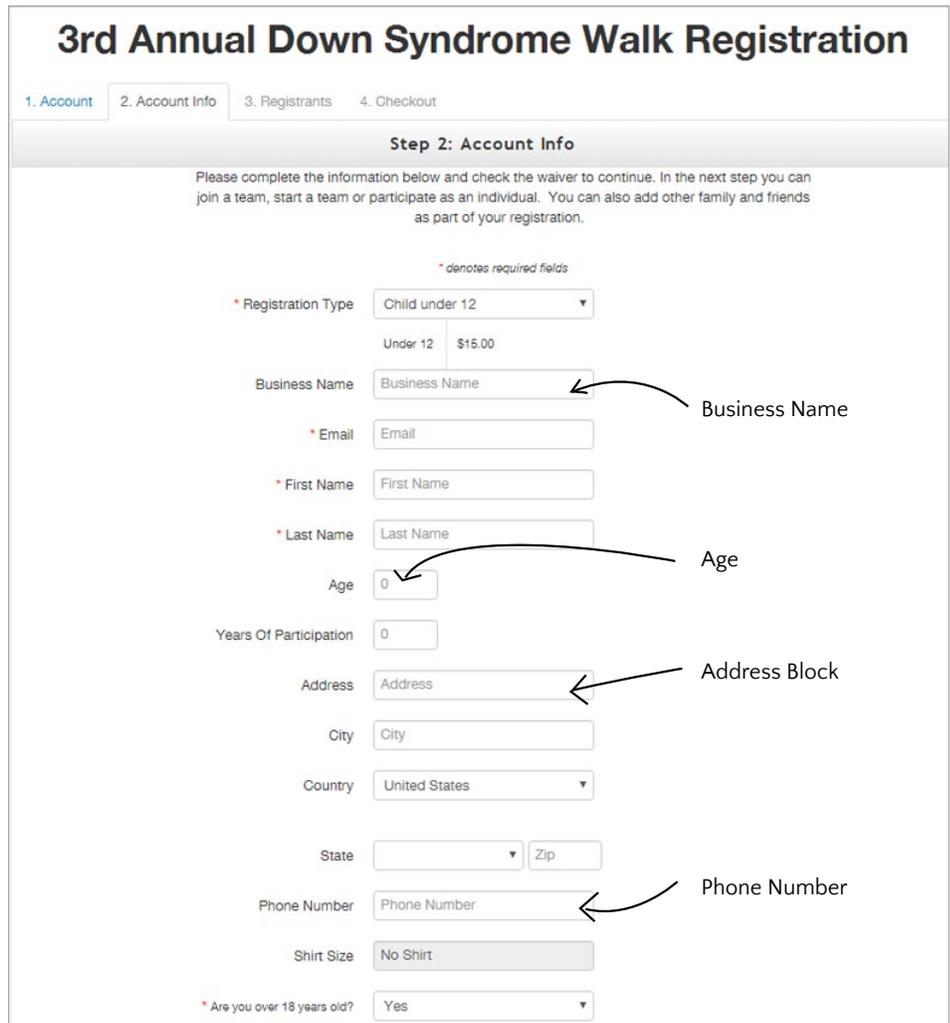
Country: United States

State: Zip:

Phone Number: Phone Number

Shirt Size: No Shirt

\* Are you over 18 years old? Yes



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

### 3rd Annual Down Syndrome Walk Registration

EVENT TEAMS/PEOPLE HELP SPONSORS TEAM CAPTAIN

1. Account 2. Account Info 3. Registrants 4. Checkout

#### Step 3: Registrants

Registration Code: HMCIAA7E

\* Registration Type

**Please select an option below:**

- Register as an individual  
Participate and raise funds as an individual.
- Start 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.

\* Relationship To Individual with DS, Team or Participant: Family

Does employer match donations?

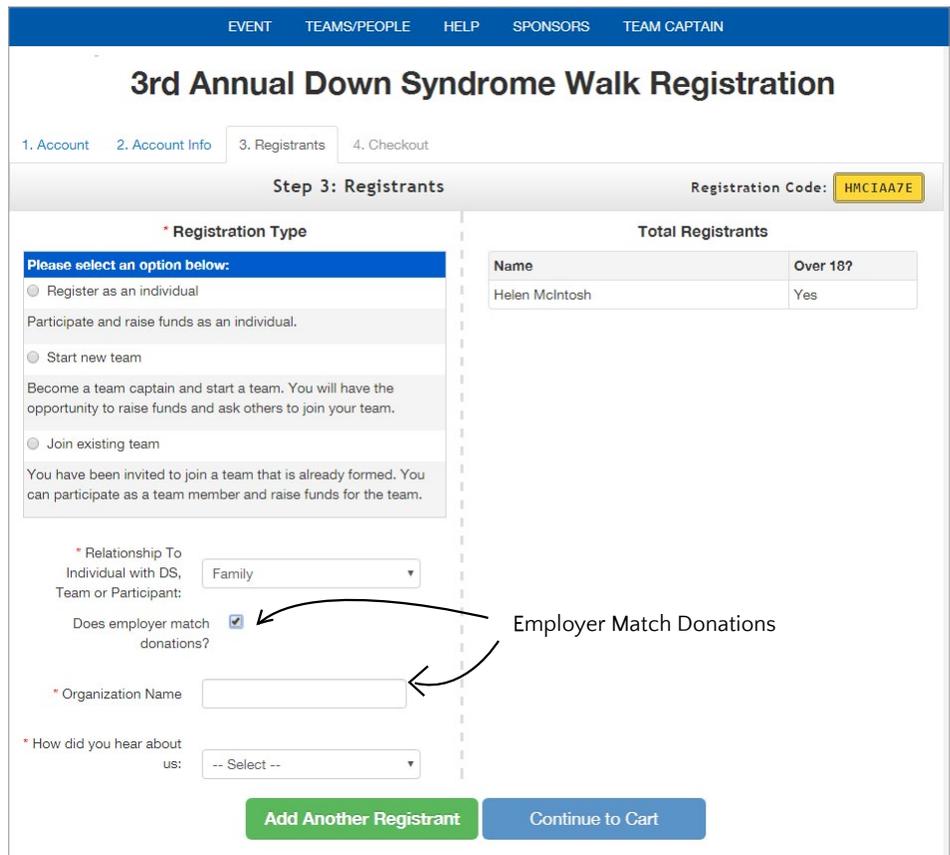
\* Organization Name

\* How did you hear about us: -- Select --

**Total Registrants**

Name	Over 18?
Helen McIntosh	Yes

Add Another Registrant Continue to Cart



## 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.

Sandy Phelps Dashboard Edit Contact Login Roster Email Donations

### Team Captain Entry Donations

\* Select a Donor  
New Donor

\* First Name  
First Name

\* Last Name  
Last Name

\* Email  
Email

Business Name  
Business Name

\* Address 1  
Address

Address 2  
Address

\* City  
City

\* State  
State

Zip  
Zip

\* Phone  
phone

\* Donation Method  
-- Select --

\* Amount  
\$ 0.00

\* Anonymous  
No

Recognition Name  
Recognition Name

Comment  
Comment

Submit

Sandy Phelps Dashboard Edit Contact Login Roster Email Donations

Status	First Name	Last Name	Recognition Name	Payment Method	Reference	Amount	Date
PAD	Randal	Perkins		CASH		\$100	02-27-2017
PAD	Mike	Patterson		CHECK	300	\$55	02-27-2017
PAD	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.

## 2.9 Top Team Display



Dashboard

Settings

Dates

Fees

File Library

Text Defaults

Image Default

Themes

Social Media

Form Fields

Top Team

Event

Organization

Content

Records

Payments

Reports

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.

