



## Team Captain Packet

# 23<sup>rd</sup> Annual Indianapolis Buddy Walk®

*Saturday, October 31st, 2020*

*Celebration Plaza at White River State Park*





**Together we can make it  
happen!**

**23rd Buddy Walk® Indianapolis**

**2020 Fundraising Goal**

**\$190,000**




# 2020 Important Dates to Remember


## Now!

-  Launch of Buddy Walk Registration to all  
<https://downsyndromeindiana.donordrive.com/event/buddywalkindy20> or go to [www.dsindiana.org](http://www.dsindiana.org)


## Sat. July 18<sup>th</sup>

-  DSI Summer Picnic- Westside Park-820 West Main St., Greenwood IN 46142. There you can get team yard signs, posters, and coin jars if you have not already. Register for the picnic at [register@dsindiana.org](mailto:register@dsindiana.org)

## Friday. Aug 14<sup>th</sup>

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


## Friday. Sept 11<sup>th</sup>

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

## Friday. Sept 18<sup>th</sup>

-  Cutoff to earn your team name sign. Your team must be signed up by this date to receive a sign with your team name printed on it.

## Mon. Oct 26<sup>th</sup> – Wed. Oct.28<sup>th</sup> 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)*

## Thu. Oct 29<sup>th</sup> 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. This time allows teams to continue fundraising to reach the Buddy Walk Fundraising goal.*

## Nov 20<sup>th</sup>

-  Deadline for fundraising for INDIVIDUAL incentives
-  Fundraising Incentive Prizes are based on the funds turned in by this date.

## Nov 27<sup>th</sup>

-  cutoff to redeem prize. You must email [buddywalk@dsindiana.org](mailto:buddywalk@dsindiana.org) with your incentive prize order on or before this date.

# GET INVOLVED, BE INSPIRED

## Responsibilities of a Team Captain

### Design

Register at <https://downsyndromeindiana.donordrive.com/event/buddywalkindy20>



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's 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**

### 2018 Highlights

-  DSI expanded the Learning Program™
-  Doubled our awareness presentations to students and teachers
-  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.
-  DSI Annual Conference – Engaging Inclusion: Conversations for Opening
-  Dr. David Stein, author of Supporting Positive Behavior in Children and Teens with Down Syndrome presented to families and educators














### 2019 Highlights

-  Expanding medical outreach to IU Medical students, and OBGYN residence, and IUPUI Genetic counseling students on how to best present a Down syndrome diagnosis to a family.
-  Continue to grow "Family as Faculty" in partner with IUPUI to educate future educators on best education practices thru connections with families.
-  New families served thru the Learning Program™
-  iCan Bike brought to Terre Haute
-  DSI Annual Conference on mental health of individuals with Down syndrome
-  Webinar expansion to serve families, educators and medical professionals

## 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
-  When creating your Buddy Walk team, there is an option to set up a Facebook fundraiser. This is a great way to feature your team on Facebook and allow individuals to directly donate through social media.
-  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
-  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  
Such as: “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.



## **2020 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) by the deadline to submit all funds to count toward the Down Syndrome Indiana Fundraising Incentive Program. To redeem prizes, you must email [buddywalk@dsindiana.org](mailto:buddywalk@dsindiana.org) before the cut off 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 19<sup>th</sup> 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](http://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 \$190,000 this year! Down Syndrome Indiana’s 23<sup>rd</sup> annual Buddy Walk<sup>®</sup> is scheduled for Saturday, October 31<sup>st</sup>, 2020 at White River State Park’s Celebration Plaza. Registration opens at 9:00am. 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](http://www.dsindiana.org)



# *BUDDY BUCKS*

Name \_\_\_\_\_

In Support of \_\_\_\_\_

**\$10**

[www.dsindiana.org](http://www.dsindiana.org)



# *BUDDY BUCKS*

Name \_\_\_\_\_

In Support of \_\_\_\_\_

**\$10**

[www.dsindiana.org](http://www.dsindiana.org)



# *BUDDY BUCKS*

Name \_\_\_\_\_

In Support of \_\_\_\_\_

\$10

[www.dsindiana.org](http://www.dsindiana.org)



# *BUDDY BUCKS*

Name \_\_\_\_\_

In Support of \_\_\_\_\_

\$10

[www.dsindiana.org](http://www.dsindiana.org)



# *BUDDY BUCKS*

Name \_\_\_\_\_

In Support of \_\_\_\_\_

\$10

[www.dsindiana.org](http://www.dsindiana.org)



# *BUDDY BUCKS*

Name \_\_\_\_\_

In Support of \_\_\_\_\_

\$5

[www.dsindiana.org](http://www.dsindiana.org)



# *BUDDY BUCKS*

Name \_\_\_\_\_

In Support of \_\_\_\_\_

\$5

[www.dsindiana.org](http://www.dsindiana.org)



# *BUDDY BUCKS*

Name \_\_\_\_\_

In Support of \_\_\_\_\_

\$5

[www.dsindiana.org](http://www.dsindiana.org)



# *BUDDY BUCKS*

Name \_\_\_\_\_

In Support of \_\_\_\_\_

\$5

[www.dsindiana.org](http://www.dsindiana.org)



# *BUDDY BUCKS*

Name \_\_\_\_\_

In Support of \_\_\_\_\_

\$5

[www.dsindiana.org](http://www.dsindiana.org)



# *BUDDY BUCKS*

Name \_\_\_\_\_

In Support of \_\_\_\_\_

\$5

[www.dsindiana.org](http://www.dsindiana.org)







## **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, October 31<sup>st</sup> at Celebration Plaza in White River State Park in downtown Indianapolis

<https://dsindiana.org/buddywalkindy/>



### 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 23rd Annual Buddy Walk® Indianapolis held on October 31<sup>st</sup>, 2020 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](mailto:buddywalk@dsindiana.org)

#### Prohibited Fundraising Practices

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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:

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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:

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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,

*Macy Pohl*

Buddy Walk Coordinator  
Down Syndrome Indiana