



Triangle
Down Syndrome
Network

Empower  Connect
Support

2019 Triangle Buddy Walk

TEAM CAPTAIN RESOURCE GUIDE



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Fundraising

Goal

\$130,000

Together We Can Do So Much



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Team Captain Resources

Team Building Tutorial

Step 1: Set a Goal

Use the chart below to create your team fundraising goal.

\$	Number of walkers: ____. Each walker is encouraged to beat the national fundraising average of \$300. (Include neighbors, co-workers, family, friends of employees, etc., on your team.)
\$	____ Sponsorship Commitments \$_____ (Each team is encouraged to have at least 1 Corporate Sponsorship commitment)
\$	Your personal fundraising goal (Lead by example and show your team members how easy it is to raise funds for a great cause)
\$	Corporate matching (Ask your team members if their company has a matching-gifts program. Also, have them ask their donors as well.)
\$	Family letter-writing campaign (The best way for a Friends & Family Team to raise money is to send a fundraising letter to everyone you know.)
\$	Vendor Campaign (Ask team members to ask for donations from businesses they frequent)
\$	Team fundraising events/activities (Create some FUNdraising activities to spur excitement and raise funds.)
\$	Total Team Goal



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Step 2: Write a Personal Fundraising Letter

-  Compose a passionate letter about why you are walking and how people can support your fundraising efforts.
-  Send your letter to your holiday card list. The more letters you send the more funds you will raise.
-  Include a link to your online fundraising page.

Step 3: Recruit Walkers

-  Ask your friends, neighbors, family members or co-workers to join your team and raise money through their contacts.
-  Plan a kickoff to sign up walkers and get them excited.
-  Inspire potential walkers to participate and donate.
-  TDSN Staff can help by presenting about our vision and purpose
-  Make the kickoff fun and festive.

Step 4: Create Excitement

-  Have a team t-shirt.
-  Send a series of communications:
-  Announce your team's personal kickoff event(s) through email or use www.Evite.com.
-  Create excitement with email updates on your team's progress.
-  Provide fundraising suggestions to all walkers and share your team's fundraising success via email.

Step 5: Raise Money

-  Ask every walker on your team to beat the national fundraising average of \$500 or more.
-  Approach favorite businesses to sponsor your team.
-  Plan a team fundraiser, such as a luncheon, garage sale hot dog sale or video game tournament.

Step 6: Celebrate Your Team's Success

-  Attend the Walk. Take a team photo. Eat, drink and celebrate raising funds to support the Down syndrome community!
-  Thank your walkers and share your team's fundraising successes.



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Sample Join My Team Letter

Start recruiting your team today! Ask today and then mark your calendar to ask again. People get busy and often need a reminder. Don't feel weird about asking others to join you. Alongside you, they will be raising awareness and supporting the Down syndrome community.

[Date]

Dear [family member or friend's name]:

I am forming a team for The Triangle Down Syndrome Network's 2019 Triangle Buddy Walk, and I hope you will join me.

Triangle Buddy Walk is TDSN's annual walk and largest fundraising event. Teams of friends, family and co-workers raise funds for TDSN's mission: To empower, connect and support parents of children with Down syndrome and their families and the community. The community comes together every year to celebrate our loved one's with Down syndrome.

As you may know, [insert your personal reason for walking here]

Please consider walking on my team and making a commitment to raising funds. If you can't participate, then please make a donation.

For more information, to join my team, or to donate online, visit [insert team page URL].

Here are some facts about the upcoming Walk:

When: Sunday, October 6, 2019 1:30pm-5:30pm

Where: Archer Lodge Community Center, Clayton, NC

Thank you for your support.

[Your Name]

[Your Information]

My Team Page URL: [TEAM PAGE URL]



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Sample Email to Update Team Members about Team's Fundraising Efforts

Dear Team,

Thank you so much for your participation in this year's Triangle Buddy Walk. It's already **[Insert Date]** and the Walk will be here in **[Insert # of weeks/days]**. We need all of our team fundraising in order to hit our team goal of **[\$[Insert Team Fundraising Goal]**. Remember, the funds we raise today will play a crucial role in empowering, connecting and supporting parents of children with Down syndrome

Here is where we are to date:

Team Fundraising Goal: \$

Amount Raised to Date: \$

Below are some steps you can take this week to reach your fundraising goal:

- **Lead by example**
Make your own personal donation, if you haven't already.
- **Send donation request emails to your friends and family.**
Oftentimes, people need to be asked 3 times before they donate, so don't forget to send reminders.
- **Use Social Media**
Use your Social Network to update your status on Facebook, Twitter, LinkedIn or other social network and ask for donations.