The screenshot shows the 'Top Team Display' settings page. At the top, there is a navigation bar with the Stride logo and menu items: Dashboard, Records, Payments, Reports, Email, Settings (selected), and Content. A user greeting 'Hello, SYSTEM' is visible in the top right. The main heading is 'Top Team Display'. Below it, a message says 'Please select one of the options below to be displayed on the main page of the website.' There is a table with two columns: 'Options' and 'Select the option'. The options are: 'Top 5 Teams and Top 5 Individuals' (checkbox unchecked), 'Top 10 Teams' (checkbox unchecked), 'Top 5 Team and Largest 5 Teams' (checkbox checked), and 'Top 10 Individuals' (checkbox unchecked). A 'Save' button is located at the bottom right of the form area.

Options	Select the option
Top 5 Teams and Top 5 Individuals	<input type="checkbox"/>
Top 10 Teams	<input type="checkbox"/>
Top 5 Team and Largest 5 Teams	<input checked="" type="checkbox"/>
Top 10 Individuals	<input type="checkbox"/>

### Public Site Changes

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

Join the ds-connex team as we unite for a common cause and raise funds. 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!

Top Teams		Top Individuals	
The Brady Bunch	\$10,331	Lance Armstrong	\$5,015
Cooper's Troopers	\$5,263	Steven Keaton	\$376
Team Alex	\$3,346	Howard Cunningham	\$50
The Keatons	\$418	Dana Pershing	\$46
Happy Days	\$347	Susan Yosick	\$46

## 2.10 Event



Dashboard

Settings

Dates

Fees

File Library

Text Defaults

Image Default

Themes

Social Media

Form Fields

Top Team

Event

Organization

Content

Records

Payments

Reports

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.

The screenshot shows the 'stride' logo and navigation menu. The 'Event Settings' page has tabs for Name, Goal, Location, Announcements, Contact, Email, and Analytics. The 'Name' tab is active, showing an input field for 'Event Name' with the text '3rd Annual Down Syndrome Walk' and a 'Save' button.

### Goal

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

The screenshot shows the 'stride' logo and navigation menu. The 'Event Settings' page has tabs for Name, Goal, Location, Announcements, Contact, Email, and Analytics. The 'Goal' tab is active, showing an input field for 'Event Goal' with the text '\$50,000.00' and a 'Save' button.

### 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).

The screenshot shows the 'Event Settings' page with the 'Location' tab selected. The form contains the following fields:

- Event Location: 59 Wabash Avenue
- Street Address
- Address 2
- Address 2
- City: New Philadelphia
- State: Ohio
- Zip Code: 44663

A 'Save' button is located at the bottom left of the form area.

## 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.

The screenshot shows the 'Event Settings' page with the 'Announcements' tab selected. The form contains the following field:

- Front Page Announcement: Join us October 7, 2017 | Crew Stadium | 1:00 - 5:00 pm

A 'Save' button is located at the bottom left of the form area.

## Public Site Changes

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

The screenshot shows the public site interface with a goal tracker and an announcement. The goal tracker displays:

AMOUNT RAISED	OUR GOAL	DAYS LEFT
\$38,013	\$50,000	193

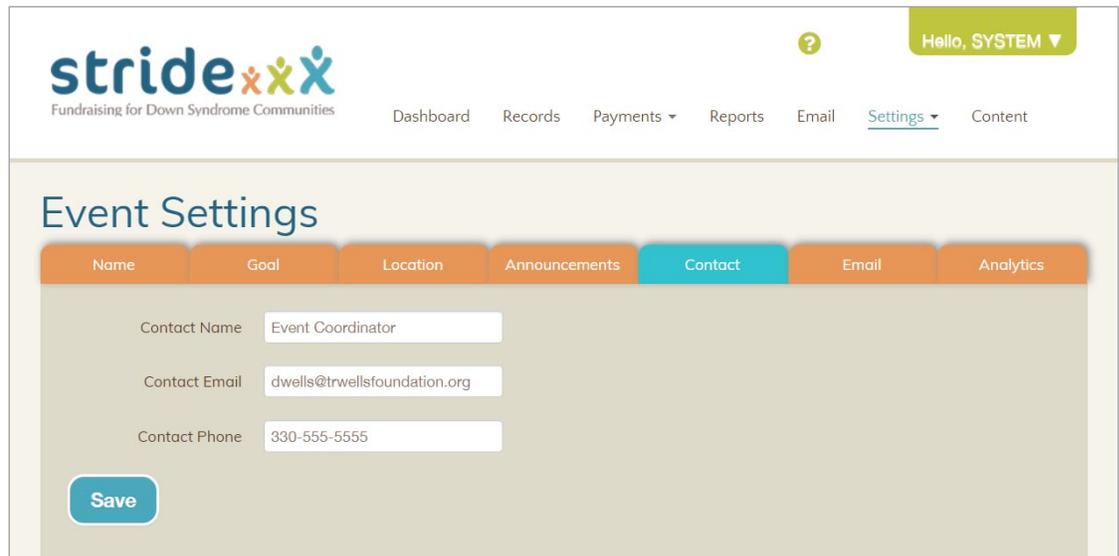
Below the goal tracker is a progress bar showing the amount raised relative to the goal. To the right, there is an announcement box:

Join us October 7, 2017  
Crew Stadium  
1:00 - 5:00 pm

Buttons for REGISTER and DONATE are visible, along with social media sharing icons for Twitter and Facebook.

## Contact

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



The screenshot shows the StrideXXX website interface. At the top, the logo "stridexxx" is displayed with the tagline "Fundraising for Down Syndrome Communities". A navigation menu includes "Dashboard", "Records", "Payments", "Reports", "Email", "Settings", and "Content". A user greeting "Hello, SYSTEM" is visible in the top right. The main content area is titled "Event Settings" and features a tabbed interface with "Contact" selected. The "Contact" tab contains three input fields: "Contact Name" (Event Coordinator), "Contact Email" (dwells@trwellsfoundation.org), and "Contact Phone" (330-555-5555). A "Save" button is located at the bottom left of the form.

## Public Site Changes

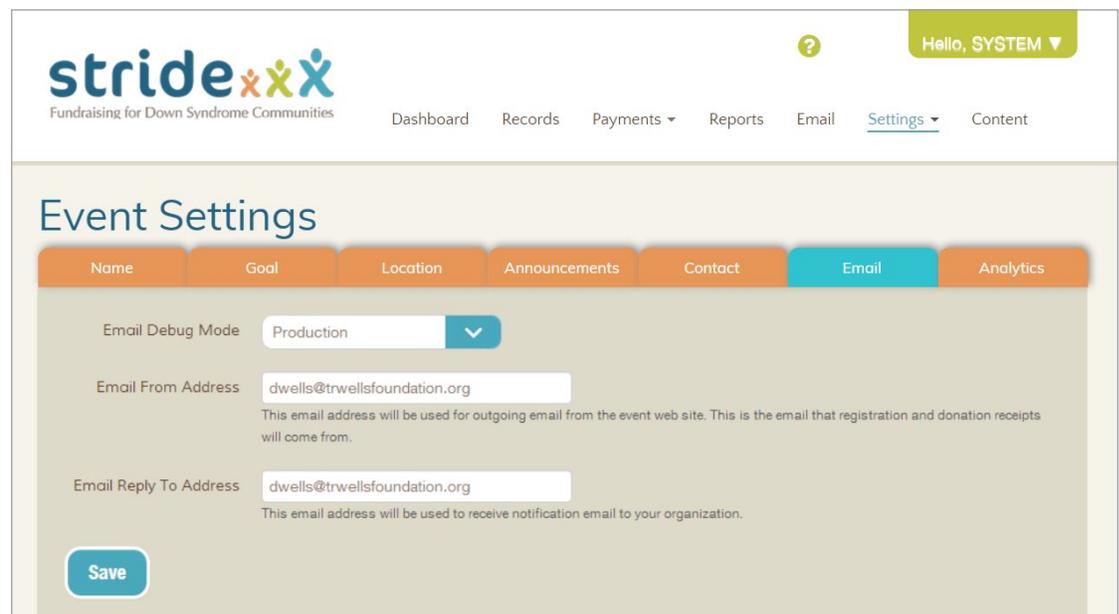
Once you set the contact information, it will appear at the bottom of the public site alongside the event location. It will also appear in the Organization Information section of the receipt.



