



Buddy Walk®

TEAM CAPTAIN RESOURCE GUIDE





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Fundraising

Goal

\$275,000



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 employer 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/email 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








Step 2: Write a Personal Fundraising Letter/Email

-  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, and 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.
-  NCDSA 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 awkward 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 North Carolina Down Syndrome Alliance's Buddy Walk®, and I hope you will join me.

The Buddy Walk® is NCDSA's annual walk and largest fundraising event. Teams of friends, family, and co-workers raise funds for NCDSA's mission: To empower, connect, and support the lifespan of individuals with Down syndrome, their families, and the community through outreach, advocacy, and education in North Carolina. The community comes together every year to celebrate our loved ones 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 details about the upcoming Walk:

When: Sunday, October 22, 1:30pm-5:00pm

Where: Sugg Farm, Grisby Ave. Holly Springs, NC 27540

Thank you for your support.

[Your Name]

[Your Information]

My Team Page URL: [TEAM PAGE URL]



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

Dear **[Insert Team Name]**,

Thank you so much for your participation in this year's Buddy Walk®. It's already **[Insert Date]** and the Walk will be here in **[Insert # of weeks/days]**. We need all of our team members 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 families of individuals 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 portal
- You have access to more potential donors with email and text messages because there are no geographical boundaries!

Sincerely,

<Name>

<Title>

<Company Name>



Responsibilities of a Team Captain

Design:



Register at www.trianglebuddywalk.com



Customize your team page



Upload a photo of your buddy



Set a goal

Publish



Email link of your team page to friends & family



Link Team page to Facebook Fundraiser



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



Incentives



Encourage members to sign up online



Fundraise











Set a goal for yourself and your team



Push all team members to reach your goal



Fundraising Tips






-  Put 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 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” North Carolina Down Syndrome Alliance on Facebook
-  Follow @NCDSAlliance on Twitter and Instagram
-  Link your Team page to a Facebook Fundraiser
-  Repost/retweet NCDSA 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. #NCDSA #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”



Team Fundraising Incentives

Thank you for supporting NCDSA by leading a Buddy Walk® team! By challenging our community to fundraise, we can 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 15, 2023**

The **2023 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 at the Buddy Walk. The Grand Marshall will be introduced on stage as our special guest and will cut the ribbon at the beginning of the walk.

DESCRIPTION OF INCENTIVE PRIZES

Walk of fame sign- A route marker sign will be designed for the walk route to support your buddy. Each year we reuse the route markers and families love being able to pick their child out as they walk ¼ mile walk. Once you reach your \$750 goal, please submit your photo and short quote to dawn@ncdsalliance.org before 10/7/23.

Sign My Yard- BUDDY WALK Letters will be placed in your yard to show your fundraising achievement. The display offers a fantastic photo opportunity, and our participants love the special surprise. Due to a helium shortage balloon may not be available. The balloons are yours to keep and we will pick up the signs for other teams.

Buddy Walk Bucks – Receive Buddy Walk Bucks to redeem at our NCDSA Store.

Group Photo- A scheduled time slot will be assigned with the photographer for the day of the Buddy Walk to take a group photo of your team. A digital print will be sent to you via email following the event.

Fast Pass Entry for Registration- Fast pass entry allows your team to by-pass the onsite registration line and get to your tentgating spot.

Team Name on BW T-shirt- Your team's name will be printed on the back of the Buddy Walk T-shirt. Must be submitted by 9/25.

VIP Parking Pass- Reserved parking gets you and your team members closer to the celebration. Number of parking passes depends on fundraising incentive reached.

Food Voucher- Receive 1 food voucher for your team to redeem food at our Concession stand.

Reserved TentGating spot- Reserved 10x10 spot on the field. Team is responsible to supply tent, chairs, and table. 10X10 area will be set up on the field for your team celebration.



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Blue and Yellow TentGating Package- Reserved 10x10 spot on the field. Includes (1) Team Banner, (1) 10x10 tent, (1) table, and (6) chairs.

Ultimate TentGating Package- Reserved 10x10 spot on the field. Includes (1) 10x10 tent, (1) table, and (6) chairs. Snacks, cooler full of drinks, (1) Team Banner, bouquet of balloons, and a personal concierge that will meet you at the gate and assist with registration, food, and drinks. Balloons may not be available due to helium shortage.