Did you know that fundraising online can help you raise more money in a shorter amount of time?

- Participants who fundraise online raise more than those who do not.
- You can personally email people through DSConnex
- You have access to more potential donors with email and text messages because there are no geographical boundaries!

Sincerely,

<Name>

<Title>

<Company Name>



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Responsibilities of a Team Captain

Design:

-  Register at www.tdsn.org/trianglebuddywalk
-  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
-  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 and reaching
-  Incentives
-  Encourage members to sign up on line
-  Fundraise
-  Set a goal for yourself and your team
-  Push all team members to reach this goal



Fundraising Tips

-  Put out a “Dimes for Down Syndrome” collection bin at school, church, or local businesses
-  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. BW3, Bob Evans, Ruby Tuesday, etc.)
-  Organize a neighborhood block party
-  Ask your gym to host a benefit workout class where donations can be made to your team.
-  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, Thirty-One, Avon, etc.) and have a portion of the proceeds go to your team
-  Have a team party and watch the national Buddy Walk video on YouTube
-  Have a school do a “Dress Down for Downs Day” or an “End the “r” Word” signing



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Tips on Using Social Media for Buddy Walk Fundraising

Be involved on Social Media

-  “Like” TDSN on Facebook
-  Follow @Triangledsn on Twitter and Instagram
-  Repost/retweet TDSN 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.
-  #TDSN #trianglebuddywalk
-  Ask for a specific amount on a specific day
 - “Help us reach \$1,500 by the end of the day. Only \$250 to go”



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Team Fundraising Incentives

Thank you for supporting TDSN by leading a Triangle Buddy Walk team! By challenging our community to fundraise, we are able to better provide resources and information to families, supports for educators and healthcare providers and support parents with workshops, advocacy and outreach. Every amount raised impacts a life. As fundraising targets are met, you and your team will earn fun rewards at the Buddy Walk.

Deadline for Team Fundraising Incentives is **October 1, 2019**.

The **2019 Triangle Buddy Walk Grand Marshall** title will be granted to the highest earning team. The individual with Down syndrome will have the opportunity to be showcased on the 2020 Buddy Walk Billboard. The Grand Marshall will be introduced on stage as our special guest and will cut the ribbon at the beginning of the walk.

>\$10,000 +

NATIONAL DOWN SYNDROME CONGRESS CONFERENCE TRIP - ROUND TRIP ACCOMMODATIONS WITH HOTEL, FAMILY REGISTRATION, MEAL PACKAGE, AND A GAS CARD YOU FAMILY TO ATTEND THE 2019 NDSC CONFERENCE. (New Orleans)

PLUS ALL INCENTIVES LISTED BELOW FOR THE \$7,500 LEVEL

>\$7,500

BUDDY WALK CONCIERGE SERVICE- The concierge will greet you at VIP check-in and will be your guide for the event. They will also be available to order and deliver food on your behalf.

VIP PLACEMENT FOR YOUR TEAM HEADQUARTERS (includes a banner, 10x10 tent, 1 table, and 5 chairs)

VIP EXPERIENCE – Official meet and greet with celebrity talent prior to the Buddy Walk

(2) 2019 MARDI GRAS PARTY TICKETS

STOCKED COOLER (water, soda and juice boxes)

\$30 FOOD VOUCHERS

CUSTOM PRINTED ROUTE MARKER WITH PHOTO

(3) VIP PARKING PASSES



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FAST PASS LANE ENTRANCE AT REGISTRATION

DESIGNATE TEAM PHOTO TIME – Take your picture prior to the Walk by a professional photographer

T-21 ADVOCACY T-SHIRT - For individual with Down syndrome and Team Captain

>\$5000

BUDDY WALK CONCIERGE SERVICE- The concierge will greet you at VIP check-in and will be your guide for the event. They will also be available to order and deliver food on your behalf.