## 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.



The screenshot shows the StrideXXX website interface, similar to the previous one. The "Event Settings" page now has the "Email" tab selected. The "Email Debug Mode" is set to "Production". The "Email From Address" field is set to "dwells@trwellsfoundation.org" with a note: "This email address will be used for outgoing email from the event web site. This is the email that registration and donation receipts will come from." The "Email Reply To Address" field is also set to "dwells@trwellsfoundation.org" with a note: "This email address will be used to receive notification email to your organization." A "Save" button is located at the bottom left of the form.

## 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.

The screenshot shows the 'Event Settings' page for Stride, with the 'Analytics' tab selected. The page contains two code blocks for Google Analytics tracking.

**Event Analytics**

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
  (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
  m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','/www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-47364400-2', 'buddy-walk.org');
ga('send', 'pageview');

</script>
```

Copy your analytics snippet here, please refer to the text box underneath as a sample.

**Sample Analytics Code**

```
<script>
(function(i, s, o, g, r, a, m) {
  i['GoogleAnalyticsObject'] = r;
  i[r] = i[r] || function() {
    (i[r].q = i[r].q || []).push(arguments)
  }, i[r].l = 1 * new Date();
  a = s.createElement(o),
  m = s.getElementsByTagName(o)[0];
  a.async = 1;
  a.src = g;
  m.parentNode.insertBefore(a, m)

})(window, document, 'script', '/www.google-analytics.com/analytics.js', 'ga');
ga('create', 'UA-00000000-0', 'stride.org');
ga('send', 'pageview');

