



21st Annual Buddy Walk[®]

Indianapolis

Saturday, October 13, 2018

Team Captain Packet





**Together we can make it
happen!**

21st Buddy Walk® Indianapolis


2018 Fundraising Goal

\$180,000




2018 Dates To Remember


Now!

 Launch of Buddy Walk Registration to all
<https://downsyndromeindiana.donordrive.com/event/indy2018> or go to www.dsindiana.org


July 14:

 DSI Summer Picnic at Fort Harrison State Park where you can get team yard signs, posters, and coin jars if you have not already. Register for the picnic at register@dsindiana.org

Aug 1:

 Cutoff for “Team Billboard Challenge” if your team raises \$5000 by this date you will earn a billboard with your loved one’s picture.

Sept 13:

 Cutoff for your team earn a personalized “Why I Walk sign” by your team raising \$700 by this date.

Oct 8-10: 8:30am-2:30pm



Early Team Packet Pickup- where you can pick up the t- shirts and signs your team has earned and turn in cash and check donations. (for each \$50 you raise you can get 1 t-shirt)

Oct 11: 8:30am-7:00pm



Last day of Early Team Packet Pickup.



Cutoff for team fundraising competition at 7:00pm
but fundraising on donor drive will continue until December 31st.



PLEASE CONTINUE TO HELP US REACH OUR GOAL!!!!

Oct 22:



Deadline for fundraising for INDIVIDUAL incentives



Fundraising Incentive Prizes are based on the funds turned in by this date.

November 12 is the cutoff to redeem prize. You must email shannon@dsindiana.org with your prize order on or before this date.

GET INVOLVED, BE INSPIRED

Responsibilities of a Team Captain

Design

Register at <https://downsyndromeindiana.donordrive.com/event/indy2018>



Customize your team page



Upload a photo of your buddy



Set a goal

Publish



Email link of your team page to friends & family



Spread the word on Facebook, Twitter, Instagram & Vine



Email reminders to your team until the Buddy Walk®

Manage



Maintain team member information



Keep people involved with fundraising goal



Explain benefits of signing up early



Encourage members to sign up on line



Fundraise



Set a goal for yourself & your team



Push all team members to reach this goal

GET INVOLVED, BE INSPIRED

What does the Down Syndrome Indiana Buddy Walk® Fund?

Funds will provide critically needed family support and services through DSI including:

Support

First Call Training and Support
Information and Resource Referrals
New & Expectant Parent Support
Helping Hands Program
Community Support Groups

Education

Educators Resources
Conferences
E-Newsletter
One-day Conferences
The Learning Program™





Advocacy

Buddy Walk®
Community Awareness Presentations
Medical Outreach
Public Policy Advocacy
End The “R” Word Cards






Community

Family and Community Events
Mom’s Night Out
Self-Advocates Activities
D.A.D.S. Group

2017 Highlights

-  DSI piloted the Learning Program™
-  Partnered with Joseph Maley Foundation to over triple our school presentations over 2016.
-  More than doubled our medical outreach presentations
-  DSI had more volunteers and donations to our Helping Hands Program than ever before allowing us to help more families in need.














2018 Highlights

-  DSI Annual Conference – Engaging Inclusion: Conversations for Opening Communities April 28th
-  **David Stein is Coming to Indy!!!** We are excited to announce that Dr. David Stein, author of Supporting Positive Behavior in Children and Teens with Down Syndrome will be coming to Indianapolis on Tuesday, September 11th to present to our families!
-  The Learning Program™ expansion
-  Lafayette Expansion
-  Bring iCan Bike Terre Haute

What your donation to DSI provides:

\$1,000	Provides the funding for 1 community support group for 1 year;
\$569	Provides the funding for 1 student in the Learning Program™ for 10 months;
\$100	Helps reduce the cost of camp for 1 student with Down syndrome;
\$75	Provides e-resources to 1,000 individuals;
\$60	Provides a family in the hospital with a care package and personal visit;
	Or
	Covers the cost of 1 student in the Learning Program™ for 1 month;
\$39	Provides a new parent with the comfort and warmth of a New Parent Packet;
\$25	Provides a scholarship to annual conference;
\$13.29	Provides basic services to 1 individual;
\$0.23	The cost to bring a presentation on Down syndrome awareness and inclusion to 1 student.