RESERVED SPACE FOR YOUR TEAM HEADQUARTERS (includes a banner, 10x10 tent, 1 table, and 5 chairs)

VIP EXPERIENCE – Official meet and greet with celebrity talent prior to the Buddy Walk

STOCKED COOLER (water, soda and juice boxes)

\$20 FOOD VOUCHER

CUSTOM PRINTED ROUTE MARKER WITH PHOTO

(2) VIP PARKING PASSES

FAST PASS LANE ENTRANCE AT REGISTRATION

DESIGNATE TEAM PHOTO TIME – Take your picture prior to the Walk by a professional photographer

T-21 ADVOCACY T-SHIRT - For individual with Down syndrome and Team Captain

>\$3500

RESERVED SPACE FOR YOUR TEAM HEADQUARTERS (includes a banner, 10x10 tent, 1 table, and 5 chairs)

VIP EXPERIENCE – Official meet and greet with celebrity talent prior to the Buddy Walk

\$15 FOOD VOUCHER

CUSTOM PRINTED ROUTE MARKER WITH PHOTO

(2) VIP PARKING PASSES

FAST PASS LANE ENTRANCE AT REGISTRATION

DESIGNATE TEAM PHOTO TIME – Take your picture prior to the Walk by a professional photographer



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>\$2500

RESERVED 10 X 10 SPACE NEAR THE VIP AREA (tent, table and chairs are not included)

VIP EXPERIENCE – Official meet and greet with celebrity talent prior to the Buddy Walk

\$15 FOOD VOUCHER

CUSTOM PRINTED ROUTE MARKER WITH PHOTO

(1) VIP PARKING PASSES

DESIGNATE TEAM PHOTO TIME – Take your picture prior to the Walk by a professional photographer

>\$1500

\$10 FOOD VOUCHER

CUSTOM PRINTED ROUTE MARKER WITH PHOTO

(1) VIP PARKING PASSES

>\$1000

CUSTOM PRINTED ROUTE MARKER WITH PHOTO

(1) VIP PARKING PASSES

>\$500

CUSTOM PRINTED ROUTE MARKER WITH PHOTO



2019 Corporate Sponsorship Challenge

Individuals that sign-up a corporate sponsor that was not affiliated with last year's Buddy Walk will receive a store Gift card with a 10% value of the sponsoring company's commitment. In addition, the total will be applied to your Buddy Walk Team.

Sponsorship Packages	Platinum Sponsor \$5,000	Gold Sponsor \$3,000	Photo Booth Sponsor \$2,500	Silver Sponsor \$2,000	Bronze Sponsor \$1,000	Friend & Family Sponsor \$500
Recognition on all print & electronic marketing materials	▲	▲	▲	▲		
Logo/Name on website, event day signage & social media	▲	▲	▲	▲	▲	
Logo/Name placement on T-shirt	▲	▲	▲	▲	▲	▲
Logo on Start & Finish Line Banners	▲					
Logo on goodie bags	▲					
Opportunity for short sponsor remarks on the day of the event	▲					
10x10 Exhibit Booth	▲	▲	▲	▲		
Inclusion in all press releases	▲	▲	▲	▲		
Gifting opportunities for gift bags	▲	▲	▲	▲	▲	▲
Co-Branding of on-site photo booth with TDSN			▲			
Logo printed on each photo booth image			▲			
Passes to participate in the Walk	20	12	8	8		
VIP parking passes	3	2	1			
Buddy Walk T-shirts	4	3	2	2	1	0



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2019 Dates to Remember

July 22:

-  Mom's Night Out Buddy Walk Kick-off Dinner
-  Launch of Buddy Walk Registration
-  www.tdsn.org/trianglebuddywalk

July 23 – August 7:

-  Register your team and raise \$500 for a chance to win a \$250 Great Wolf Lodge Certificate and one night stay Voucher or 4 tickets to Carowinds/Kings Dominion and \$100 Marriott Gift Card

September 9:

-  Last day to Order a T-shirt. T-shirts will not be available to purchase after this date. TDSN will not be ordering extra shirts this year.

September 10:

-  Last day for sponsorship sign-ups

October 1:

-  Last day for Team incentives
-  Online registration closes

October 6:

-  Triangle Buddy Walk 2019



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What does the Buddy Walk Fund?