</script>
```

**Save**

## 2.11 Organization



Dashboard

Settings

Dates

Fees

File Library

Text Defaults

Image Default

Themes

Social Media

Form Fields

Top Team

Event

Organization

Content

Records

Payments

Reports

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](mailto: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

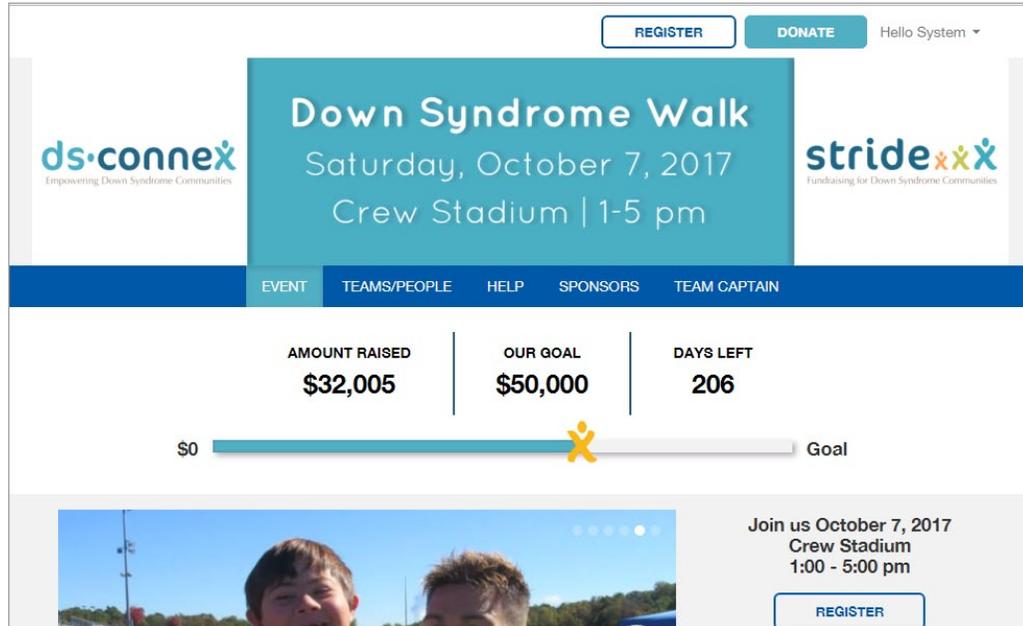
### 3. Content



- Dashboard
- Settings
- Content**
- Records
- Payments
- Reports

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.

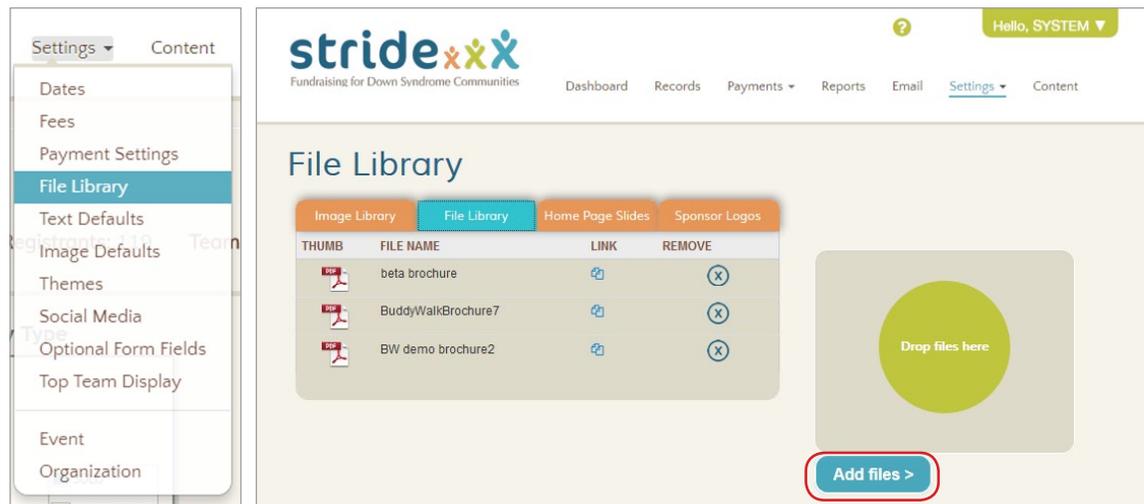


You can put content under the tabs on the home page.

#### 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.

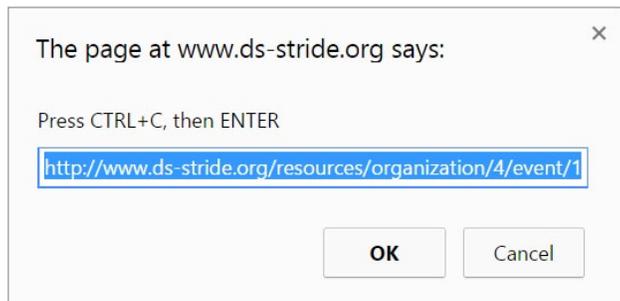
Next, set the "Visible" drop-down menu to "Yes." This makes the page visible on the public site. You can make a page invisible if you don't want it on your site but might decide to bring it back in the future.

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.

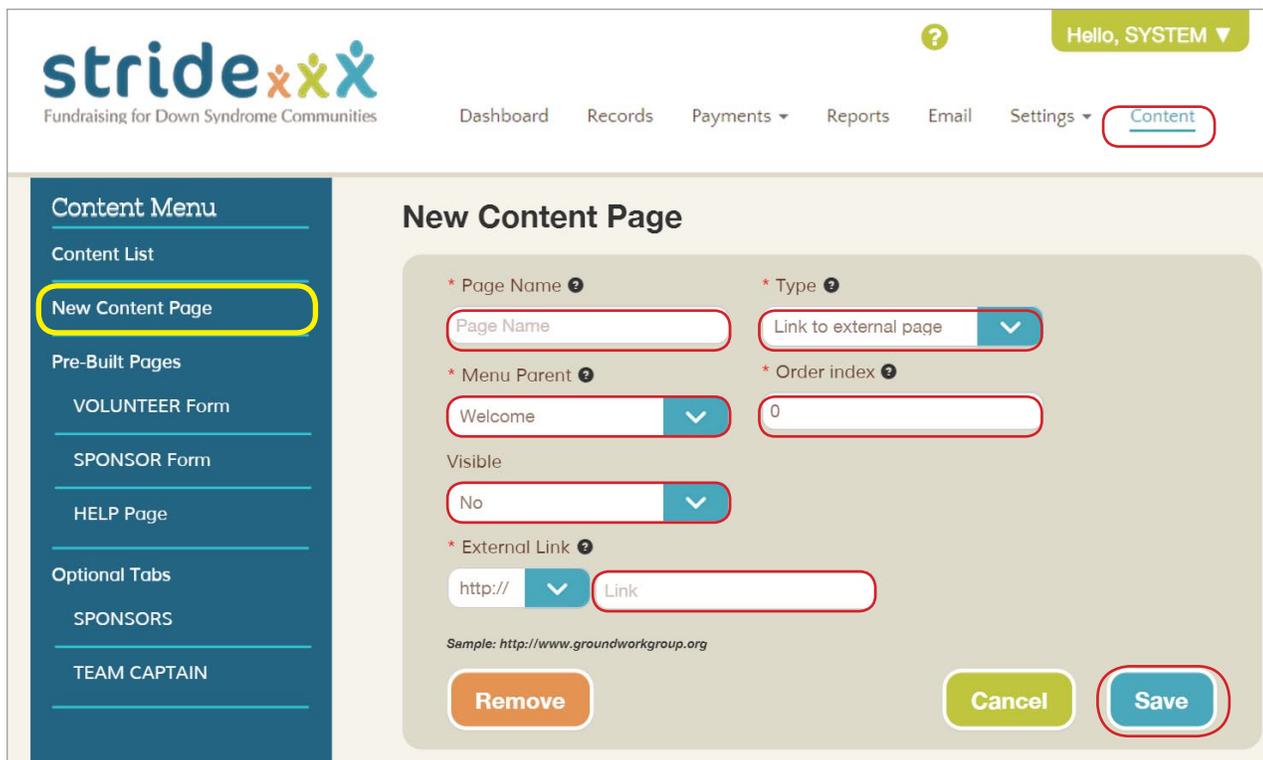
Now, click Save. Your PDF will appear on your home page under the tab you chose.



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.

The screenshot shows the Stride website dashboard. The top navigation bar includes links for Dashboard, Records, Payments, Reports, Email, Settings, and Content. The Content link is highlighted. On the left sidebar, the Content Menu is visible, with 'New Content Page' selected. The main content area is titled 'New Content Page' and contains the following form fields:

- Page Name:** A text input field with the placeholder 'Page Name'.
- Type:** A dropdown menu set to 'Web Content'.
- Menu Parent:** A dropdown menu set to 'Welcome'.
- Order Index:** A text input field with the value '0'.
- Visible:** A dropdown menu set to 'No'.
- Content Title:** A text input field with the placeholder 'Page Title'.

Below the form fields is a rich text editor with a toolbar containing icons for Source, Undo, Redo, Bold, Italic, Underline, Text Color, Background Color, Bulleted List, Numbered List, Indent, and Outdent. The editor area is currently empty. At the bottom of the form are three buttons: 'Remove', 'Cancel', and 'Save'.

## Public Site Changes

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

The screenshot shows a public website for the "Down Syndrome Walk" event. The header features the "ds·connex" logo on the left and the "stride" logo on the right. The main heading is "Down Syndrome Walk" with the date "Saturday, October 7, 2017" and location "Crew Stadium | 1-5 pm". A navigation bar includes "EVENT", "TEAMS/PEOPLE", "HELP", "SPONSORS", and "TEAM CAPTAIN". A dropdown menu is open under "EVENT", listing "Walk Day Information", "Map & Directions", "Team Captain Tips", "Sponsor", "ds connex website", and "Volunteer Sign Up". The "Walk Day Information" page content includes the event title "8th Annual ds·connex Down Syndrome Walk", date "Saturday, October 25, 2017", registration time "9:00 am", and walk time "11:00 am". A detailed description of the walk and picnic is provided, followed by "Walk FYI" sections for "Are pets allowed at the walk?" and "Are strollers and wheelchairs allowed at the walk?".

