



Team Packet Information

Down Syndrome Association of Central Texas
10th Annual Buddy Walk ● Sunday, October 25th, 2009 ●
Time 12:00 – 4:00pm ● Georgetown, Texas



The Possibilities are Endless!

Dear Buddy Walk Team Captain:

Imagine a world in which all members, including those with Down syndrome, are accepted, valued for their uniqueness, respected for their abilities and contributions, and assured the opportunity and choice to create their own path to fulfillment and success. The possibilities are endless!

Thank you for your interest in becoming a Team Captain for the 10th Annual Buddy Walk on Sunday, October 25th, 2009, from 12:00 noon to 4:00 p.m. at Reunion Ranch in Georgetown, Texas. The Buddy Walk was developed by the National Down Syndrome Society (NDSS) in 1995 to promote awareness and inclusion for people with Down syndrome and to raise funds for local and national education, research and advocacy programs.

The Buddy Walk is a one-mile walk in which anyone can participate without special training. After the walk, you and fellow walkers will enjoy entertainment for everyone, including clowns, face painting, balloon animals, carnival games, music, dancing and more!

The Down Syndrome Association of Central Texas (DSACT) provides much-needed programs and services at no cost to people with Down syndrome in the Central Texas. We are only providing a fraction of the services and support needed. Our Mission is to provide education, support, and resources to individuals with Down syndrome, their families, professionals, and the community, while building public awareness and acceptance of the abilities of individuals with Down syndrome.

DSACT will help you with all the information you need. You can access Buddy Walk information and download registration forms from our website: www.dsact.com. Register your team online at www.dsact.com or complete the attached form and e-mail/fax or mail to DSACT as soon as possible so you can start to receive your fundraising resources.

For more information or support, corporate and family teams can contact Elizabeth Bradley at 479-0265 or elizabethbradley20@gmail.com.

Sincerely,

Elizabeth Bradley
DSACT Vice-President
Buddy Walk Team Coordinator



Down Syndrome Association of Central Texas
10th Annual Buddy Walk 2009
Sunday, October 25th • Noon to 4:00pm



WHY FORM A “TEAM”?

A “team” is a group of FIVE (5) or more individuals that “team up” to support DSACT or an individual with Down syndrome. Teams are instrumental to the success of the Buddy Walk. The Possibilities are Endless!



Raise Awareness

Down syndrome is a genetic condition that occurs in approximately one in every 733 live births, affecting more than 350,000 people in the United States alone. Recent advances in the understanding of Down syndrome have resulted in dramatic improvements in life span, and individuals with Down syndrome are becoming active participants in our communities. Forming a Buddy Walk team helps raise awareness about Down syndrome and the contributions these individuals make to our communities!

Enhance the Quality of life for Individuals with Down syndrome

Your efforts will allow us to increase the activities and programs which will enhance the quality of life for individuals with Down syndrome throughout Central Texas. Last year, the top four family teams raised over \$ 10,000 and the top corporate teams raised over \$ 3,500. This money is applied directly to local programs and services. You make a difference!

WHY FORM A CORPORATE TEAM?

Benefits for your Company & Employees

The Buddy Walk draws people together in a healthy activity for a worthy cause. Forming a Buddy Walk Team is a great way to build morale, team spirit and a sense of camaraderie among employees, as well as increase your visibility in the community. It sends a strong signal that you and your employees care about the health and welfare of your neighbors. In short, it’s good for public and community relations! Team participation costs your company very little since funds are raised through individual donations gathered by team members from co-workers, families and friends.

Benefits for Individuals with Down syndrome

Corporate teams are often able to generate a far larger amount of money for Down syndrome services and research than would otherwise be possible through a direct corporate donation. Of course, the best reason for your team to participate in The Buddy Walk for the Down Syndrome Association of Central Texas is the satisfaction you and your teammates will have from knowing that the dollars you raise will help fund programs for people with Down syndrome in Central Texas.

HOW DO I FORM A TEAM?

1. Recruit members on Team Member Sign Up Sheet (\$15.00 per adult registrant; \$5.00 for children 12 & under)
2. Copy and distribute Donation Form to each team member
3. Modify Donation Request Letter Sample to fit your team; E-mail to friends & family.
4. Collect individual Registration Forms and fees from team members. Make sure that your team name is indicated on each member's form. Submit forms and fees to DSACT.
5. For corporate teams, ask your employer about matching your donation.
6. Fax your team's sign-in sheet by October 16th. Drop off donations and any new registration forms or monies at the t-shirt pick up (date & time to be announced).



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TEAM CAPTAIN COMMITMENT FORM

Please sign me up to be a Team Captain!