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NEW FAMILY SUPPORT

TDSN provides expectant parents with educational materials, resources and connects them with a trained parent mentor. We offer a New Baby Welcome Bag for new parents that includes books, educational materials, resources and gifts for the new baby and parents. We offer in home visits and mentoring opportunities to build positive connections among new families. Our ongoing goal is to offer Prenatal Info Kits to all parents receiving a prenatal diagnosis and a New Baby Welcome Bag to all new families in our area. The need for Prenatal Info Kits has greatly increased with the advancements in non-invasive prenatal testing. Your help is needed now more than ever to ensure expectant parents receive crucial resources and support.

Together we can support expectant families and welcome new babies to our community.

MEDICAL OUTREACH

TDSN is a resource to the healthcare community and keeps professionals updated regarding:

- Best practices of delivering an unbiased, accurate, and compassionate Down syndrome diagnosis
- Current information on the quality of life for people with Down syndrome
- Healthcare guidelines developed by the American Academy of Pediatrics specifically for children with Down syndrome

Recently, we have seen an increase in the number of new families referred to us for resources. Our outreach is working, but so much work remains. With advancements in non-invasive prenatal testing, expectant families are receiving a diagnosis earlier than ever. It is vital that healthcare professionals provide these parents with an accurate picture of Down syndrome and the opportunity to connect with TDSN. In the next year, our goal is to deliver a medical outreach information packet to every obstetrician and pediatrician in our service area.

Together we can help healthcare professionals change the lives of children with Down syndrome.

EDUCATION

Educating parents and teachers on how children with Down syndrome learn is vital to the success of our children. School districts generally do not have the resources to educate teachers specifically on the learning styles of a student with Down syndrome. We are working to fill that gap. Our goals for the coming year include: developing an educator's handbook and free training videos available on our website. We will also continue to expand our seminars for parents and educators.

Together we can ensure that people with Down syndrome reach their potential through education!

ADVOCACY

Advocacy and awareness are central to increasing opportunities for people with Down syndrome and dispelling misconceptions of Down syndrome. This year we organized the first ever, Down Syndrome Advocacy Day at the North Carolina General Assembly. Families joined to educate legislators on issues that matter to community. In addition to this annual event, we are working throughout the year to ensure that decision makers understand how their work impacts people with Down syndrome.

Together we can raise awareness of people with Down syndrome through advocacy!

- \$10 will pay for a Legislative Advocacy & Awareness Packet
- \$50 will pay for an Educator Classroom Packet
- \$50 will pay for a Health Care Professionals packet
- \$50 will pay for an Expectant Family Kit
- \$100 will pay for A New Baby Welcome Bag
- \$250 will pay for a social activity for an adult individual with Down syndrome.
- \$500 will pay for us to provide a workshop for parents on critical topics like Potty Training and IEP's.



A portion of funds raised go to the National Down Syndrome Society where they advocate for the value, acceptance, and inclusion of people with Down syndrome



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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 2013 worldwide. In 2016, more than \$12.1 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 Triangle Down Syndrome Network (TDSN)?

The Triangle Down Syndrome Network (TDSN), a 501 (c)(3) organization, exists to empower, connect and support parents of children with Down syndrome, and their families and the community.

What counties do we serve?

We serve the counties surrounding the triangle area and eastern NC.

How does the event work?

Registration for the Triangle Buddy Walk® opens at 1:30pm. At 2:00 p.m., the activities begin; 3:30 p.m. is the official start time for the 1/2 mile Walk. At 4:45pm, we will host a post Walk Celebration Awards Ceremony. During the Walk Celebration, participants visit vendor booths, kid-friendly activities, inflatables and so much more for the whole family to enjoy!

When is the next Triangle Buddy Walk®?

We will be celebrating our 21th Annual Triangle Buddy Walk® on Sunday, October 6, 2019, at the Archer Lodge Community Center in Clayton, NC. Check out our website at www.tdsn.org/trianglebuddywalk.

Our mission and vision:

Our mission is to empower, connect, and support the parents of children with Down syndrome and their families and the community. The vision of the Triangle Down Syndrome Network is to be an effective and comprehensive resource on Down syndrome in the Triangle region and throughout North Carolina. We envision a community where all people with Down syndrome can achieve their full potential and where individuals with Down syndrome and their families are welcomed with fairness, enthusiasm and encouragement in the community.

The Triangle Down Syndrome Network
7951 Monument Ln. Suite 101
Raleigh, NC 27615
Office: 984-200-1193 Fax: 919-788-3646
www.tdsn.org and www.tdsn.org/trianglebuddywalk
Federal Tax Exempt ID: 31-1630412



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Buddy Walk FAQ's

DO I NEED TO KNOW SOMEONE WITH DOWN SYNDROME TO PARTICIPATE IN A BUDDY WALK®?