## 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.

The screenshot shows the "Content List" page in the Stride dashboard. The top navigation bar includes "Dashboard", "Records", "Payments", "Reports", "Email", "Settings", and "Content". A sidebar menu on the left lists "Content Menu", "Content List", "New Content Page", "Pre-Built Pages", "VOLUNTEER Form", "HELP Page", "Optional Tabs", "SPONSORS", and "TEAM CAPTAIN". The main content area displays a table of content items:

MENU	PARENT	ENABLED	TYPE	
Walk Day Information	Welcome	YES	Web Content	
How to Register as a Solo Walker	Help	YES	Link	
How to Join a Team	Help	YES	Link	
How to Start a Team	Help	YES	Link	
How to Manage Your Team Page	Help	YES	Link	
Technical Support	Help	YES	Web Content	
FAQs	Help	YES	Web Content	

## 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 screenshot shows the Stride content management interface. On the left, a 'Content Menu' sidebar has 'Pre-Built Pages' highlighted with a yellow box, and 'VOLUNTEER Form' is selected. The main area is titled 'Volunteer Form' and contains configuration options: 'Menu Parent' (Welcome), 'Order index' (3), 'Visible' (Yes), and 'Content Title' (Volunteer). There is an 'Email Recipients' field with 'dwells@trwellsfoundation.org' and an 'Add Recipient' button. Below these is a rich text editor with the text 'To see a list of volunteer opportunities: [CLICK HERE](#)'. At the bottom right are 'Cancel' and 'Save' buttons.



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

The screenshot shows a 'Volunteer Contact Form' for the 'Down Syndrome Walk' event. The header features the event name, date (Saturday, October 7, 2017), and location (Crew Stadium | 1-5 pm). The form includes a thank-you message and fields for 'Full Name', 'Email', 'Phone Number', and 'Comments'. The Stride and ds-connex logos are visible in the header.

## 4. Records



Dashboard

Settings

Content

Records

Payments

Reports

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.

The screenshot shows the Stride website's administrative interface. The top navigation bar includes the Stride logo, a user profile dropdown (Hello, SYSTEM), and navigation links for Dashboard, Records (highlighted with a red box), Payments, Reports, Email, Settings, and Content. A left sidebar contains a "Records Menu" with options for Search, New Contact, and New Team. The main content area is titled "Enter Search Criteria" and features four tabs: People, Registrants (selected), Donors, and Teams. Below the tabs are three input fields for "First Name", "Last Name", and "Email Address", all of which are highlighted with a red box. A "SEARCH" button is located below the input fields.

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

The screenshot shows the 'Contact' form in the StrideXXX system. The top navigation bar includes the logo 'stridexxx Fundraising for Down Syndrome Communities', a user profile 'Hello, SYSTEM', and menu items: Dashboard, Records, Payments, Reports, Email, Settings, and Content. A left sidebar contains a 'Records Menu' with 'Search', 'New Contact', and 'New Team' options, and a user profile for 'Tom Beardie' with 'Contact ID: 5'. The main form area has three tabs: 'Contact' (selected), 'Registration', and 'Payments'. The form fields are: First Name (Tom), City (Columbus), Last Name (empty), State (Ohio dropdown), Business (Business Name), Zip (43235), Address 1 (empty), Email (empty), Address 2 (Address 2), and Phone ((444) 444-4444). A 'Save Contact' button is at the bottom.

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