NAME: _____

TEAM NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

HOME PHONE: _____ WORK PHONE: _____

E-MAIL: _____

CHECK ONE: Family Team Corporate Team

SO THAT WE MAY SERVE YOU BETTER, PLEASE TELL US A LITTLE BIT ABOUT YOURSELF:

- √ THIS IS MY _____ YEAR TO DO THE BUDDY WALK.
- √ I HOPE TO RECRUIT A TEAM OF _____ MEMBERS.
- √ MY GOAL IS TO RAISE \$_____ FOR DOWN SYNDROME.
- √ MY INSPIRATION: _____.
- √ I WANT TO RECEIVE INFO BY E-MAIL _____ OR MAIL _____

Register online OR

Mail or fax your Team Captain Commitment Form to:

Down Syndrome Association of Central Texas (DSACT)

Attn: Elizabeth Bradley

3710 Cedar Street, Box 3

Austin, Texas 78705

Phone: 512-323-0808

E-mail: elizabethbradley20@gmail.com



Donation Form

Down Syndrome Association of Central Texas
10th Annual Buddy Walk ● Sunday, October 25th, 2009 ●
Time 12:00 – 4:00pm ● Georgetown, Texas
 (duplicate as needed)



Donations may be made online at www.dsact.com or you can use this form. Submit this form with the money you have collected, either to the DSACT office, t-shirt pick up, or to the team table at the Buddy Walk. **Make Donations in cash or checks payable to DSACT.** *Donations are tax-deductible*

Name: _____ **Address:** _____ **City, State, Zip:** _____
Phone: _____ **Email:** _____
Team Name: _____ **Team Captain:** _____

Donor's Name	Street	City	State	Zip	Phone #	Donation
						\$
						\$
						\$
						\$
						\$
						\$
						\$
						\$
						\$
						\$
						\$
						\$
						\$
Total						\$

The Down Syndrome Association of Central Texas is a 501 (c)(3) non-profit organization. Thank you for your support.

HOW TO RAISE \$250 IN ONLY TEN DAYS!

Remember your "sphere of influence"

CONSIDER: exercise/work-out buddies, your child's sports team coaches (or other parents), friends, neighbors, work, daycare, etc. Don't be hesitant to contact your neighbor down the street who is also the CEO of a company and may want to become a major sponsor for the walk.

HOW CAN YOUR COMPANY GET INVOLVED? A district manager of a national retail chain encouraged her company to participate. The employees of each store challenged one another to form at least one team per store and raise money for Down syndrome. They had fun while increasing morale at the same time!

GET YOUR CHILD'S SCHOOL INVOLVED! (Remind the school that October is also Down Syndrome Awareness Month) A teacher at a private school implemented "dress down" day for the entire student body & faculty. For a \$5.00 donation, a student or teacher could dress in jeans or other casual clothes for a day, instead of the uniform. — If students already have a casual dress policy, allow them to wear a hat, shorts or other attire that is otherwise not permitted.

GET YOUR RELIGIOUS ORGANIZATION INVOLVED! Ask to put a poster on the bulletin board. See if any announcement can be made during services. Leave a donation envelope in the coffee room or in the lobby.

A HIGH SCHOOL STUDENT IN TEXAS THOUGHT OF THIS IDEA. He wanted to support his basketball coach who was raising money for another cause. He rallied all his buddies to not rent a tuxedo for their prom in May. Instead, they decided to donate the amount they would have spent on their tuxedos to support their coaches' cause! The Buddy Walk is well past prom season, but is there another twist on this idea that would work for your team?

HOW ABOUT SUGGESTING A LETTER-WRITING ASSIGNMENT! Students can compete to see who receives a donation from the longest distance away. Ask students to write letters to those who live out of state or out of the country. The student who brings in a check from the farthest-away point wins! (The teacher can simultaneously provide a lesson on letter writing appropriate to their grade level.)

CONTACT YOUR CHILD'S GIRL/BOY SCOUT TROOP. Scouts could be eligible for a variety of badges by participating in the Buddy Walk.

SOME ADDITIONAL WAYS YOU AND YOUR KIDS CAN RAISE MONEY FOR THE BUDDY WALK:

Car washes, Garage Sales, Hold a dog wash (like a car wash) and ask for \$5 to \$10 a dog, Have a lemonade stand; or sell bottled water (with a mark-up) during your neighborhood garage sales. Have a day where you ask all co-workers to "empty their pockets" for the Buddy Walk & collect everyone's spare change.

