

**LESSONS LEARNED:**

**HOW TO KEEP  
UNDERSERVED FAMILIES  
ENGAGED WITH  
DIGITAL INTEGRATION**

Presenter: Heather Barnes, Down Syndrome Association of Central Florida



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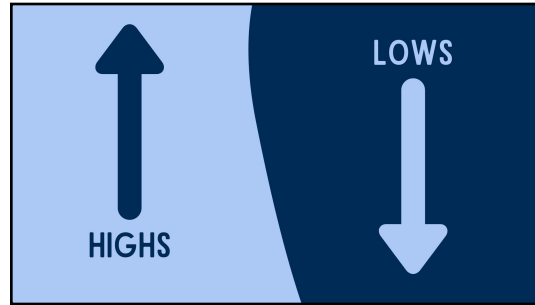
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# ACCESSIBILITY

Phones  
Tablets  
Laptops  
Desktops

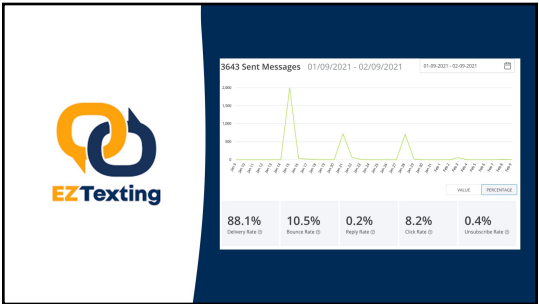
You name it - probably a computer!

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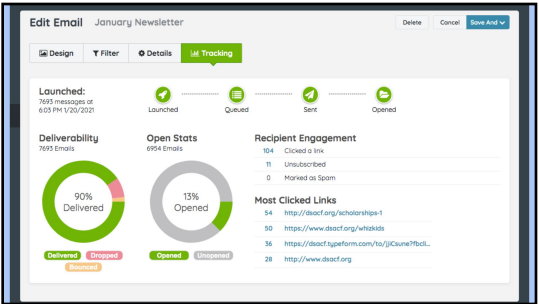


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KEEP IT  
SIMPLE





#ASHOTATTHESHOT  
TWEET YOUR REP!



VISIT TWITTER.COM, DOWNLOAD VIA THE APP  
STORE, OR SCAN THE QR CODE BELOW.



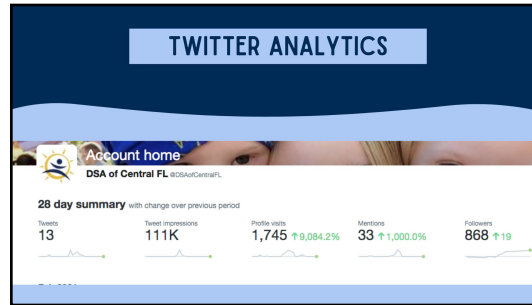
RETWEET OUR ADVOCACY EFFORTS AND TAG  
YOUR REPRESENTATIVES TO HELP US GET  
THEIR ATTENTION!

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- Quarantining does not  
HAVE to equal less  
communication
- Nonprofits just have to  
get creative in how they  
communicate and invest  
the time, energy and  
resources into getting  
creative with HOW they  
communicate



SO WHAT  
HAVE WE  
LEARNED?

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## CONSIDER THIS



Communicate via all platforms available



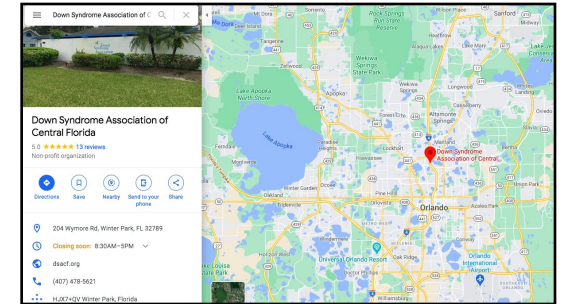
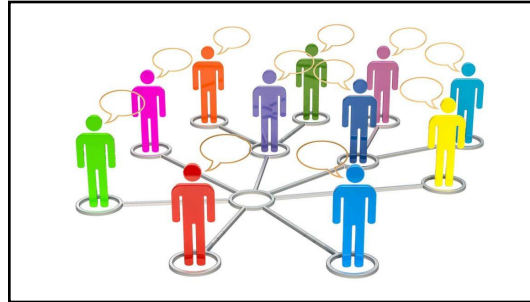
Invest in additional technology, platforms or infrastructure



Allocate staff/volunteer time and resources



Don't recreate the wheel - monitor other agencies to see what tools they use and repurpose great ideas!