The screenshot shows the 'Enter Search Criteria' form in the StrideXXX system. The top navigation bar is identical to the previous screenshot. The left sidebar is also identical. The main form area has three tabs: 'People' (selected), 'Registrants', and 'Donors', and a 'Teams' tab. The form fields are: First Name, Last Name, and Email Address. A 'SEARCH' button is at the bottom.

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

The screenshot shows the 'Registration' form in the StrideXXX system. The top navigation bar includes the logo 'stridexxx Fundraising for Down Syndrome Communities', a user profile 'Hello, DEMO', and menu items: Dashboard, Records (selected), Payments, Reports, Email, Settings, and Content. A blue notification banner at the top says 'Contact was successfully Created'. The left sidebar is identical. The main form area has three tabs: 'Contact', 'Registration' (selected), and 'Payments'. Below the tabs, a message states 'This Contact has not been registered yet' and a button labeled 'Register for 3rd Annual Down Syndrome Walk' is visible.

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

The screenshot shows the 'stride' website interface. The top navigation bar includes 'Dashboard', 'Records', 'Payments', 'Reports', 'Email', 'Settings', and 'Content'. The user is logged in as 'SYSTEM'. The left sidebar shows the 'Records Menu' with options for 'Search', 'New Contact', and 'New Team'. The main content area is titled 'Cindy Brady' with 'Contact ID: 1226'. The 'Registration' tab is active, displaying a form with the following fields:

- Registrant Status: Active
- User Name: CBrady
- Personal Profile: ON
- Password: C9031991
- Shirt Size: Youth Small
- Team: The Brady Bunch
- Donation Goal: \$0.00

Below the form is a 'Registrant Bio' text editor containing the following text:

Welcome to my Buddy Walk® 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 as National Down Syndrome Society advocacy and public awareness initiatives that benefit all individuals with Down syndrome.

Make your tax-deductible donation today and take the first step toward helping me achieve my goal.

body p

At the bottom of the form is a blue button labeled 'Update Registrant Data'.

5) Next, click the "Payments" tab.  
6) Click "New Payment."

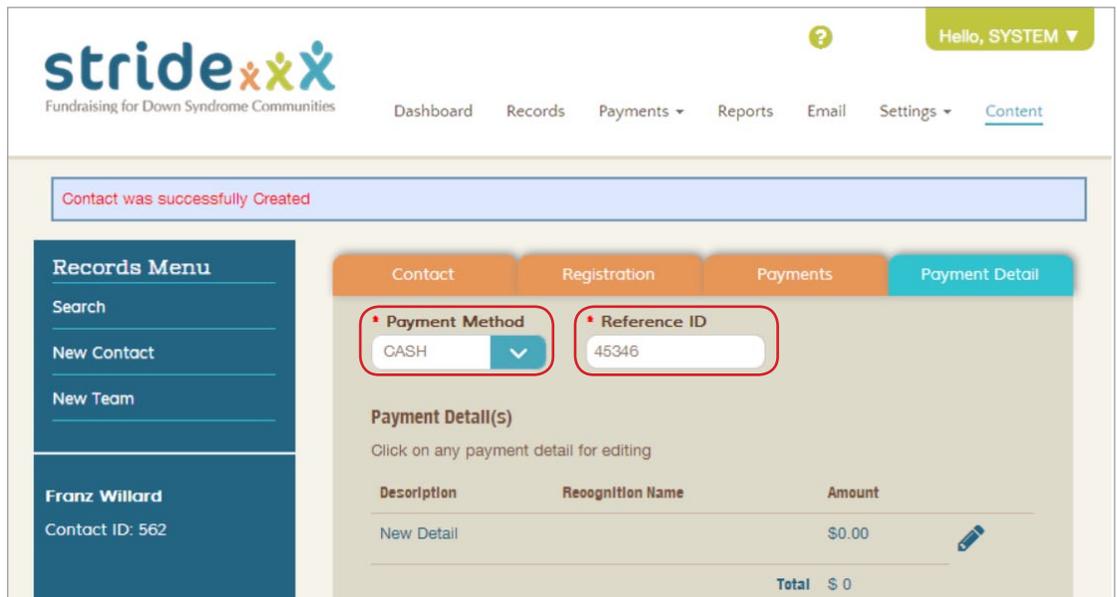
The screenshot shows the 'stride' website interface with the 'Payments' tab selected. The left sidebar now shows 'Tom Beardie' with 'Contact ID: 5'. The main content area displays a table of payment records:

Double click on any of the records below for more details

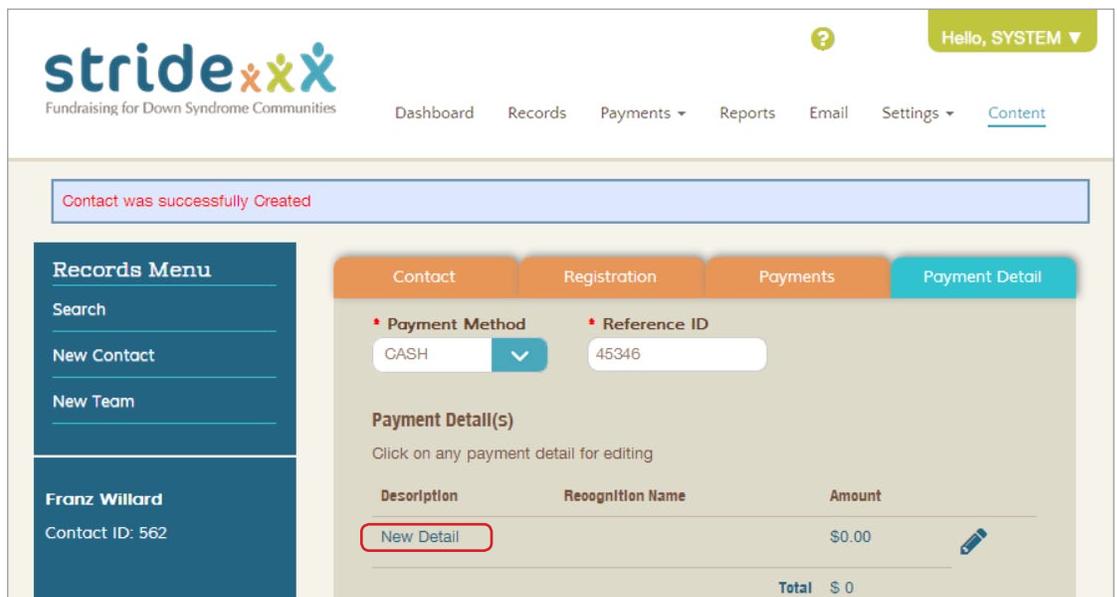
ID	Amount	Method	ReferenceID	Date
6	\$40	VISA	000000	2014-01-07 14:32:03.987
10	\$500	CASH	1Z723	2014-01-08 13:40:40.007

Below the table is a blue button labeled '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.”

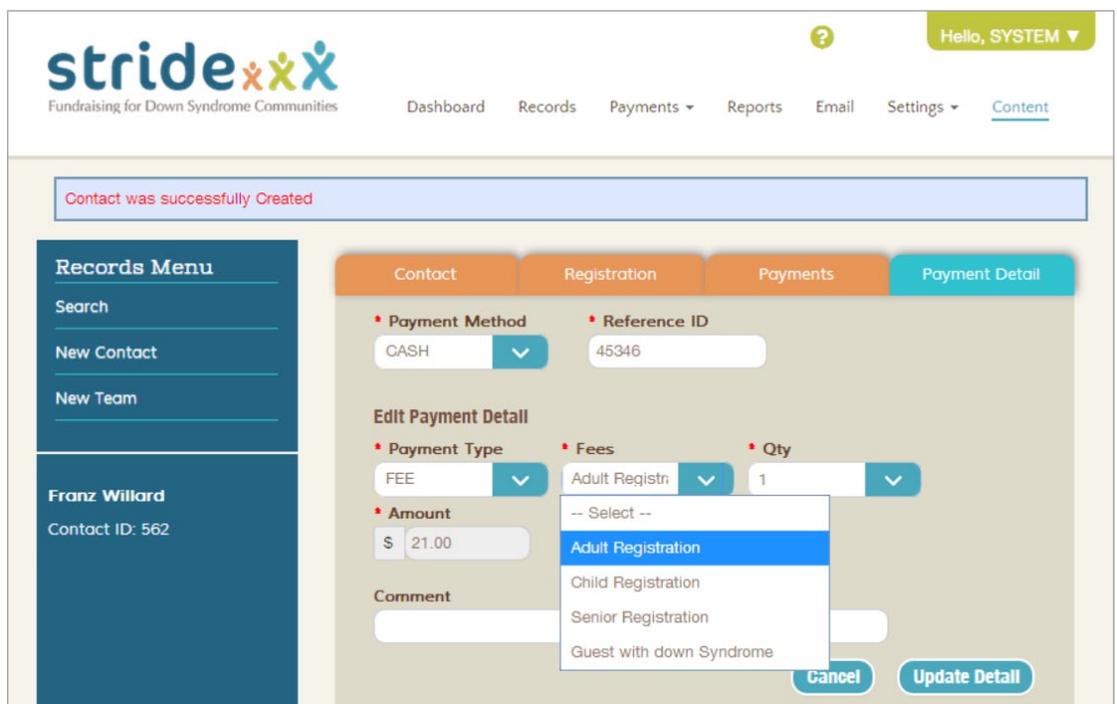


9) Use the “Payment Type” drop-down menu to select Fee.

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.”

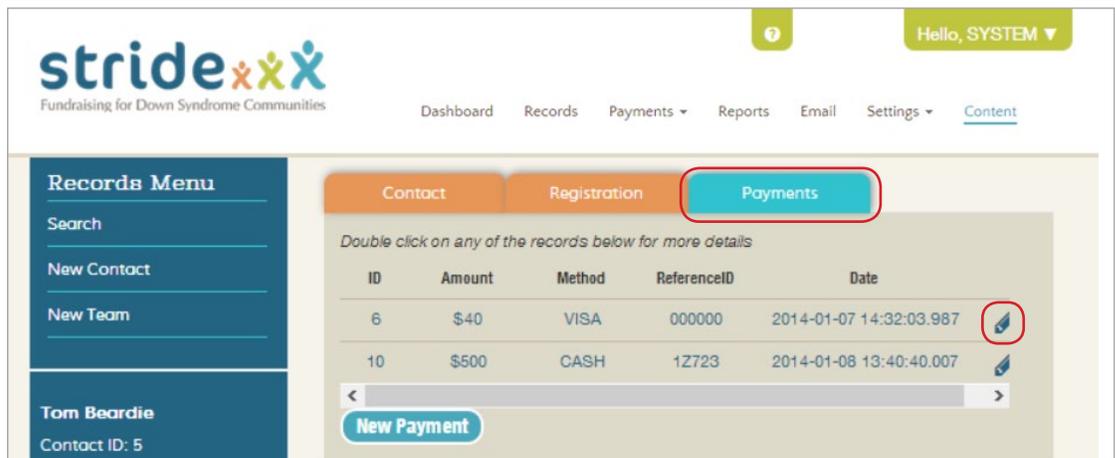
12) If you are registering more than one person with the same check, click New Contact and repeat the steps above for each registrant. Click “Save Changes” when you are done.



## 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.

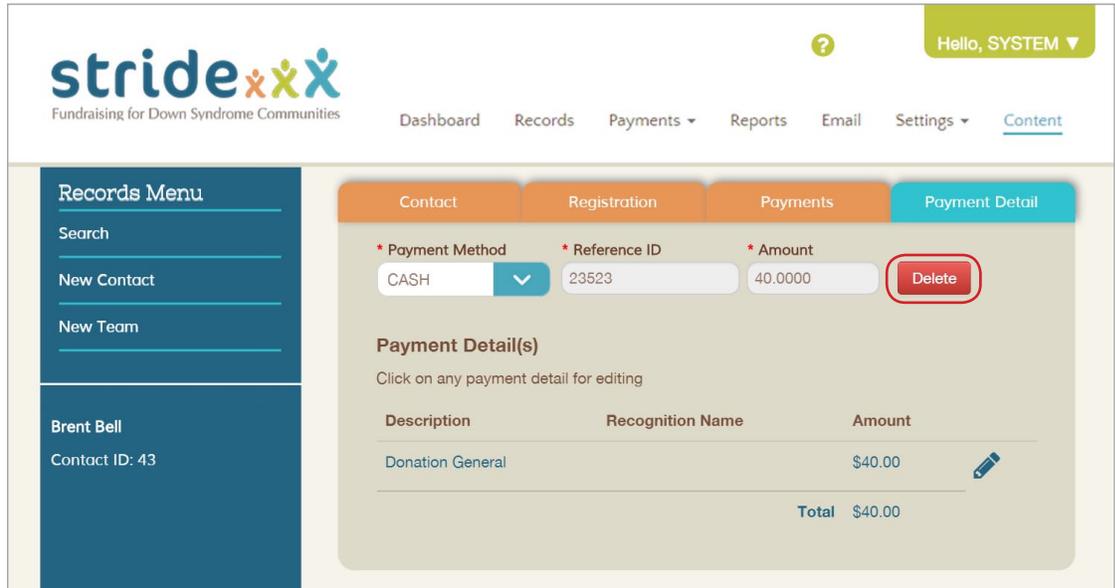
To delete a payment, bring up the registrant or donor's information by going to the Records page from your dashboard, then searching for them. Next, click the Payments tab, then double-click the pencil icon next to the payment you wish to delete.