DAY #	DETAILS	TOTAL
1	Make A \$25 Personal Contribution	\$25
2	Ask Your Significant Other For \$15	\$40
3	Ask Your Mom Or Dad For \$15	\$55
4	Ask A Friend For \$15	\$70
5	Ask Your Boss For \$25 (Ask If Your Company Has A Matching Gifts Program!)	\$95
6	Ask 3 Co-Workers For \$15 EACH	\$140
7	Ask Your Sister Or Brother For \$15	\$155
8	Ask Your In-Laws For \$15	\$170
9	Ask 2 Neighbors For \$15 Each	\$200
10	Ask A Business Owner For \$50 (Dry Cleaner, Favorite Restaurant, Grocer, Etc)	\$250

HOW TO RECRUIT MEMBERS FOR YOUR TEAM

START WITH THE PEOPLE WHO ARE NEAREST AND DEAREST TO YOU, THEN WORK OUTWARDS TO OTHERS. Consider family members, friends, neighbors, business associates, others in the community (your hairdresser, grocer, florist, etc.)

CONTACT POTENTIAL TEAMMATES IN PERSON OR BY PHONE. Send e-mail and letters to any you can't reach directly. Personalize your approach by asking them to help you support this important cause. Explain to them why it's important to you, and how you've become involved. Never forget the power of the face-to-face meeting. People will walk because you asked them to. You speaking directly to a potential walker or donor, will show that you are dedicated to the cause. And remember to follow up!

ENCOURAGE YOUR TEAMMATES TO SPREAD THE WORD. Invite others to join your team or start a Buddy Walk team of their own.

HOLD A TEAM GET-TOGETHER. Get everyone involved and excited. See how everyone's donation drive is progressing and use the materials in this packet to give them advice and encouragement.

HOW TO PROMOTE FRIENDLY COMPETITION AMONG WALKERS

- Coach walkers to raise at least \$250 each.
- Use the prize structure to encourage walkers to raise money.
- Create some of your own personal team incentives (2 movie passes for the highest fundraiser)
- Have a Team Name! It shows unity and interest! Charlie's Angels; Katie's Krew; Happy Birthday Zachary; etc. Have team members offer suggestions or vote on their favorite name.
- Incorporate pictures of your "Buddy" in creative ways (buttons for team members; 8½ x 11 signs to carry when soliciting pledges; thank-you letters; save-the-date cards; poster for the day of the walk)



Samsung -- 2005 Buddy Walk Softball Champions

LETTER-WRITING or EMAIL CAMPAIGN

The most effective way of raising money is to conduct a letter-writing or e-mail campaign:

- All you have to do is ask.
- Walkers who conduct a letter writing campaign raise an average of 5 to 10 times more money than those who do not. The average walker raises \$100. The average letter writer raises \$500 to \$1,000 and above!
- You'll have so much fun going to your mailbox each day to see the responses roll in!

Just follow the steps and watch the donations pour in!

1. **WRITE THE LETTER**

You can download sample letters to edit and use in your campaign from our website (www.dsact.com). If you do not have internet access, please call the Team Coordinator Elizabeth Bradley at 479-0265.

The letter should explain your reason for participating in the walk and you can send the letter to friends and family across the country, or to your neighbors and classmates. Perhaps you or someone you know is directly affected by Down syndrome. Your letter should reflect your genuine desire to help raise funds for programs and services of the DSACT. Including a photo works! So does including a self-addressed, stamped envelope to return donations. Include a line in your letter asking that donations be mailed directly to you. We want to be sure you/your team receive proper credit for all donations collected. **All checks should be made payable to: DSACT.**

When writing your letters, invite people and give them the option of walking with you as a member of your team, in addition to just making a contribution. One Team Captain wrote a letter to everyone who supported her in a walk the previous year and asked them to not only sponsor her again this year, but for them to ask at least one new person to donate. She doubled her fundraising efforts with just one letter. Pretty cool!

2. **DUPLICATE THE LETTER**

Photocopy your letter. Sign each letter individually, perhaps with a personal note like "Thank you in advance for your support."

3. **MAIL THE LETTER VIA MAIL OR EMAIL**

Look over your address book, holiday card list, rolodex, neighborhood directory and wedding guest list. Mail to your family and extended family, friends, neighbors, business associates, vendors, the temp agency your company uses, the office supply company, your accounting and law firms, coffee-supply company, clubs or organization that you and your family are involved with throughout the year. It's also a great excuse to catch up with friends you haven't heard from in awhile! Ask for a specific amount don't be afraid to ask for \$50; you'll be glad when you receive \$25! And, remember to enclose a self addressed envelope.

