



GLOBAL
DOWN SYNDROME FOUNDATION®

2020 DARE TO RIDE TEAM FUNDRAISING TOOLKIT



**Supporting the Anna & John J. Sie Center
for Down Syndrome**

Fundraise through Monday, August 31st

Welcome

Thank you for joining the Global Down Syndrome Foundation's 2020 Dare to Ride Team to benefit the Anna & John J. Sie Center for Down Syndrome at Children's Hospital Colorado! The Sie Center provides the highest standard of care to pediatric patients with Down syndrome from 28 states and 10 countries.

We are proud to be fundraising for the dedicated medical experts at the Sie Center who need our help now more than ever!

This year, Children's Hospital Colorado decided that the Courage Classic Bicycle Tour will be held **virtually on July 18-19, 2020**. But you can keep fundraising **all the way until August 31**. The best news? There are no fees and 100% of the proceeds will go to the lifesaving and life-changing care at the Sie Center.

While Courage Classic is not requiring minimums this year, we hope all our riders will still set ambitious fundraising goals and try to meet or exceed \$500 each.

In addition, you can ride, spin, run, hike, walk, and more while social distancing outside or staying in. All you need to do is set up a personal fundraising page and then communicate your goals via email and social media. Below are templates you can use quickly and easily.



Set Up Your Personal Page (Templates & URLs below)

[LINK HERE](#) to set up your personal page. [LINK HERE](#) for photos for your personal page if you don't already have one in mind. Here are a few templates to help you get started:

1. Self-Advocate with Down syndrome:

I am {riding, spinning, running, hiking, walking} for individuals with Down syndrome, like me, who benefit from the excellent medical care at the Sie Center for Down Syndrome. As a self-advocate, I know how important medical care is to live a long, healthy, and fulfilling life!

{Option to share a personal story related to care received from the Sie Center}

To give back during this challenging time, I am {riding, spinning, running, hiking, walking} __ miles {the weekend of July 18-19 / by the end of August} to raise funds and awareness for individuals with Down syndrome! My goal is to raise \$__. Please consider supporting!

The Sie Center provides the highest standard of care to pediatric patients with Down syndrome from 28 states and 10 countries. The dedicated medical experts at the center are some of the best in the world. And they are the nicest people making sure we live healthy and longer lives!

2. Personal Connection to Down syndrome:

I am {riding, spinning, running, hiking, walking} for my {daughter, son, niece, nephew, friend}, {name of individual with Down syndrome}. {He/She} is __ years old, and {her/his} favorite activity is __.

{Option to share a personal story related to care received from the Sie Center}

{Name of individual with Down syndrome} has greatly benefitted from the medical care provided by the Sie Center for Down Syndrome. To give back during this challenging time, I am {riding, spinning, running, hiking, walking} __ miles {the weekend of July 18-19 / by the end of August} to raise funds and awareness for kids like my {daughter, son, niece, nephew, friend}. My goal is to raise \$__. Please consider supporting!

The Sie Center provides the highest standard of care to pediatric patients with Down syndrome from 28 states and 10 countries including {name of individual with DS}. The dedicated medical experts at the center are some of the best in the world. The Sie Center provides best practices in care and up-to-date information on Down syndrome to parents, physicians, and the community. They do a phenomenal job!

3. No Connection to Down syndrome:

I am {riding, spinning, running, hiking, walking} for the thousands of children who benefit from the Sie Center for Down Syndrome at Children's Hospital Colorado. The Sie Center provides the highest standard of care to pediatric patients with Down syndrome from 28 states and 10 countries. The dedicated medical experts at the center are some of the best in the world. The need for specialized medical care for pediatric patients with Down syndrome is greater than ever during this pandemic. I am proud to support the Sie Center!

To give back during this challenging time, I am {riding, spinning, running, hiking, walking} __ miles {the weekend of July 18-19 / by the end of August} to raise funds and awareness for kids with Down syndrome. My goal is to raise \$__.

Courage cannot be stopped. I dare to ride for the Down syndrome community! Will you support me?

Personal Page URL (aka friendly URL)

A Personal Page URL is a link that is shorter and customizable. Most fundraisers use their first and last name as their URL link (Ex: <http://support.childrenscoloradofoundation.org/goto/HannahB>). We recommend you create a friendly URL for your Personal Page for easy sharing via email or social media.

You can create a friendly URL by clicking "Fundraising" in the top navigation bar of the Participant Center. Or, click "Edit Personal Page/Friendly Url" in the "My Fundraising" Quick Links tile. From there, click on "URL Settings" next to "Personal Page URL." Call us at 720-548-5619 if you need assistance!

Connect your Personal Page to Facebook

New this year, you can create a Facebook Fundraiser that is directly linked to your Courage Classic profile. Steps can be found here - [Connect Courage Classic to Facebook](#).

Email your family, friends, and colleagues (Template below)

Hello __!

I hope this email finds you and your family well.

To give back during this challenging time, I joined the GLOBAL Dare to Ride Team for the 2020 Courage Classic in support of the Sie Center for Down Syndrome at Children's Hospital Colorado. While this year's event is virtual, I am still {riding, spinning, running, hiking, walking} __ miles {the weekend of July 18-19 / by the end of August} to raise funds and awareness for children with Down syndrome. I have set a fundraising goal of \$__.

Will you consider sponsoring my ride to help me reach my goal?

Your generous donation will benefit the Sie Center for Down Syndrome, the largest pediatric medical care center providing life-saving and transformative medical care and research to thousands of children with Down syndrome from 28 states and 10 countries. The Sie Center provides best practices in care and up-to-date information on Down syndrome to parents, physicians, and the community.

Visit my online fundraising page to sponsor me <<insert personal url>>!

Thank you so much for your support!

Social Media Templates

Social Media Tips & Ticks for Riders:

- Use photos! Posts with a high-quality picture will grab your followers' attention!
- Tag Global Down Syndrome Foundation or Children's Hospital Colorado. If we can see your posts, we can share them!
 - Global -
 - Facebook/Twitter: @gdsfoundation
 - Instagram: @globaldownsyndrome
 - Children's Hospital Colorado -
 - Facebook: @ChildrensColoradoFoundation/ @childrenshospitalcolorado
 - Twitter/Instagram: @givechildrensco/@ChildrensColo
- Make your posts personal! Share why Global, the Sie Center, and Children's Hospital CO are important to you.
- Use the right hashtags! #CourageClassicCO #CourageClassic2020

Suggested Verbiage:

1. Friends & family - YOU can help me save a life! I am participating in this year's Courage Classic Bicycle Tour in honor of (NAME). Support my GLOBAL Dare to Ride team to provide medical care to pediatric patients with Down syndrome from 28 states and 10 countries. Your donation, large or small, can help transform and save lives and fuels our tired legs along the journey!
#CourageClassicCO [LINK TO FUNDRAISING PAGE]
2. Please help [ME] and GLOBAL's Dare to Ride Team cross the virtual finish line at this year's Courage Classic! Your support benefits the Sie Center for Down Syndrome at Children's Hospital Colorado. Any donation, large or small, helps provide the BEST care for kids with Down syndrome.
#CourageClassicCO [LINK TO FUNDRAISING PAGE]

THANK YOU!

THANK YOU again for joining this year's GLOBAL Dare to Ride Team! While this year's virtual format will be different from previous years, know we will be with you every step, ride, run, hike, row, or walk of the way! We will be sending out weekly Fundraising Friday emails and facilitating fun and engaging activities to keep you motivated to go the distance to children with Down syndrome!

Gratefully,

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