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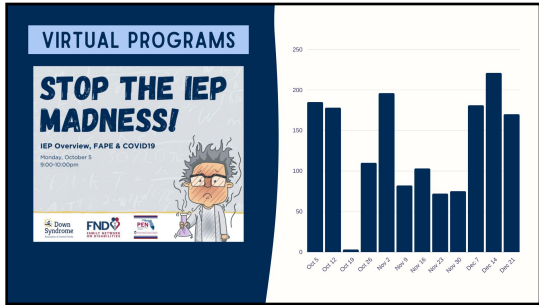
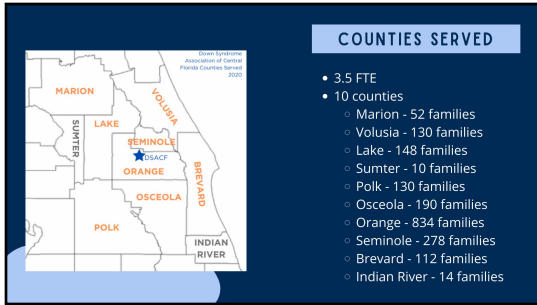
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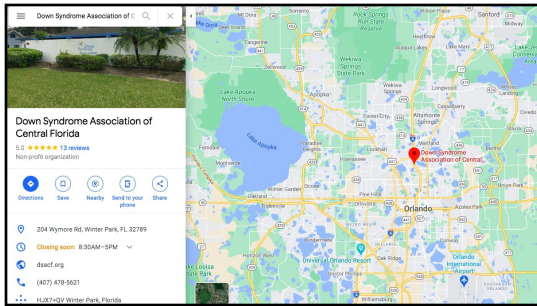
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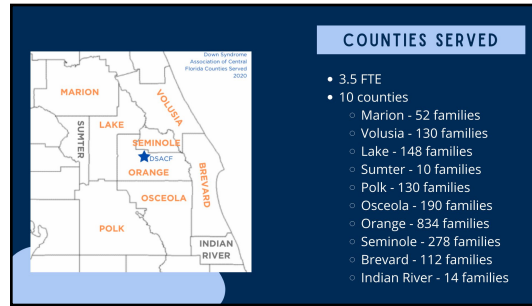
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VIRTUAL WALK	
<ul style="list-style-type: none"><li>● <b>Registration Types</b><ul style="list-style-type: none"><li><u>Virtual Walker - Option 1</u><ul style="list-style-type: none"><li>• \$10 per walker</li><li>• Includes walk bib, DSACF sticker, and team digital finisher's certificate</li></ul></li><li><u>Virtual Walker - Option 2</u><ul style="list-style-type: none"><li>• \$21 per walker</li><li>• Includes walk bib, DSACF sticker, finisher's medal, and walk shirt</li></ul></li><li><u>Pet/Animal</u><ul style="list-style-type: none"><li>• \$5 per animal</li><li>• Includes pet bandana</li></ul></li></ul></li></ul>	<ul style="list-style-type: none"><li>● <b>Team Incentives</b><ul style="list-style-type: none"><li>• 1st Place Money Raised</li><li>• 2nd Place Money Raised</li><li>• 3rd Place Money Raised</li><li>• Farthest Walker</li><li>• Most Walkers on a Team</li><li>• Biggest Age Gap on a Team</li><li>• Most Pets on a Team</li></ul></li></ul>

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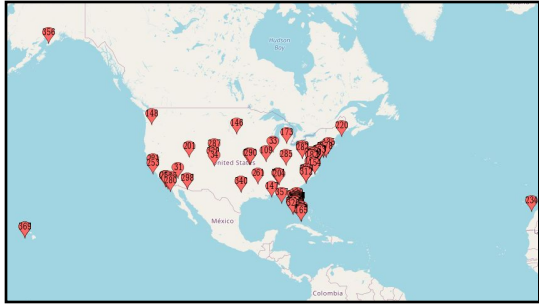
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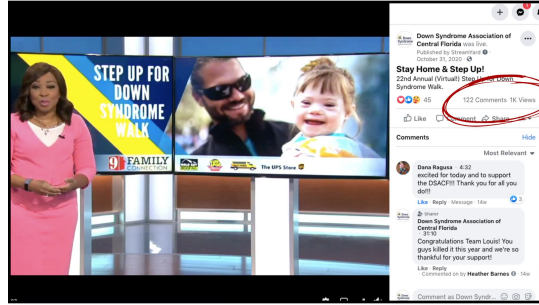
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1

Virtual Programming CAN be our friend

2

Don't forget about the people outside of driving distance from your office

3

Make it fun!

### TO SUMMARIZE

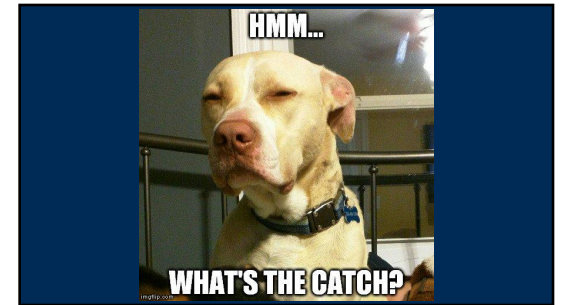
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# NOT SO FAST!

## LESSONS LEARNED



- Virtual Fatigue
- Scheduling Conflicts
- Accessibility

# SO, WHAT'S THE ANSWER?



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# amazon

## WHIZK.I.D.S.

- Whiz Kids Illuminating Down Syndrome
- Monthly activity box
- Free of cost to families and siblings



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## APPEALING TO FUNDERS

- 1 Metrics
- 2 General Operating
- 3 Lessons Learned



Virtual programming is traceable = metrics and quantifiable



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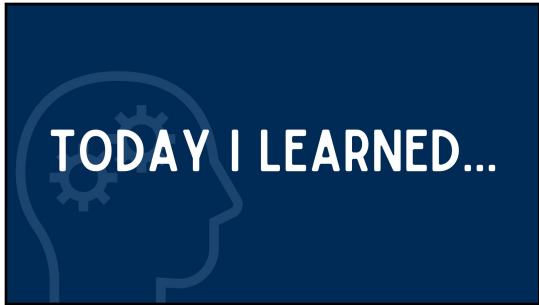
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