

Participants in Catholic Charities Dragon Boat Races raise funds for their individual partner programs by participating in the Paddler Challenge. In 2008, our teams collectively raised more than \$100,000. In response to a request we received in 2008, Catholic Charities is now able to offer our Dragon Boat teams the opportunity to have team and individual fundraising web pages to supplement their Paddler Challenge fundraising efforts. Each team captain can manage their team page and encourage a larger audience to support their fundraising efforts. Remember that funds raised from the Paddler Challenge go directly to your partner program and help fund their everyday needs. Thank you for your continued support and good luck.

TEAM CAPTAINS – TEAM SETUP

CUSTOMIZE YOUR TEAM SITE

Catholic Charities will setup your basic team site, then it's up to you, the team captain, to customize the team's site. Begin at the Participant Center for the 2010 Dragon Boat Races:

<http://cservice.catholiccharities-md.org/db>

Click "Paddlers Only." If you have not previously logged in from the computer you're using and saved your login information, you'll be prompted to login. You should have received an email containing your username and password. If not, please call **Natalie Ramirez, 410.547.5473**.

After you login, you will see your personal page. To view and customize the team page, click "Team Progress" in the horizontal navigation or "Update team information" in the right column." Additional instructions appear on each page. Online help is also available on each page.

Reminder: You are representing yourself, your company, and Catholic Charities online. All Dragon Boat pages (but not your contact list) may be crawled by search engines and made public. Be sure all your content is appropriate. Apply this test, "Would it be alright if this remark or photo appeared on the front page of the **New York Times**?" If not, don't put it on a web page.

For the Dragon Boat Races, companies and teams are synonymous. You can setup a company page if you'd like or you can just ignore it.

When you are satisfied with your personal page and your team page, it's time to invite others to join and to donate.

INVITE YOUR PADDLERS AND LAND SHARKS

Paddlers – are actually in the boat. They may become Land Sharks.

Land Sharks – remain on the shore. They may *not* become Paddlers. They should be affiliated with your company or organization. If you know people who would like to participate who are not affiliated with your organization, they can join the fun as [Landlubbers](#).

Both Paddlers and Land Sharks are encouraged to fundraise for the Paddler Challenge as part of your team competition. Email your team members the following [Paddler](#) instructions. Encourage them to setup their personal pages and start fundraising for the Paddler Challenge. You will also be able to send coaching emails to your Paddlers and Land Sharks from your personal page.

If you will be adding other people instead of having them add themselves, you *must* log out as yourself, close your browser, and open a new one *before* beginning the process of registering as someone new. If you forget, the system will display a message reminding you that you are already registered for this event.

INVITE YOUR DONORS

You can send email from the Dragon Boat website asking for donor support.

1. Customize your page. Add a personal message. Tell people why you're participating. You can also add pictures and video. You can even keep a blog. Be sure to talk about the Catholic Charities program your team is supporting. We know you're not just doing this for fame and glory.
2. Upload your address book. This will make it simpler to send support requests and track the results. Catholic Charities does NOT have access to contacts.
3. Let people know you're paddling and ask for their support. From the Participant Center, click Email to find a few suggested messages that you can customize. Click Follow Ups to track the responses to email you've already sent and see who's due to receive a thank you email. Try to thank all your donors within 24 hours. Catholic Charities will also thank each donor within one business day of receiving a gift. Each donor will receive an immediate tax receipt via email and will also receive a year-end summary via postal mail. Remember to contact all the friends and family members whose fundraising efforts you've been supporting. Some companies do not allow intra-office fundraising so be aware of your company policy.
4. Badges will be available soon. We will be offering two types of electronic badges you can use on Facebook. One small one that identifies you as a Dragon Boat Race participant (Paddler or Land Shark) and a larger one which displays your progress toward your fundraising goal and encourages your friends to make a donation. Natalie will email you with additional instructions when the badges are ready.

PADDLER AND LAND SHARK – PARTICIPANT SETUP

Get ready to participate in the Paddler Challenge 2010! The same instructions apply for Paddlers and for Land Sharks.

Go to the Participant Center and register.

<http://cservice.catholiccharities-md.org/db>

Begin by clicking “Join a Team.” You may only participate as part of a team (not as an individual) and you must be affiliated with the company or organization sponsoring the team. If you have any questions, please contact your team captain or **Natalie Ramirez, 410.547.5473**.

Be sure to **write down** your username and password *and* the URL (web address) of the team page so you will be able to return.

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LANDLUBBER – PARTICIPANT SETUP

Not part of a company sponsored team? You can still participate in the 2010 Dragon Boat Races as a Landlubber.

Go to the Participant Center and register as a member of the Landlubber team. All members of the Landlubber team must be individuals, not companies, but multiple people from the same company or organization are welcome as Landlubbers.

<http://cservice.catholiccharities-md.org/db>

Begin by clicking “Join a Team.” If you have any questions, please contact **Natalie Ramirez, 410.547.5473**.

Be sure to **write down** your username and password *and* the URL (web address) of the Landlubber team page so you will be able to return.

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