



Saturday, October 28th - 10 am  
Beaumont Event Centre Great Lawn



# Team Captain Packet



# 6<sup>th</sup> ANNUAL BEAUMONT BUDDY WALK®

October 28, 2017 at 10:00  
Beaumont Event Center Great Lawn

**Educate • Advocate • Celebrate  
Down Syndrome**

Dear Buddy Walk® Team Captain,

Thank you for signing up to be a Team Captain for the 6<sup>th</sup> Annual Buddy Walk on October 28<sup>th</sup>. Enclosed are the tools to help you. If you have not yet already done so, now is the time to recruit everyone you know to be on your team.

We encourage your team to raise money for the Buddy Walk. In addition to the fun your team will have working together to increase awareness about Down syndrome, your team and individual team members can win exciting prizes which are detailed in your team packet.

Please submit your team information and registration payments to The Arc of Greater Beaumont. The mailing address can be found at the bottom of this letter and in your team packet.

Thank you so much for leading a team and supporting this event and our efforts to raise necessary funding, which will continue to provide the programs and services to support the mission of the Hawkeye Area Down Syndrome Association. Together, we are working to provide education, support and advocacy to individuals and families with Down syndrome.

If you need any additional information, please contact us.

Sincerely,

Executive Director

Arc of Greater Beaumont  
4330 Westridge Lane  
Beaumont, TX 77706  
[www.arcofbmt.org](http://www.arcofbmt.org)  
409-838-9012



# 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: \_\_\_\_\_

**So that we may serve you better, please tell us a little bit about yourself:**

THIS IS MY \_\_\_\_\_ YEAR PARTICIPATING IN 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 \_\_\_\_\_

Please send this form in as soon as you have decided to put together a team. Once we receive your form, we will send you tools to help you succeed!

**Mail your Team Captain Commitment Form to:**

Teri Hawthorne  
Arc of Greater Beaumont  
4330 Westridge Lane  
Beaumont, TX 77706

**\*You can also visit [www.arcofbmt.org](http://www.arcofbmt.org) to register your Buddy Walk Team online\***

# Team Captain To Do List

Recruit a team of walkers to participate in the Buddy Walk®!

Register your team online at [www.arcofbmt.org](http://www.arcofbmt.org) or mail in Team Captain commitment form.

Hang posters & sign-up sheets in high-traffic area such as employee break areas, restrooms, etc.

Send out e-mail, asking people to join. Include family and friends!

Put an article in the company newsletter.

Record a message on your voice mail.

Sign all your emails with a request to Join your Buddy Walk Team

Send out weekly emails, memos, etc. describing your team's progress

Educate employees about Down syndrome and how the Buddy Walk helps promote awareness and inclusion for people with Down syndrome and raise funds for local and national education, research and advocacy programs.

As soon as someone joins the team, provide them with a collection envelope for donations.

Ask them to register online.

Ask your team member to recruit others.

Sign up as many people as possible.

Give your team a fund-raising goal to reach! Develop incentives for your walkers.

Use the team captain tally sheet (included) to track your team members.

Follow-up with your team member' fund raising. Help your team by providing them with a copy of the fund-raising tips included in this folder.

Determine whether your team will wear a uniform/team T-shirt on event day. A shirt can be a fun team booster and a way to identify your team members.

Challenge another company or group to see who can raise the most money!

Be a coach and motivate your team to success.

**HAVE FUN!!!**







## **BUDDY WALK® FACT SHEET**

### **What:**

The Buddy Walk was developed by the National Down Syndrome Society in 1995 to celebrate National Down Syndrome Awareness Month in October, to bring together a wide range of concerned individuals to reach out to friends, family and co-workers to promote awareness and inclusion for people with Down syndrome and to raise funds for local and national education, research and advocacy programs. This is the 3rd annual walk for The Arc of Greater Beaumont.

### **Where:**

Event Centre Lawn 700 Crockett Street, Beaumont, TX 77701

### **When:**

Throughout the month of October, National Down Syndrome Awareness Month, and the year, more than 275 Buddy Walks will occur throughout the United States and abroad.

The Arc of Greater Beaumont Buddy Walk will be on October 28th. Late Registration starts at 8 am and our walk will take place at 10 am.

### **Who:**

Children, young adults and adults with Down syndrome, family members, friends, healthcare professionals, corporate teams and members of the community – bring a wagon, a stroller. All are welcome!

### **Why:**

The Buddy Walk is a one-mile walk in which anyone can participate without special training. Before and after the walk, you and your family will enjoy entertainment for everyone, including face painting, balloon animals, music, a raffle and more!

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With our FREE online fundraising team web sites you get the ability to simply and easily use the Internet to manage your campaign and to gather pledges. It as easy as this:

Go to: [www.arcofbmt.org](http://www.arcofbmt.org)

Find the “Register Now” link. Follow the instructions to sign up for your own Buddy Walk® Team Web Site.

Follow the instructions to personalize your participant web page.

Use the “Communication Center” send e-mail invitations, friends, family, and colleagues to visit your page.

Watch the donations come rolling in!!!

### **Team Web Pages**

Each team gets their own “Team Web Page” where you can easily edit the text and the photo on this page. Bring your enthusiasm to life by sharing your reasons for supporting the Hawkeye Area Down Syndrome Association with every site visitor.

