



Sunday, October 17, 2021

**Better
Together**

Buddy Walk Your Block



Down Syndrome Association of Central Texas



Team Captain Toolkit



**DS
act**

*Down Syndrome Association
of Central Texas*



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Dear Team Captain,

Thank you so much for registering your team for the DSACT Buddy Walk® Your Block! We hope this toolkit will make your job as a team captain as easy as possible. Your help is what makes our event so special every year! Please reach out if you have any questions.

Julia Biest

DSACT Programs & Events Manager

buddywalk@dsact.org



Better Together

Buddy Walk Your Block

Down Syndrome Association of Central Texas



October 17, 2021

Event Details

Date: October 17, 2021

Time: Whenever works best for your team!

Location: Anywhere your team wants 😊

Online Registration Fee:

Children (12 and under): \$3

Pets: \$3

Adults: \$21

Merchandise:

Yard Signs: \$20

DSACT Bandanas: \$7

About DSACT

DSACT currently serves over 800 families in Central Texas and has a membership of over 8,000 worldwide. DSACT believes that community is pivotal to the success of individuals with Down syndrome. Membership is always free and open to all, including those with Down syndrome, their families, education and medical professionals, and people simply interested in supporting the Down syndrome community.

DSACT is the only organization in Central Texas providing resources and support specifically for the unique and complex needs of the Down syndrome community. DSACT serves Central Texas families impacted by Down syndrome through social opportunities, recreational programs, and educational and medical outreach.

Information for New Team Captains

Here are some answers to common questions.

What is the DSACT Buddy Walk® Your Block?

It's a day of fun that culminates fundraising efforts of the Central Texas Down syndrome community. There will be a virtual celebration with our famous friend DJ Mel, community building, fun contests, recognition of our ever-strong Down syndrome community, and more!

What is a team?

A team is a group recruited by a team captain that supports your family member/friend with Down syndrome and the community at large by fundraising for the Buddy Walk® Your Block.

Who should be on my team?

Anyone and everyone! Team members can include friends, family, clients, and neighbors. All are welcome!

Why form a team?

Having a team makes the event more fun! Joining together with family and friends for a bigger purpose is always special.

Benefits of team participation

Being on a team boosts morale! Everyone on the team will feel great knowing that they joined a group of people who want to improve the lives of individuals with Down syndrome.

How can I spread the word?

Get a QR code from DSACT which will link directly to your team page. Email buddywalk@dsact.org to get your personalized QR code! See the promote section on **page 4** for more ideas.



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Down Syndrome Association of Central Texas

2021 Fundraising Goal: We can do this together!

\$210,000

representing the third copy of the **21st** chromosome that individuals with Down syndrome have

Team Captain Tasks

Create

- Choose a fun name and register your team at <https://www.ds-stride.org/dsactbuddywalk>
- Customize your team page - tell your why and add a photo of your team!
- Set a team fundraising goal. For returning teams, try to beat previous fundraising totals!

Promote

- Email your team's link to friends and family to make it easy for them to register. Don't forget to share your customized QR code.
- Create a team page on Facebook and post regular updates
- Send out email reminders to your team as the event gets closer
- Ask your team members to recruit other people to the team
- Educate your team members about how the DSACT Better Together Buddy Walk® Your Block supports the Down syndrome community

Fundraise

- Teach team members how to fundraise using the tips in this toolkit
- Motivate team members to reach their fundraising goal
- Communicate progress toward team fundraising goal
- Challenge another team to see who can raise the most money

Say Thank You!