The screenshot shows the Stride dashboard with the 'Payments' tab selected. A table lists payments with columns for ID, Amount, Method, Reference ID, and Date. A pencil icon next to the second payment is circled in red.

ID	Amount	Method	ReferenceID	Date
6	\$40	VISA	000000	2014-01-07 14:32:03.987
10	\$500	CASH	12723	2014-01-08 13:40:40.007

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



The screenshot shows the Stride dashboard with the 'Payment Detail' page selected. The 'Delete' button is circled in red.

**Payment Method**: CASH  
**Reference ID**: 23523  
**Amount**: 40.0000

**Payment Detail(s)**

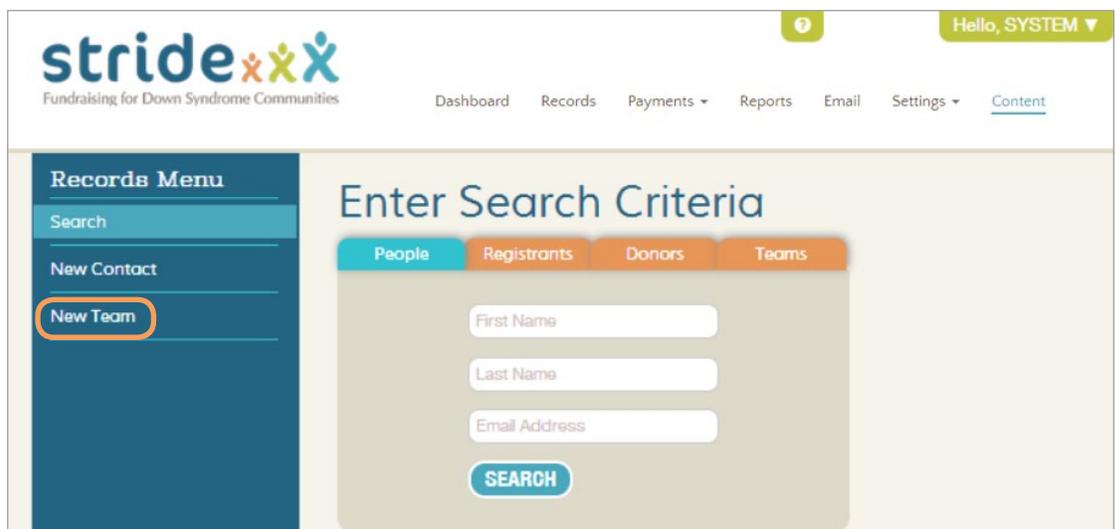
Description	Recognition Name	Amount
Donation General		\$40.00

Total: \$40.00

## 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.



The screenshot shows the Stride dashboard with the 'Enter Search Criteria' page selected. The 'New Team' button is circled in red.

**Enter Search Criteria**

People Registrants Donors Teams

First Name  
Last Name  
Email Address

SEARCH

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.

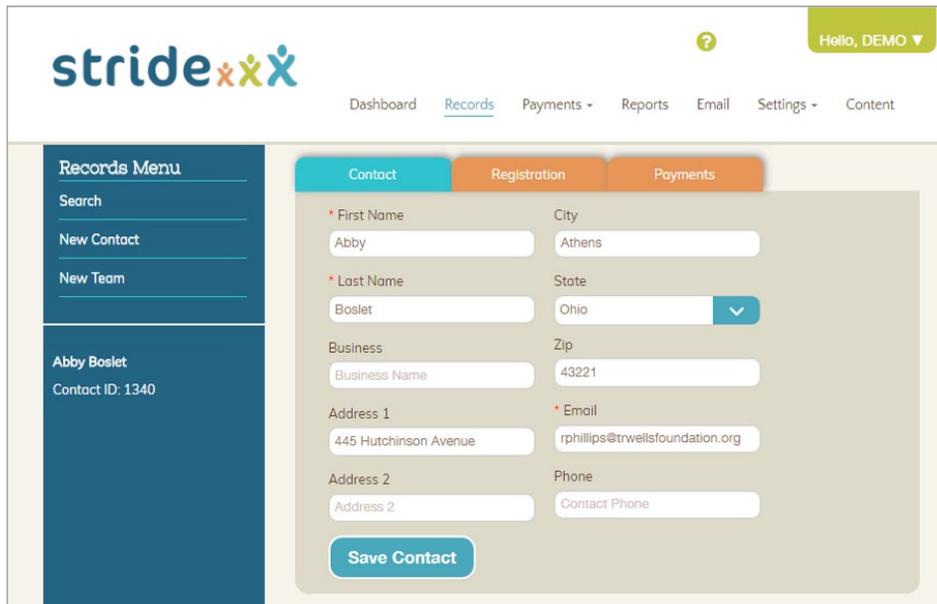
NAME	EMAIL	REGISTERED
Alfred, Mitch	dwells@trwfoundation.org	NO
Banana, Romulo	rmontero@groundworkgroup.org	YES
Billingsley, Sasha	rosephillips@gmail.com	YES
Carmean, Julie	tonyrwellsfoundation@insightrr.com	NO
Dapoz, Grace	dwells@trwellsfoundation.org	YES
Dapoz, Jim	dwells@trwellsfoundation.org	NO
Dapoz, Mary	dwells@trwfoundation.org	YES

## 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.



The screenshot displays the StrideXX web application interface. At the top, the logo 'stridexx' is visible on the left, and a user greeting 'Hello, DEMO' is on the right. A navigation menu includes 'Dashboard', 'Records', 'Payments', 'Reports', 'Email', 'Settings', and 'Content'. The 'Records' section is active, showing three tabs: 'Contact', 'Registration', and 'Payments'. The 'Contact' tab is selected, revealing a form with the following fields: First Name (Abby), City (Athens), Last Name (Boslet), State (Ohio), Business Name, Zip (43221), Address 1 (445 Hutchinson Avenue), Email (rphillips@trwellsfoundation.org), Address 2, and Phone (Contact Phone). A 'Save Contact' button is located at the bottom of the form. On the left side, a 'Records Menu' sidebar contains options for 'Search', 'New Contact', and 'New Team'. Below this, the profile of 'Abby Boslet' is shown with 'Contact ID: 1340'.

### 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.

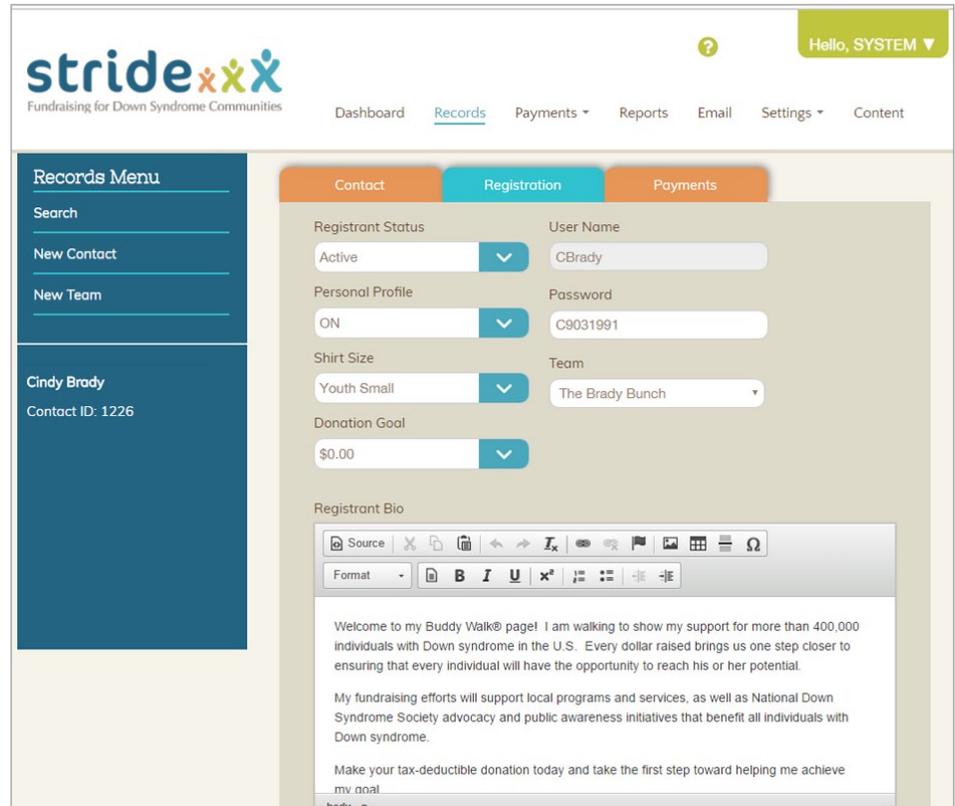
You can turn their personal profile off or on by using the drop-down menu next to "Personal Profile" and selecting Off or On. If it's set to off, clicking their name on the public site under "Profiles" will redirect to their team page.

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.*

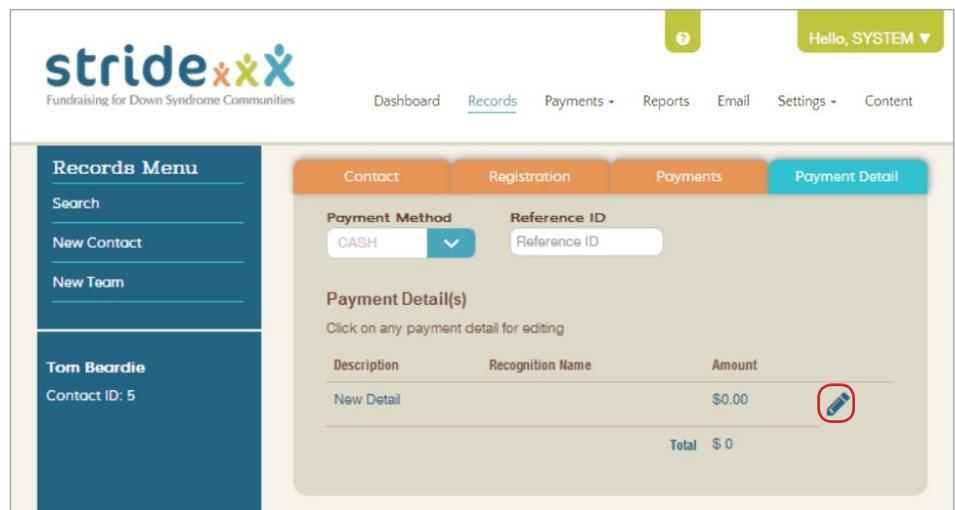
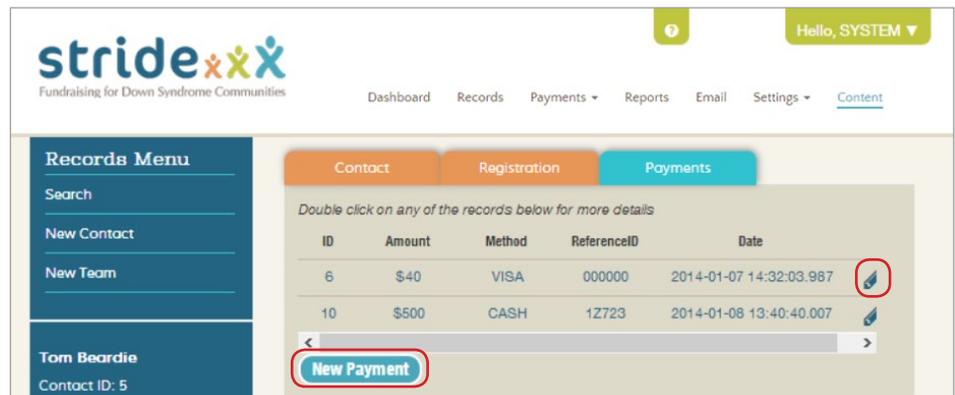
Right: Editing an individual's registration information.



### 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.



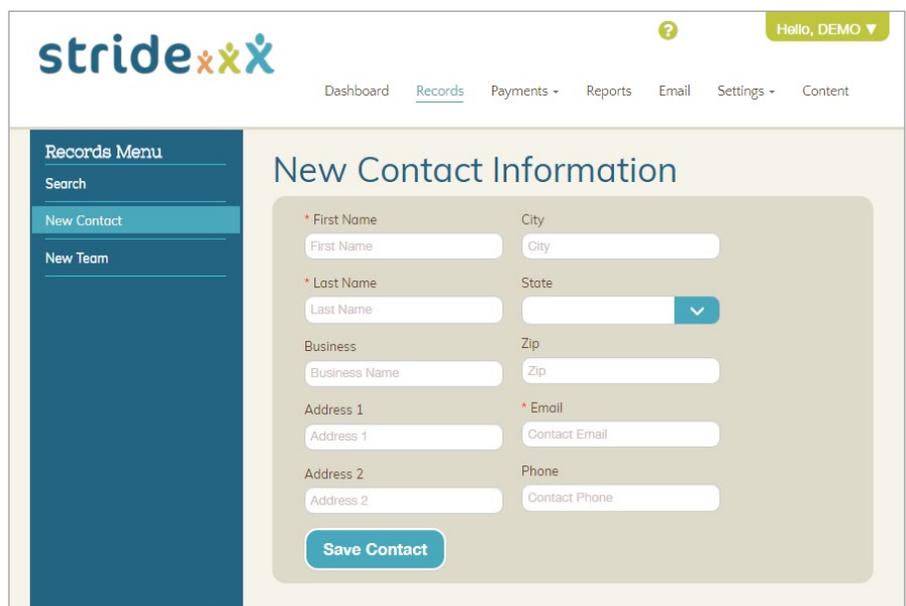