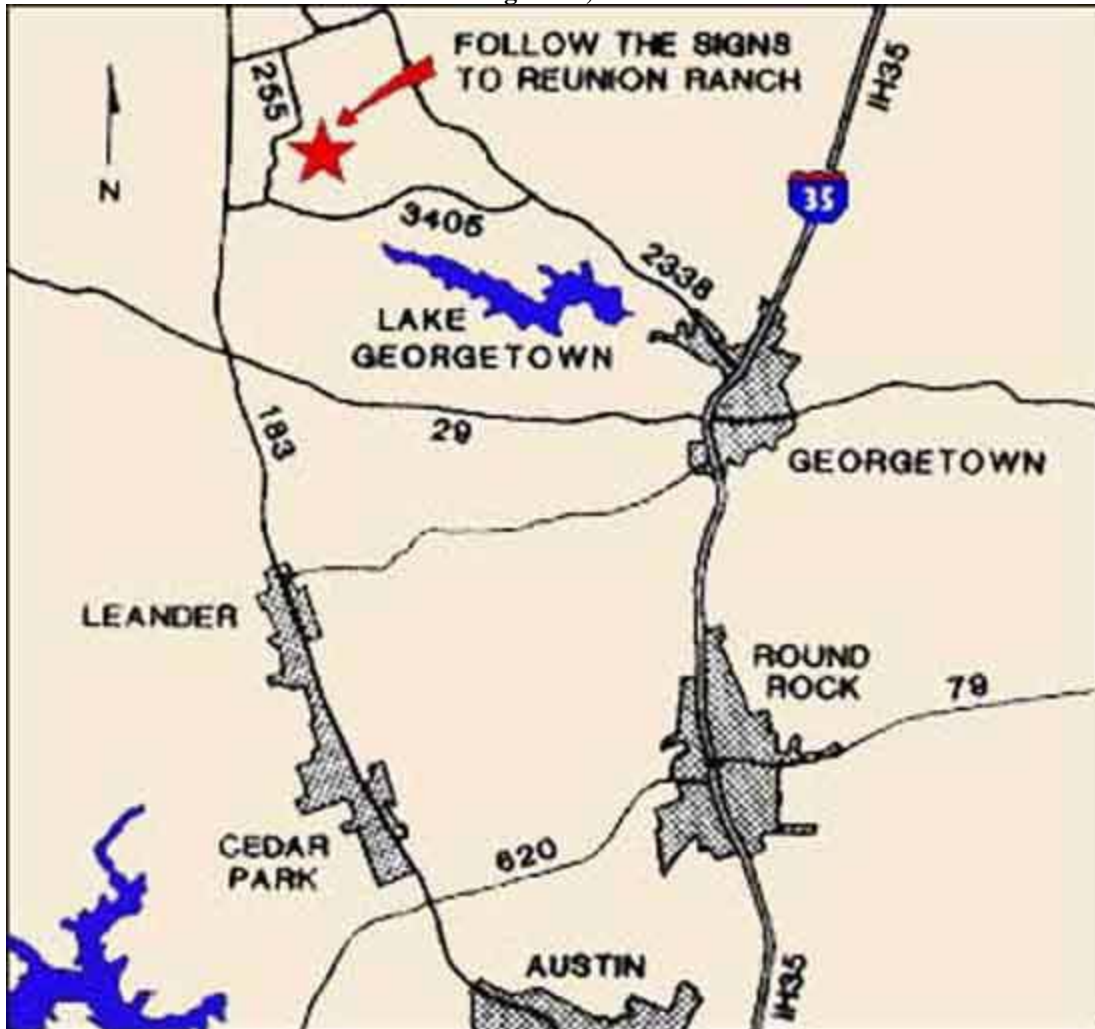
4. **WATCH AS THE RESPONSES ROLL IN!**

It will be exciting to get the mail when donations start arriving. You will be surprised how quickly you can surpass your \$250 walker goal!

5. **GIVE THANKS!**

As always, remember to sincerely thank everyone who supported you. Take pride in knowing you did your best to support The DSACT 10th Annual Buddy Walk!

Map
REUNION RANCH
Georgetown, Texas



From Austin via IH35

Follow IH35 north toward Georgetown and take exit 261. Turn left at the light onto HWY 29, proceed 10 miles. At Seward's Junction, turn right on 183 north. Proceed four miles on 183, turn right on FM 3405. Proceed 1 mile, turn left on CR 255. Reunion Ranch is one mile down CR 255.

From Austin via Highway 183

Take 183 north through Cedar Park and Leander. Continue through Seward's Junction. Four miles north of Seward's Junction, turn right on FM 3405. Proceed one mile, then turn left on CR 255. Reunion Ranch is one mile down CR 255.

From Georgetown via IH35

Exit 261A if coming from the South; turn left on Williams Drive (FM2338). Exit 262 if coming from the North; turn right on Williams Drive. Follow Williams Drive for six miles; turn left on FM 3405. Proceed seven miles west on FM 3405 to CR 255, turn right. Reunion Ranch is one mile down CR 255.