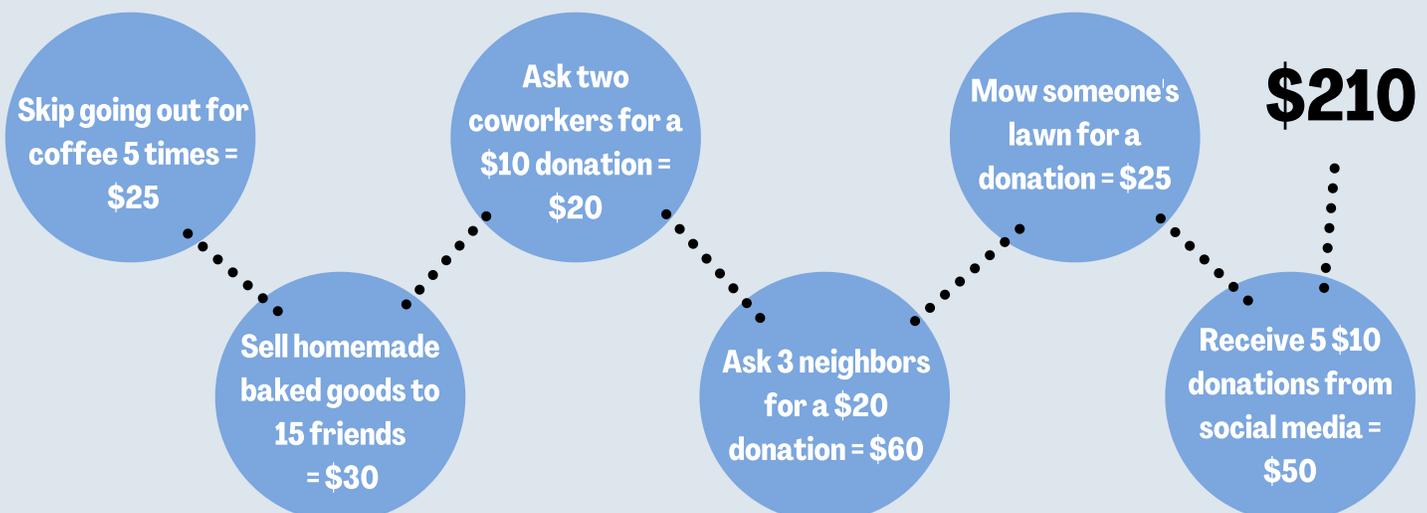
- Recognize progress and team member accomplishments on social media using your Facebook team page
- Make sure to thank your donors and your team members for their contributions!

Fundraising Ideas

Share these fun ideas with your team to reach your team goal!

1. Create a Facebook fundraiser
2. Write letters/emails to family and friends ([see pages 7 & 8](#))
3. Schedule a profit share with a local restaurant
4. Babysit for donations
5. Ask your company if it matches donations ([see page 10](#))
6. Ask family and friends to save all their coins as donations
7. Ask a restaurant to put out a change jar for customers to donate
8. Give up going out for coffee for a month and donate that money instead
9. Have a car wash
10. Post silly photos online for a donation
11. Mow lawns for a donation and get the neighborhood kids involved
12. Sell your skills - if you are a photographer, do a photo shoot for donations
13. Post about it on social media ([see page 6](#))
14. Host a yard sale or a bake sale
15. Set up a snack bar at work for donations
16. Secure a DSACT Buddy Walk® Your Block Sponsor ([see page 9](#))
17. Ask for donations instead of birthday gifts
18. Offer to pick up groceries for a friend
19. Design and sell team t-shirts
20. Walk a neighbor's dog for donations
21. Feeling adventurous? Tell your team you will dye/shave your hair when you hit your fundraising goal! 😊

Example roadmap to raise \$210



Social Media Tips & Sample



Share these with your team, so they can use the power of social media too!

Tips and Tricks

- Post a link to your team page in all posts. On Instagram, you can keep it in your bio for easy access!
- State your purpose and request donations clearly
- Post regular updates about goals you are setting and reaching as a team
- Tell why the DSACT Buddy Walk® means something to you, your family and friends
- Add pictures - people love to see the face of who they are supporting!
- If you have multiple social media platforms, use all of them to reach different audiences
- Mention that any donation matters, no matter the size!
- If you have a Venmo account, include that as an option for easy donations. Then transfer it to your team page
- Tag @DSACT in your posts
- Use emojis - they catch the eye! 😊

Example Post for Donations

Use this template on social media, like Instagram stories. When someone donates an amount listed, repost it with their username over the amount they donated.

I'm raising money for the
Down Syndrome Association of
Central Texas

Can you help?

\$50

\$15

\$20

\$25

\$10

\$200

\$100

\$5

\$15

Venmo me at: _____

Or go to the link in my bio

Sample Email: From a Self-Advocate

Dear **Friend's Name**:

On behalf of my family and all other families at the Down Syndrome Association of Central Texas, we are asking for your help.

Someone may ask you to donate to a cause, and I believe it might as well be me! I have Down syndrome and can think of no better cause!!

Down syndrome is a chromosomal condition that affects about one in every 700 live births. It is one of the leading clinical causes of intellectual disability in the world. Quality educational programs and good medical care help people with Down syndrome, like me, fully participate in life with friends, family, school and employment. DSACT plays an important role in supporting these programs throughout Central Texas.

DSACT's Better Together Buddy Walk® Your Block is the most important event of the year. People from all over the area participate to promote awareness for all people with Down syndrome. In addition, we raise funds to help support local programs and national research, education and advocacy efforts.