Golf Cart for Celebration- A Golf cart will be waiting for you at the entrance. Enjoy the day in your team golf cart that you can decorate.

	\$750 +	\$1000 +	\$1500 +	\$2500 +	\$3500 +	\$5000 +	\$7500 +
Walk of Fame Sign	✓	✓	✓	✓	✓	✓	✓
Buddy Bucks Voucher		10	15	20	25	30	35
Sign My Yard			✓	✓	✓	✓	✓
Group Photo			✓	✓	✓	✓	✓
Fast Pass Entry For Registration				✓	✓	✓	✓
Team Name on BW T-shirt					✓	✓	✓
VIP Parking Pass					4	6	10
Food Voucher					✓	✓	✓
Reserved Tentgating Spot					✓	✓	✓
Blue and Yellow Tentgating Package						✓	
Ultimate Tentgating Package							✓
(1) Golf Cart for celebration							✓



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Corporate Sponsorship Challenge

Sponsor Challenge

**TRIANGLE
BUDDYWALK®**
national down syndrome society®
EDUCATE | ADVOCATE | CELEBRATE

New This Year!

Join the challenge and raise funds with new or lapsed
(has not donated since 2021) sponsor!

1st INDIVIDUAL to Raise \$2,500*

- **FREE registration to the 2024 T-21 Moms Retreat**
- **\$100 Visa gift card**

ANYONE who raises \$5,000*

Choice Of:

- **FREE registration to the 2024 T-21 Moms Retreat OR**
- **2024 Annual Gala + \$100 credit for bidding during Gala auction**



*New or lapsed (has not donated since 2021) sponsorships!




Together We Can Do So Much




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Dates to Remember



June 12:

-  Family Night Out Buddy Walk® Kick-off Event
-  Launch of Buddy Walk® Registration
-  www.trianglebuddywalk.com

June 16 – June 29:

-  Register your team and raise \$500 for a chance to win the choice between a Family Premier membership to Marbles, Family Plus membership to the North Carolina Zoo or a Gift card for a free night at Great Wolf Lodge.

September 26:

-  Last day for sponsorship sign-ups
-  Last day to Order a T-shirt. T-shirts will not be available to purchase after this date. NCDSA will not be ordering extra shirts this year.

October 15:

-  Last day for Team incentives

October 19:

-  Online registration closes

October 22:

-  Buddy Walk



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What does the Buddy Walk® Fund?

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NEW FAMILY SUPPORT

NCDSA believes every baby deserves a joyful welcome. We provide expectant parents with educational materials, resources and connect them with a trained parent mentor in their area.

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. NCDSA offers Prenatal Info Kits to all parents receiving a prenatal diagnosis and a New Baby Welcome Bag to all new families.



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



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

MEDICAL OUTREACH

NCDSA 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, North Carolina has 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 NCDSA. Our goal is to deliver a medical outreach information packet to every obstetrician and pediatrician in the state of North Carolina.



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. We have developed an educator's handbook and free training videos and they are 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 dispelling misconceptions and increasing opportunities for people with Down syndrome. At our Down Syndrome Advocacy Day at the NC General Assembly, families joined together to educate legislators on issues that matter to our 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 pays for a Legislative Advocacy & Awareness Packet

\$50 pays for an Educator Classroom Packet

\$50 pays for a Health Care Professionals Packet

\$50 pays for an Expectant Family Kit

\$125 pays for a New Baby Welcome Bag

\$250 pays for a social activity for an adult with Down syndrome

\$500 pays for a workshop for parents on critical topics like Potty Training and IEP's



A small 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

Together We Can Do So Much



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Buddy Walk® 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 North Carolina Down Syndrome Alliance (NCDSA)?

The North Carolina Down Syndrome Alliance (NCDSA), a 501 (c)(3) organization, exists to empower, connect, and support the lifespan of individuals with Down syndrome, their families, and the community through outreach, advocacy, and education in North Carolina.

What counties do we serve?

We serve all 100 Counties in North Carolina.

How does the event work?

Registration for the Buddy Walk® opens at 1:30pm. At 1:30 p.m., the activities begin; 3:21 p.m. is the official start time for the ¼ mile Walk. At 4:30pm, we will host a post Walk Celebration Awards Ceremony. During the Walk Celebration, participants visit vendor booths, family-friendly activities, inflatables and so much more for the whole family to enjoy! This year our Celebrity Row will return. Celebrity Row is Teens and Adults with Down syndrome showcasing their micro-enterprises, hobbies, and skills.