Not at all. The goal of the Buddy Walk® is to promote understanding and acceptance of people with Down syndrome. Whether you have Down syndrome, know someone who does or just want to show your support, come and join a Buddy Walk®!

NOT EVERYONE IN MY FAMILY IS ABLE TO WALK A 1/2 MILE. ARE THEY STILL ABLE TO PARTICIPATE?

Yes. Buddy Walk® events are open to participants of all ages and abilities. Each Walk location has places where you can sit down, relax, and watch the excitement if you choose not to walk. You can also become a member of the cheering section and cheer on the walkers.

IS THERE AN AGE REQUIREMENT FOR THE BUDDY WALK®?

All participants are welcome! From strollers to seniors, all supporters of individuals with Down syndrome are invited to participate. Buddy Walk® events are great places to network with families and learn more about support services available.

DO I HAVE TO RAISE MONEY TO PARTICIPATE IN THE BUDDY WALK®?

We encourage you to create a team and help support our mission by fundraising. Every dollar counts towards empowering, connecting and supporting individuals with Down syndrome and their families but it is not required.

I'D LIKE TO VOLUNTEER AT THE BUDDY WALK® IN MY AREA. HOW DO I GET INVOLVED?

For information about volunteering at the Triangle Buddy Walk® please email info@tdsn.org to get involved!



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Buddy Walk FAQ's cont.

WHO DESIGNS THE NATIONAL BUDDY WALK® T-SHIRTS?

NDSS and the National Buddy Walk® Committee regularly hold a nationwide contest for a new t-shirt design for the upcoming Buddy Walk season. The selected design is featured on the t-shirt at the National Buddy Walk and is made available to all Buddy Walks®.

WHAT ABOUT T-SHIRTS? HOW CAN I GET ONE?

Each registered walker will have the option to purchase an Official Buddy Walk T-shirt. Individuals with Down syndrome will receive a FREE t-shirt if registered by 9/9/19. Be sure to register ASAP to be guaranteed your awesome 2019 Buddy Walk T-shirt!

HOW DO I REGISTER FOR THE BUDDY WALK?

We encourage you to register online. A registration link will be emailed in July. If you prefer to have a form mailed to you, contact Christina at christina@tdsn.org. Registration is also available on the day of the walk, beginning at 1:30pm. However, early registration is recommended!

WHAT IS A BUDDY WALK TEAM AND HOW DO I FORM ONE?

It is simple to create a team in support of an individual with Down syndrome. When you register you will be able to select that you want to create a team. You will be able to name your team and then recruit family, friends, co-workers, and others to be on your team. Your team members can register to walk with your team at the Buddy Walk and/or donate to the team by selecting your team name on the website. It is a fun way to gather support for your family and a great cause!

WHAT IF I CAN'T ATTEND THE WALK? CAN I MAKE A DONATION?

Yes, all donations are greatly appreciated and put to good work.



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Permission to Fundraise on behalf of Triangle Down Syndrome Network

This document gives _____ permission to serve as an “agent” to solicit donations on behalf of Triangle Down Syndrome Network in conjunction with their event the Triangle Buddy Walk® held on Sunday, October 6, 2019 at the Archers Lodge Community Center.

The Triangle Down Syndrome Network is a 501(c)(3) organization with the tax ID of 31-1630412; you may request a W-9 from our office at 984-200-1193.

Prohibited Fundraising Practices

The policies of Triangle Down Syndrome Network prohibit the following solicitation practices:

- Use of Triangle Down Syndrome Network or Triangle Buddy Walk® name at the direct point-of-purchase sale of alcoholic or tobacco products.
- 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.

The Triangle Down Syndrome Network Mission Statement

To empower, connect and support parents of children with Down syndrome and their families and the community.

The Triangle Down Syndrome Network Vision Statement

The vision of the Triangle Down Syndrome Network is to be an effective and comprehensive resource on Down syndrome in the Triangle region and throughout North Carolina. We envision a community where all people with Down syndrome can achieve their full potential and where individuals with Down syndrome and their families are welcomed with fairness, enthusiasm and encouragement in the community.

Sincerely,

Christina Reaves
Executive Director
Triangle Down Syndrome Network