Please consider supporting me at this year's DSACT Better Together Buddy Walk® Your Block with a donation that is meaningful to you. Your donation will help me and many other individuals and families. Here is a link to support:

insert team link.

Thank you for your support!

Self-Advocate's Name

Sample Email:

From a Friend or Family Member

Dear **Friend's Name**:

We are so excited for this year's Down Syndrome Association of Central Texas (DSACT) Better Together Buddy Walk® Your Block and hope you can join our team here: **team link!**

As most or all of you know, **name**, is a (**age**) year old with Down syndrome. In addition to be a happy, healthy person, **name** has been a major ambassador of goodwill and their impact has been enormously positive. In short, **name** is a terrific and special individual who has reminded us about all the important things in life and who has a bright and wonderful future ahead of them. **Tell all about your hero and show gratitude in this paragraph.**

Many of you have asked about how you can support the Down syndrome community. The DSACT Better Together Buddy Walk® Your Block is on October 17th, 2021. This event is a celebration of DSACT's commitment to promoting inclusion, acceptance, and awareness of the Central Texas Down syndrome community. DSACT is an organization that is committed to be a leader in enhancing the quality of life and realizing the potential of all people with Down syndrome. They promote a cause that is close to our hearts. We are committed to raising awareness about Down syndrome as well as educating people that a complete and happy life is possible for people with disabilities.

Please join us for the 2021 DSACT Better Together Buddy Walk® Your Block on October 17th and pass this message on to anyone who might be interested! Here is a link to donate or join our team: **team link.**

Thank you for your support and generosity!

Name

Secure a Sponsor for Your Team

One great way to fundraise is to secure an event sponsor! Talk to friends and family to see if the companies they work for are interested in sponsoring the DSACT Buddy Walk® Your Block. All sponsorship proceeds can be added to your team's fundraising total. Send **this sponsorship packet** to potential sponsors. Please reach out to Julia Biest at buddywalk@dsact.org with any questions.

Sponsorship Opportunities



Sponsor Benefits	Title \$15,000 Only 1 Available!	Lead \$10,000	Partner \$5,000	Buddy \$2,500	Friend \$1,000
Your name/logo included in all event promotion: "DSACT Better Together Buddy Walk® Your Block presented by (Your Name Here)"	👓				
Inclusion in all press releases	👓	👓			
Your name/logo featured on yard signs distributed to participants across Central Texas (print deadline 9/24)	👓	👓			
Two-week Facebook ad highlighting your company's sponsorship	👓	👓			
Opportunity to provide 60-second video to play during the virtual program	👓	👓	👓		
Dedicated DSACT Instagram and Facebook posts (3,400+ followers)	👓	👓	👓		
Logo included in 2021 DSACT Impact Report	👓	👓	👓		
Your name/logo on DSACT website for one year (reaches 10,000+)	👓	👓	👓	👓	
Your name/logo displayed during virtual program	👓	👓	👓	👓	👓
Partner mention in DSACT newsletter (reaches 1,500+)	👓	👓	👓	👓	👓
Your name listed in 2021 DSACT Impact Report	👓	👓	👓	👓	👓

Frequently Asked Questions

Do I have to have a team?

No, individual participants are welcome! But being on a team is one way to make the day even more fun!

Should I register my kids?

Yes, please register everyone who will be attending.

Can I bring my pet?

Furry friends are always welcome at the virtual DSACT Buddy Walk® Your Block!

Why aren't there t-shirts this year?

Due to a global supply issue, we are sorry to say we aren't able to offer DSACT Buddy Walk t-shirts this year.

Are donations tax-deductible?

Yes! Donations are tax-deductible. When donating online, you will automatically receive a donation receipt.

What if my donors don't want to donate online?

Captains can gather checks made payable to DSACT. Add your team name on the memo, to ensure it is allocated to your team. Mail them to DSACT at:
3710 Cedar Street, Box 3
Austin, TX 78705.

What is the cutoff date to join a team?

There is no cutoff!

I think my company matches. How do I get this started?

Every company handles its own matching gift program differently. Please contact your company's Human Resources Department for instructions on how to double your fundraising efforts through matching gifts. Please be aware that some matching gifts can take up to six months to receive.

I submitted a form to my company for matching gifts but do not see the donation. Where is it?

When DSACT receives the donation, we will post it to your page. Note: corporations match gifts on a different timetable during the year. If you have questions regarding your matching gift, please contact your company to see when the donation was matched. Email buddywalk@dsact.org with the date it was matched and how it was matched (check, EFT, etc.)



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Thank you team captains!



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