The screenshot shows the Stride website interface. At the top, the logo "stride" is followed by "Fundraising for Down Syndrome Communities". The navigation menu includes "Dashboard", "Records", "Payments", "Reports", "Email", "Settings", and "Content". A "Hello, SYSTEM" dropdown is in the top right. On the left, a "Records Menu" sidebar contains "Search", "New Contact", and "New Team". The main content area is titled "Enter Search Criteria" and has four tabs: "People", "Registrants", "Donors", and "Teams". The "People" tab is selected. Below the tabs are three input fields: "First Name", "Last Name", and "Email Address". A "SEARCH" button is at the bottom.

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



The screenshot shows the Stride website interface with the "Contact" tab selected. The "Records Menu" sidebar now shows "Tom Beardie" with "Contact ID: 5". The main content area is titled "Contact" and has three tabs: "Contact", "Registration", and "Payments". The "Contact" tab is selected. Below the tabs are several input fields: "First Name" (Tom), "City" (Columbus), "Last Name", "State" (Ohio), "Business Name", "Zip" (43235), "Address 1", "Address 2", "Email", and "Phone" ((444) 444-4444). A "Save Contact" button is at the bottom.

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.



The screenshot shows the Stride website interface with the "New Contact Information" form. The "Records" tab is selected in the navigation menu. The "Records Menu" sidebar contains "Search", "New Contact", and "New Team". The main content area is titled "New Contact Information" and has three tabs: "Contact", "Registration", and "Payments". The "Contact" tab is selected. Below the tabs are several input fields: "First Name", "City", "Last Name", "State", "Business Name", "Zip", "Address 1", "Address 2", "Email", and "Phone". A "Save Contact" button is at the bottom.



# 5. Payments

- Dashboard
- Settings
- Content
- Records
- Payments**
- Reports

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.

The screenshot shows the Stride web application interface. At the top left is the Stride logo. On the right, there is a user greeting "Hello, DEMO" and a help icon. A navigation bar includes "Dashboard", "Records", "Payments" (which is active), "Reports", "Email", "Settings", and "Content". Below the navigation bar is a button labeled "Edit Team Payments".

The main content area is divided into two sections:

### Pending Payments

Captain	Team Name	Method	Amt	Ref #	Donor	Recognition Name	Date	Status
Sandy Phelps	Sandy	CASH	\$25		Susan Lee		02-27-2017	PENDING <span>▼</span>

### Approved Payments

Captain	Team Name	Method	Amt	Ref #	Donor	Recognition Name	Date	Status
Sandy Phelps	Sandy	CASH	\$40		Sarah Perkins		02-27-2017	APPROVED <span>▼</span>
Sandy Phelps	Sandy	CHECK	\$55	300	Mike Patterson		02-27-2017	APPROVED <span>▼</span>
Sandy Phelps	Sandy	CASH	\$100		Randall Perkins		02-27-2017	APPROVED <span>▼</span>

### Cancel Payments



## 6. Reports

Dashboard

Settings

Content

Records

Payments

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,Suzu Smith,,dana.wells.dw@gmail.com,	
18	0,Lisa Watkins,4422 Elm Road,bbbb@citraapp.org,(614) 444-9999	

# Appendix

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## *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 [EVENT-NAME]. 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 [ORG-CONTACTEMAIL].

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!

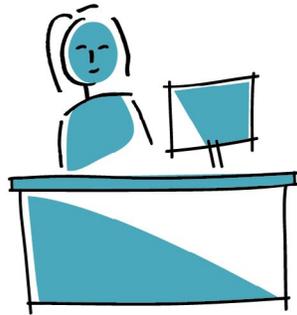
Body: Dear Team Captains,

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](mailto:support@ds-connex.org)

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Empowering Down Syndrome Communities