Fundraising Tips

-  Put out a collection bin or jar at school, church, local business
-  “Dimes for Down Syndrome” – 1 roll of dimes =\$5.00
-  Use incentives to encourage your team to raise money (i.e. gift cards, artwork by your buddy, gas cards, etc.)
-  Sell “**Buddy Bucks**” in your office or to local merchants
-  Encourage all teammates to contact their HR director on how their company handles company matching gifts
-  Hold car washes, bake sales, Dress Down for Down syndrome days
-  Include information in company newsletters, intranets & bulletin boards
-  Work with local stores or restaurants to see if they would donate a portion of the proceeds to your team “Dine Out For Down Syndrome” (i.e. BW3, Bob Evans, etc.)
-  Organize a neighborhood block party
-  Use schools, businesses and religious organizations to do raffles and participate in other fundraising efforts for your team
-  Have a consultant party (i.e. Pampered Chef, Avon, etc.) and have a portion of the proceeds go to your team
-  Have a team party and watch the Buddy Walk video on YouTube
-  Have a school do a “Dress Down for Down Syndrome Day” or an “End the “r” Word” signing








GET INVOLVED, BE INSPIRED

Tips on Using Social Media for Buddy Walk® Fundraising

Be involved on Social Media

-  “Like” Down Syndrome Indiana on Facebook
-  Follow Down Syndrome IN on Twitter
-  Repost/retweet Down Syndrome Indiana’s page posts and tweets to generate excitement
-  Create a Facebook group for your team, where you can post important registration and donation information, as well as day-of information for all of your friends

Use statuses and tweets to:

-  Provide a link directly to your team page
 - Provide a link to the BW video <https://youtu.be/anunCT51uDk>
-  State your purpose and request clearly
-  Create buzz and excitement
-  Post updates regularly about goals you are setting and reaching as a team
-  Post pictures of last year, your buddy, preparation for day-of, etc.
-  Refer to our Social Media Guide for suggested tweets and posts
-  Ask for a specific amount on a specific day
 - “Help us reach \$1,500 by the end of the day. Only \$250 to go”

GET INVOLVED, BE INSPIRED

Fundraising Incentives

For Team Captains and Individuals

As a Team Captain, your role is critical to help us reach our fundraising goals that allow us to continue to provide services and support to the all families we serve. We could not do all that we do without your support and efforts.



2018 TEAM INCENTIVES

Raise \$250

DSI Coffee Mug Or DSI Water Bottle

Raise \$500

DSI Cap Or DSI Scarf

Raise \$1000

DSI Shirt Or DSI Canvas Tote

Raise \$2500

DSI Cooler Or DSI Sling Backpack

Raise \$5000

DSI Picnic Blanket Or DSI Hoodie

Raise \$7500

DSI Rain Coat Or DSI Sport Shell Jacket

Down Syndrome Indiana reserves the right to substitute prizes of like or equal value at any time if needed. The Fundraising Incentives Prizes are cumulative, so participants can earn one prize from each level they have reached. Fundraising Incentive Prizes are based on the funds turned in by each participant (cash, checks, credit card, and online donor drive donations) with a deadline of 10/22/2018 to submit all funds to count toward the Down Syndrome Indiana Fundraising Incentive Program. To redeem prizes, you must email shannon@dsindiana.org before 11/12/2018 to place your prize order.



Buddy Bucks

These fun colorful donation cards have been created to help you fundraise!

Use them at work, home, anywhere! For just \$5 or \$10 your donor can fill out their name and honoree. Hang them publicly for Down syndrome awareness!









Keep track of the number you give to businesses and how much they raise for you. You will want to thank them!

Use them personally or take them to a local business to see if they are willing to help.

Print them from this packet. You can include the Buddy Bucks Fact Sheet below.

Buddy Bucks Fact Sheet

Down syndrome:

-  Occurs in one in 691 live births.
-  Affects people of all ages, races and economic levels.
-  Approximately 120 babies are born with Down syndrome each year in Indiana.
-  No one “causes” Down syndrome. During conception an occurrence takes place resulting in an extra chromosome.
-  Either a person had Down syndrome or (s)he does not.
-  Down syndrome was identified by a 19th century english physician named John Langdon Down . It was simply named after his last name.
-  With early intervention, quality medical care, education programs and social acceptance, people with Down syndrome can live full, productive lives.
-  Go to www.dsindiana.org for more information or to donate



We enhance the lives of individuals with Down syndrome and their families. We advise, educate, encourage, connect, include, and advocate.

