



Grand Strand Buddy Walk®

October 21, 2017

Team Captain Packet





**Together we can make it
happen!**

Grand Strand Buddy Walk®

2017 Fundraising Goal

\$40,000



2017 Dates to Remember

May 15:



Launch of Buddy Walk® Registration to all
www.ds-stride.org/grandstrandbuddywalk

May 20:



Official Buddy Walk® kickoff event

September 5:



Platinum and Super Buddy sponsor deadline

September 27:



Deadline for guaranteed shirt size

October 1:



Silver and gold sponsor deadline

October 9:



Deadline to put in orders for team member prizes

October 20:



Last day for online registration

October 21:



GSDSS Buddy Walk®

November 30:



Last day to receive donations

GET INVOLVED, BE INSPIRED

Responsibilities of a Team Captain

Design



Register at

www.ds-stride.org/grandstrandbuddywalk



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 all social media accounts



Email reminders to your team until the Buddy Walk®

Manage



Recruit team members, this can be anyone not just family



Send members incentives information and encourage them to set a fundraising goal



Send members sponsor forms and tips to raising money. Encourage them to come to you with questions.



Encourage team members to register early at www.ds-stride.org/grandstrandbuddywalk



Help your teammates. Brainstorm on fundraising ideas, participate in their fundraising events. We have ONE mission and teamwork is the only way to reach it.

GET INVOLVED, BE INSPIRED

What does the Grand Strand Buddy Walk® Fund?

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

Support

Emergency Grants
Family Grants
New & Expectant Parent Support

Education

Education Workshops
Registration for SC Down Syndrome conference
Safety workshops
Summer program

2016 Highlights

In 2016 we launched our speech and language summer camp pilot program. 10 students attended the camp and we will be doing it again this year. We sent 5 families to the National DS Conference in Orlando FL. We have initiated our school outreach initiatives and are working to build relationships with public schools across the Grand Strand. We work together (locally) with The Miracle League and SOS to help better the lives of individuals with DS and nationally by working with the NDSS. The Dalton family launched the memorial cornhole tournament.

Advocacy

Buddy Walk
Community based events which spread awareness
Medical Outreach

Community

Family fun days
Mom's night out
Dad's night out
World DS Day celebration
Christmas party

2017 What's Happening

In Jan of 2017 we launched two new programs. The 21 and over and the 3 and under groups.

We are looking forward to our 2nd year of Camp Buddy Talk.

We are working on continuing our efforts to build relationships with school officials across the Grand Strand. We will continue working with local and national partners to improve the lives of individuals with DS across the county. We are looking forward to partnering with the SOS to help build homes for adult individuals with DS to live as independently as possible.

\$30 will pay new parent packet and materials for brand new families to the Buddy Walk.

\$50 will pay for hospital packets and materials for newborn babies.

\$100 will pay for a care package for a family in emergency

\$300 will pay for us to provide a workshop for parents on critical topics like Potty Training and IEP's with no professional speaker

\$2,500 will provide our 3 and under group with a year of activity and family support

\$2,500 will provide our 21 and over group with a year of activity and support.

\$3,000 will pay to provide our families with a workshop with a professional speaker.



Fundraising Tips

-  Put out a collection bin 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.)
-  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. Friendly’s, 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, Silpada, Avon, etc.) and have a portion of the proceeds go to your team
-  Have a team party and watch the Buddy Walk video on YouT

GET INVOLVED, BE INSPIRED

Tips on Using Social Media for Buddy Walk® Fundraising

Be involved on Social Media



“Like” Grand Strand Buddy Walk on Facebook



Follow, GrandStrandDSS on Twitter



Repost/retweet GSDSS 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 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: “Help us reach \$1,500 by the end of the day. Only \$250 to go!”

GET INVOLVED, BE INSPIRED

Fundraising Incentives for Team Captains

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 more than 100 families we serve. We could not do all that we do without your support and efforts. ***All teams that raise at least \$500 will receive a team banner. Any team that raises at least \$100 will receive a team sign with their buddy's picture and name.***

Deadline: November 30th for all prizes

Team Captain Incentives include individual benefits and benefits for your whole team. See the next page for teammate incentives.

Buddy

\$1,000 level earns \$100 grant to a special needs class of their choosing. Class must have at least one student with Down syndrome.

Bronze

\$3,000 level earns registration, hotel, gas and food cards to the SC Down syndrome Conference. Max \$300.

Silver

\$5,000 level earns a trip to Great Wolf Lodge admission, hotel, food. Max value is \$500.

Gold

\$7,500 level earns a \$750 grant paid to a medical bill or therapy including ABA.

Platinum

\$10,000 level earns registration to the Buddy Walk on Washington hotel and gas included up to \$1,000 value.

Diamond

\$20,000 level earns a trip to Morgans Wonderland. \$2,000 max



FIFTH ANNUAL

Grand Strand Buddy Walk®
Saturday, October 21, 2017



Fundraising Incentives for Team Members

\$100 Level



and



\$200 Level



\$300 Level



or



\$400 Level



and



\$500 Level



or





Fact Sheet

What is the Buddy Walk®?

The Buddy Walk® was developed by the National Down Syndrome Society (NDSS) in 1995 to celebrate Down Syndrome Awareness Month in October and to promote acceptance and inclusion of people with Down syndrome. The Buddy Walk® has grown from 17 walks in 1995 to nearly 275 walks planned for 2015 worldwide. In 2013, more than \$13.1 million was raised across the country and around the world to support local programs and services, as well as national advocacy and public awareness initiatives of NDSS that benefit all individuals with Down syndrome.

What is The Grand Strand Down Syndrome Society?

The GSDSS, a 501 (c)(3) organization, exists to provide support, education and advocacy for people with Down syndrome, their families and communities throughout the Grand Strand.

How does the event work?

The walk will be held on October 21, 2017 at Grand Park at Market Commons. We will be opening registration at 11:30 a.m. The festivities will begin at the time with inflatables, arts and crafts, DJ Dave, and fun games. The walk will begin at 1 p.m. Food will be available after the walk. The award ceremony will begin at 3P.M.

Our mission and vision:

The mission of the Grand Strand Down Syndrome Society (GSDSS) is to enhance the quality of life for all individuals with Down syndrome by providing information and support to individuals, families, professionals, and the community through educational and social activities.

Grand Strand Down Syndrome Society www.grandstrandds.org



Permission to Fundraise on behalf of Grand Strand Buddy Walk®

This document gives [_____] permission to serve as an “agent” to solicit donations on behalf of [insert organization name] in conjunction with their event the Grand Strand Buddy Walk® held on October 29th at Market Commons.

The GSDSS is a 501(c)(3) organization with the tax ID of 300373492; you may request a W-9 from our treasurer, Dowanna Whitfield at 843-340-6264.

Prohibited Fundraising Practices

The policies of GSDSS prohibit the following solicitation practices:

- Use of GSDSS or Grand Strand Buddy Walk® name at the direct point-of-purchase sale of alcoholic or tobacco products.
- Use of GSDSS or Grand Strand 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.
- Online fundraising (must have prior written approval).

The Grand Strand Down Syndrome Society Mission Statement

The mission of the Grand Strand Down Syndrome Society (GDSS) is to enhance the quality of life for all individuals with Down syndrome by providing information and support to individuals, families, professionals, and the community through educational and social activities

Sincerely,
Sandra Maldonado
Secretary GSDSS!