



## Buddy Walk® Fundraising Ideas

### **Make (and sell) Team T-shirts:**

A great fundraising tool that also shows your dedication to the cause is a personalized t-shirt. Many of our teams already design special shirts for those that walk with them in October. Consider printing them early and selling them as a fundraiser for your team or using them as a donation incentive for local businesses.

### **“Dress Down” for Down syndrome at Work or School**

Dress Down Days are a popular way to raise money for a cause. Talk to your administrator to set a date that works for everyone and advertise the opportunity to “dress down” to a particular level – Business Casual, Denim, or even Pajamas! Ask participants to make a small donation to participate.

### **Social Media**

Facebook and other social media outlets are an easy way to ask a large group of people at once. Here are some tips:

- Share your goal, donors are more likely to give if they can help you achieve a goal
- Make it personal and timely, let your “friends” know why they should support you. Think about upcoming birthdays or a milestone and set a goal to reach before that date.
- Ask them to share your post, multiple your reach in seconds!

### **Craft Show**

Get your team together, show off your artistic skills and make some money towards your goal at the same time! This is an especially great idea around the holidays. Sell snacks and treats to combine baked goods with your crafts.

### **Give it up**

Daily Starbucks? Bi-weekly Mani-Pedis? Monthly Massages? Soda and Popcorn at the Theater? Whatever your guilty pleasure, pledge to abstain for one month and donate the money you saved to your Buddy Walk® team total. You might discover that you feel just as good giving to a great cause and encourage your friends and teammates to do the same!

### **Birthday Contributions**

Many of us struggle to think of “that perfect gift.” Consider making a donation to a Buddy Walk® team in honor of your friend for their birthday. Are you the one celebrating? Ask guests to make a donation in lieu of gifts. Feeling competitive? The largest donation helps blow out the candles!

### **Host a Trunk Show**

Pick your passion: Kitchen accessories, Cosmetics, Jewelry, or Handbags. Consultants for select companies will host private viewing parties in which the host receives a special gift. Raffle the gift to party guests, or ask the consultant to donate a portion of his/her sales to your Buddy Walk® team total.



### **Throw a Pot Luck Dinner Party**

Invite family, friends, and neighbors for a meal in which each member of the team provides a dish. Have information there for your guests to learn more about the Buddy Walk®, and discuss over dinner what the event means to your family. Make sure donation forms are available at the end of the evening!

### **Set up a Table at a Local “Hot Spot”**

Get permission from a local health club, yoga studio or coffee shop (public property may require a permit) to set up a table inside their establishment, and then ask interested patrons who pass by to support your Buddy Walk® team. While this doesn't sound very glamorous, it's very effective. Remember that in addition to raising funds, you are also playing an important role in raising awareness. Consider giving the donors a small token of appreciation: a handmade bookmark, awareness ribbon, etc.

### **Meet the Press**

Contact the editor of your local paper, company newsletter – or both! Ask them to interview you about what your Buddy Walk® team has undertaken and why, and include a request for support. Be sure to include instructions in the story how readers can make a donation to your Buddy Walk® team.