We envision a future in which each person enjoys a happy, healthy, and productive daily life.

We make this future possible through family guidance, comprehensive resources, community outreach, and public leadership.

Use Buddy bucks as a way to create awareness about Down syndrome and help us reach our goal of \$180,000 this year! Down Syndrome Indiana’s 21st annual Buddy Walk[®] is scheduled for Saturday, October 13, 2018 at White River State Park’s Celebration Plaza. Registration opens at 8:00am. Plaza Entertainment and announcements begin at 10:00am. Walk Begins at 10:30am

Thank you for your support!

BUDDY BUCKS

Name _____

In Support of _____

\$10

www.dsindiana.org



BUDDY BUCKS

Name _____

In Support of _____

\$10

www.dsindiana.org



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Name _____

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BUDDY BUCKS

Name _____

In Support of _____

\$10

www.dsindiana.org



BUDDY BUCKS

Name _____

In Support of _____

\$5

www.dsindiana.org



BUDDY BUCKS

Name _____

In Support of _____

\$5

www.dsindiana.org



BUDDY BUCKS

Name _____

In Support of _____

\$5

www.dsindiana.org



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BUDDY BUCKS

Name _____

In Support of _____

\$5

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Down Syndrome Indiana's Buddy Walk®

History of Buddy Walk

The Buddy Walk® was established in 1995 by the National Down Syndrome Society (NDSS) to celebrate Down Syndrome Awareness Month in October and to promote the value, acceptance and inclusion of people with Down syndrome.

What & Why

Buddy Walk® is a family-friendly event open to all children and adults with Down syndrome, their families, friends and local supporters. There is no fee to participate in Buddy Walk®. Down Syndrome Indiana has coordinated the Buddy Walk® in Indianapolis for over a decade. Nationally, Buddy Walk® is the most widely recognized public awareness program for the Down syndrome community. Locally, Buddy Walk® is the largest fundraising and awareness event for Down Syndrome Indiana. As a direct result of event sponsorships, team fundraising, and generous public donations, Down Syndrome Indiana is able to continue providing educational resources, informational programs, parent support networks, and social events for individuals with Down syndrome and their families.

How to Get Involved

- Register as a team or walk as an individual
- Volunteer on the planning committee(s) or day-of walk
- Donate/ Sponsor
- Spread the Word
 - Display save the date cards or a poster at your desk or cube at work, in a local coffee shop, in your own business, through your social media outlets, etc.

Join Down Syndrome Indiana in enhancing the lives of individuals with Down syndrome.

Saturday, Oct 13th at Celebration Plaza in White Rive State Park in downtown Indianapolis

Dsindiana.org/buddyWalk.php



Permission to Fundraise on behalf of Down Syndrome Indiana

This document gives _____ permission to serve as an “agent” to solicit donations on behalf of Down Syndrome Indiana in conjunction with their 21st Annual Buddy Walk® Indianapolis held on October 13th 2018 at White River State Park’s Celebration Plaza.

Down Syndrome Indiana is a 501(c)(3) organization with the tax ID #80-0732286 you may request a W-9 from our office at 317-925-7617 or email buddywalk@dsindiana.org

Prohibited Fundraising Practices

The policies of Down Syndrome Indiana prohibit the following solicitation practices:

- Use of Down Syndrome Indiana or Buddy Walk® name at the direct point-of-purchase sale of alcoholic or tobacco products.
- Use of Down Syndrome Indiana or Buddy Walk® name in relation to any business activity that cannot guarantee full accounting for funds generated, such as vending machines and candy boxes.
- Customer prospect campaigns conducted by independent contractors.
- Promotions to attract new patients to any form of medical treatment.
- Promotions related to the delivery of professional services.

Down syndrome Indiana’s Mission Statement:

We enhance the lives of individuals with Down syndrome and their families. We advise, educate, encourage, connect, include, and advocate.

Down Syndrome Indiana’s Vision Statement:

We envision a future in which each person enjoys a happy, healthy, and productive daily life. We make this future possible through family guidance, comprehensive resources, community outreach, and public leadership.

Sincerely,

Shannon DeNoon

Event Coordinator
Down Syndrome Indiana