



Team Packet Information

2013 SMILE ON DOWN SYNDROME BUDDY WALK- SMILE MILE & 5K
Saturday, October 5, 2013
Time 9:00AM – noon ● Evansville, IN

Bright Hope for Tomorrow!

Dear SMILE on Down Syndrome BUDDY WALK Team Captain:

Imagine a world in which all members, including those with Down syndrome, are accepted, are valued for their uniqueness, are respected for their abilities and contributions, and are assured the opportunity and choice to create their own path to fulfillment and success. SMILE is bringing Bright Hope for Tomorrow!

Thank you for your interest in becoming a Team Captain for the 2013 SMILE ON DOWN SYNDROME BUDDY WALK on Saturday, October 5, 2013, from 9:00am to noon at the Vanderburgh County 4-H Center in Evansville, IN.

The 2013 SMILE ON DOWN SYNDROME 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, balloons, carnival games, music, and more! NEW THIS YEAR... we are also adding a 5K to the event for anyone who would like to walk or jog the further distance!

SMILE on Down Syndrome provides a parent network, programs, and services at no cost to people with Down syndrome in the Tri-State. However, 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.

SMILE will equip you with all the information you need. You can access our BUDDY WALK information and download registration forms and register your team online from our website: www.smileondownsyndrome.org. Complete the attached form and e-mail or mail to SMILE so you can receive the latest information on this year's walk.

For more information or support, contact Nikki Davis at 812-449-4118 or nikki@smileondownsyndrome.org.

Sincerely,
Nikki Davis
Executive Director
SMILE on Down Syndrome

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WHY FORM A “TEAM”?

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 team helps us 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 the Tri-State. This money is applied directly to local programs and services. You make a difference!

WHY FORM A CORPORATE TEAM?

Benefits for your Company & Employees

Our annual BUDDY WALK draws people together in a healthy activity for a worthy cause. Forming a 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 **2013 SMILE ON DOWN SYNDROME BUDDY WALK** 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 our community.

HOW DO I FORM A TEAM?

1. Recruit members on Team Member Sign Up Sheet
2. Copy and distribute Donation Form to each team member
3. E-mail and send Donation Request Letter to friends & family.
4. Have each team member register and create their own on-line fundraising page at through our website www.smileondownsyndrome.org under the Buddy Walk link, then e-mail everyone in their address book.
5. Collect individual Sponsor Forms and donations from team members. Make sure that your team name is indicated on each member's form. Submit forms and donations to SMILE on Down Syndrome.
6. For corporate teams, ask your employer about matching your donation.
7. Drop off donations and registration forms at the early bird registration. T-shirts and prizes may be picked up that day.



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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 PARTICIPATING IN THE SMILE ON DOWN SYNDROME BUDDY WALK.

✓ I HOPE TO RECRUIT A TEAM OF _____ MEMBERS.

✓ MY GOAL IS TO RAISE \$ _____ FOR DOWN SYNDROME.

✓ MY INSPIRATION: _____.

Register Online OR Mail your Team Captain Commitment Form to:

SMILE on Down Syndrome

Nikki Davis

Executive Director

PO Box 994

Newburgh, IN 47629

Phone: 812-449-4118

E-mail: nikki@davidigitalphotography.com



TEAM MEMBER SIGN-UP SHEET

2013 SMILE ON DOWN SYNDROME BUDDY WALK- SMILE MILE & 5K
Saturday, October 5, 2013
Time 9:00AM – noon ● Evansville, IN

(THIS FORM IS FOR SIGNING UP PEOPLE WHO ARE PARTICIPATING DAY OF - Duplicate form as needed.)

Register your team online at www.smileondownsyndrome.org under the Buddy Walk link or return this form to:

SMILE on Down Syndrome
 ATTN: Nikki Davis, Executive Director
 PO Box 994
 Newburgh, IN 47629
 E-mail: nikki@davidigitalphotography.com

Total shirts:
Adult: ___ S ___ M ___ L
 ___ XL ___ XXL ___ XXXL
Child: ___ 12 mo ___ 18 mo
 ___ S ___ M ___ L
(Sizes available while supplies last)

Team Captain: _____ Team Name: _____ Family or Corporate Team
 Home Phone: _____ E-mail: _____ Work Phone: _____

With a minimum of a \$30 donation per person they will receive a Buddy Walk T-shirt (while supplies last)
Available T-shirt sizes: *Adult Sizes:* Small, Medium, Large, X-large, 2 XL *Youth Sizes:* Small 6/8, Medium 10/12, Large 14/16
Infant Sizes: 12 mo, 18 mo, 2T, 3T, 4T

First Name	Last Name	Address (City, State, Zip)	Telephone	E-Mail	T-shirt Size	Minimum of \$30 received (✓)	Mile or 5K?

SMILE on Down Syndrome is a 501 (c)(3) non-profit organization. Thank you for your support.

Waiver: In consideration of me and/or my minor child being permitted to participate in the SMILE on Down Syndrome BUDDY WALK, I hereby-for myself, my heirs and personal representatives-assume any and all risks which might be associated with the event. I further waive, release, discharge and covenant not to sue SMILE on Down Syndrome, its officers, employees, sponsors, organizers, volunteers or other representatives or their successors and assigns, for any and all injuries or damages of any kind whatsoever suffered by myself and/or my minor child as a result of taking part in the events and any related activities. I also authorize the use by SMILE of any photo, film or videotape taken of me or my minor child at the event for any purpose.

Signature _____ Date _____



DONATION FORM

2013 SMILE ON DOWN SYNDROME BUDDY WALK-
SMILE MILE & 5K
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Shirts will only be included with donation as requested. Minimum \$30 donation per shirt. Total shirts for this page:
Adult: ___ S ___ M ___ L
 ___ XL ___ XXL ___ XXXL
Child: ___ 12 mo ___ 18 mo
 ___ S ___ M ___ L
(Sizes available while supplies last)

(THIS FORM IS FOR PEOPLE NOT PARTICIPATING DAY OF- Duplicate form as needed)

Donations may be made online at your own fundraiser page at www.smileondownsyndrome.org under the Buddy Walk link or you can use this form. Submit this form with the money you have collected, to your Team Captain or send to SMILE on Down Syndrome, PO Box 994, Newburgh, IN 47629. **Make donations in cash or checks payable to SMILE on Down Syndrome. (Please do not mail cash)** *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	\$

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Signature _____ Date _____

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 hesitate 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 BUDDY 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!

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 break 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 SMILE on Down Syndrome 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 distance 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 are encouraged to be involved in their community and participate in the "Do a Good Turn" campaign.

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 and collect everyone's spare change.

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

HOW TO RECRUIT MEMBERS FOR YOUR TEAM

START WITH THE PEOPLE WHO ARE NEAREST AND DEAREST TO YOU, THEN WORK OUTWARD 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. 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.
- 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 friend with Down syndrome 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)



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 or in box 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.smileondownsyndrome.org). If you do not have internet access, please call Nikki Davis at 812-449-4118.

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 SMILE. 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: SMILE on Down Syndrome.**

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

Print multiple copies of 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. SET UP YOUR FUNDRAISING PAGE

Go to www.smileondownsyndrome.org and go through the Buddy Walk link to set up you own fundraising page. E-mail the page to all your friends, family and associates.

5. 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!

6. GIVE THANKS!

As always, remember to sincerely thank everyone who supported you. Take pride in knowing you did your best to support SMILE on Down Syndrome!