



Team Captain Packet

**23rd Annual Indianapolis
Buddy Walk®**

Virtual this year!





**Together we can make it
happen!**

23rd Buddy Walk® Indianapolis

2020 Fundraising Goal

\$190,000



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

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

Please follow all local health department guidelines with regards to Covid-19.

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”



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 \$190,000 this year! Down Syndrome Indiana’s 23rd annual Buddy Walk[®] is scheduled for Saturday, October 31st, 2020 **This years walk will be virtual due to covid restrictions.**

Thank you for your support!

BUDDY BUCKS

Name _____

In Support of _____

\$10

www.dsindiana.org



BUDDY BUCKS

Name _____

In Support of _____

\$10

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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

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BUDDY BUCKS

Name _____

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BUDDY BUCKS

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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.

<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® Held Virtually on October 31st 2020.

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,

Macy Pohl

Buddy Walk Coordinator
Down Syndrome Indiana