When is the next Buddy Walk®?

We will be celebrating our 25th Annual Triangle Buddy Walk® on Sunday, October 22nd, 2023, at Sugg Farm in Holly Springs, NC. Check out our website at www.trianglebuddywalk.org.

Our mission and vision:

Our mission is to empower, connect, and support the lifespan of individuals with Down syndrome, their families, and the community through outreach, advocacy, and education in North Carolina. The vision of the North Carolina Down Syndrome Alliance is an effective, compassionate, and comprehensive resource on Down syndrome throughout North Carolina. NCDSA envisions a culture in which all people with Down syndrome are empowered to achieve their full potential and live healthy, productive lives as valued citizens within the fabric of society.

North Carolina Down Syndrome Alliance | Federal Tax Exempt ID: 31-1630412
PO Box 99562 | Raleigh, NC 27624
Office: 984-200-1193 Fax: 919-788-3646
www.NCDSAlliance.org and www.trianglebuddywalk.com



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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 1/4 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 Buddy Walk® please email dawn@NCDSAlliance.org





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Buddy Walk® FAQ's (continued)

WHO DESIGNS THE BUDDY WALK® T-SHIRTS?

The Triangle Buddy Walk Committee selects the design to be featured on the t-shirt at the Triangle Buddy Walk®. If you are interested in submitting artwork please email info@ncdsalliance.org for a chance to be showcased on the 2024 Buddy Walk t-shirt.

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 9/27/23. Be sure to register ASAP to be guaranteed your awesome 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. You can also use the QR code below. If you prefer to have a form mailed to you, contact Dawn at dawn@NCDSAlliance.org. Registration is also available on the day of the walk, beginning at 1:00pm. 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 North Carolina Down Syndrome Alliance

This document gives _____ permission to serve as an “agent” to solicit donations on behalf of North Carolina Down Syndrome Alliance in conjunction with their event, the Buddy Walk®, held on Sunday, October 22, 2023, at Sugg Farm, Holly Springs, NC.

The North Carolina Down Syndrome Alliance 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 North Carolina Down Syndrome Alliance prohibit the following solicitation practices:

- Use of North Carolina Down Syndrome Alliance or 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.

North Carolina Down Syndrome Alliance Mission Statement

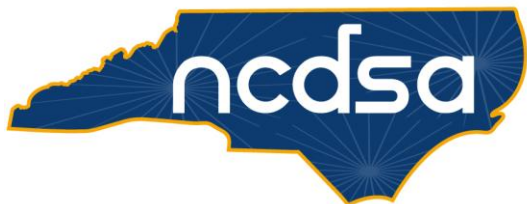
To empower, connect, and support the lifespan of individuals with Down syndrome, their families, and the community through outreach, advocacy, and education in North Carolina.

North Carolina Down Syndrome Alliance Vision Statement

The vision of the North Carolina Down Syndrome Alliance is to be an effective, compassionate, and comprehensive resource on Down syndrome throughout North Carolina. NCDSA envisions a culture in which all people with Down syndrome are empowered to achieve their full potential and live healthy, productive lives as valued citizens within the fabric of society.

Sincerely,

Christina Reaves
Executive Director
North Carolina Down Syndrome Alliance



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ATLANTA GA 39901-0001

In reply refer to: 0752253593
Mar. 23, 2021 LTR 4168C 0
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BODC: TE

NORTH CAROLINA DOWN SYNDROME
ALLIANCE
PO BOX 99562
RALEIGH NC 27624-9562



007364

Employer ID number: 31-1630412
Form 990 required: YES

Dear Taxpayer:

We're responding to your request dated Mar. 12, 2021, about your tax-exempt status.

We issued you a determination letter in February 1999, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Section 509(a)(2).

Under IRC Section 170, donors may be eligible to deduct contributions they make to you exclusively for the charitable purposes specified in Section 501(c)(3). If you solicit contributions or gifts for non-501(c)(3) purposes, you must include a statement indicating that these payments aren't deductible as charitable contributions for federal income tax purposes.

In the heading of this letter, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period:

- Form 990, Return of Organization Exempt From Income Tax
- Form 990EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990-EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).