### **Communication Center**

Send e-mail invitations to prospective donors. A link back to your personal web page will be automatically included in the outgoing e-mail. You can also view a report to see who has visited your web page how often they have visited, and whether or not they have donated. Get more insight into your donors than ever before.

### **Convenient Online Pledges**

Make it safe and convenient for donors by encouraging them to donate online. It’s fast and simple. None of their personal data will be shared and the donation process is secure. Most people will say ‘yes’ no matter where they are in the country.

### **Form a TEAM or Walk Solo**

During the registration process you will be asked to identify your team. Each team gets their own, customizable page where the team captain can set a team goal and track their progress against this goal.

### **Other Great Features**

**Tell a Friend**, Encourage your donors to tell their friends. There is a simple and easy form that they can use to spread the word.

**Donation Tracking**, View a report that details all online pledges that you have collected.

**Donor Appreciation**, Donors see their name in lights! During the edit mode of your participant page be sure to leave the Donor Appreciation area on in order to show the list of donor names and to show their encouraging message. If they so choose, their donation amount can be kept private.

**Goal Setting**, Use the goal meter to set a goal and to track your progress against this goal. While editing your participant page if you leave the goal meter on your donors will be able to see how close you are to achieving your goal. This can inspire them to tell their friends to help you reach that goal or donate more!

## How Do I Raise Money? Tips for Successful Fundraising

- People give to people they know. So, don't be afraid to ask. This is a great way to CELEBRATE Down syndrome and to promote acceptance and inclusion of people with Down syndrome.
- There are three ways in which you can raise money:
  1. Individual Fundraising
  2. Team Fundraising
  3. Online Fundraising
- To be the most effective in reaching your fundraising goal, you should try to use all of these methods. And remember to start as early as you can!
- Start with a letter writing campaign.
- It is best to spread the fundraising activities over a period of time. Developing a fundraising plan that includes events throughout the year is a great way to keep the excitement going and raise a tremendous amount of money along the way!
- Dedicate your personal or team fund raising effort to an individual with Down syndrome. Walk and raise funds in their honor. Your honoree can be a co-worker, friend or family member with Down syndrome. Putting a face with the cause helps donors realize their impact.
- Arm yourself with facts about Down syndrome.

More than 400,000 people in the United States have Down syndrome.  
One in every 733 births result in a baby with Down syndrome.  
Parents can be of any age, ethnicity, and socio-economic level.  
Down syndrome is a genetic condition, and is not hereditary.

Along with The National Down Syndrome Society, the Hawkeye Area Down Syndrome Association promotes awareness and inclusion for people with Down syndrome and raises funds for local and national education, research and advocacy programs.
- Be enthusiastic about your participation. Whether asking for a donation or for someone to join your team, your enthusiasm will be contagious and others will want to support you.
- Remember to ask your donors if their companies have a matching gifts program. You can easily double your fundraising through matching plans!
- Once fundraising begins, remember to say "Thank You"! You may choose to write personal notes, send a standard letter, write a letter to the editor of your local newspaper or company newsletter, use e-mail or a big poster in the company break room to thank your donors for their support.
- Be sure to develop a fundraising plan with your team. Encourage them to:
  - Start early and set a goal
  - Use a variety of fundraising activities to keep interest and to exceed your team goal
  - Publicize their fundraising activities
  - Encourage and applaud each other
  - Fund-raise throughout the year
  - Report their successes

## Individual Fundraising Ideas

**Try a letter writing campaign:** Whether you send e-mails or mail letters with your personal goals, a letter writing campaign has proven to be the most effective form of fund raising. Some participants choose to enclose a self-addressed envelope to make it easier for donors to mail back.

**Hold an auction:** Auction a prime parking space at work, a half or whole day off or yourself to work a day for someone.

**A little change makes a lot of cents:** Ask your bank to post this message at the teller line, "Dimes for Down syndrome" to help celebrate diversity and Down syndrome awareness."

**Use your green thumb:** Sell corsages, your extra houseplants, or bouquets from your garden.

**Schedule a game night:** Host a Monopoly, poker, bingo or other game night and charge admission.

### **Get Your Child's School Involved!**

(Start by reminding the school that October is National Down Syndrome Awareness Month.) A teacher at a private school instituted a "dress down day" for the entire student body & faculty. For a donation, a student or teacher could then wear a hat, shorts or other attire that is normally not allowed (If the principal won't agree to involve the whole school, how about a "special project" for just your child's class?)

**Organize a pretty baby contest:** Gather employee baby pictures, have donation jars set up as votes - the jar with the most donations wins. Get prizes donated for the winners.

**Sell your career skill:** For example, if you're a CPA, offer to do your friends' taxes for a fee that goes toward your goal.

**Schedule a share-the-profit event:** Many local restaurants will give a portion of a day's profits to a specific cause. Set this up with restaurant management and notify your friends, family, etc. to visit the establishment on the scheduled day.

**Host a yard sale:** Sell your unwanted items and put the profit towards your goal. If family/friends don't want to give money, suggest that you sell their unwanted items and keep the profit.

**Turn a gift to you into a gift to the Society:** Ask family/friends to donate money on your behalf to the Nation Down Syndrome Society instead of giving you presents at your upcoming birthday or anniversary.

**Present an instructional class:** Invite possible donors to participate in a how-to class and charge a fee that goes toward your goal. For example, if you're a great dancer, offer to conduct classes for your friends with the proceeds benefiting the Down Syndrome Awareness.

**Host a party:** Throw a great party and charge admission! Have the party at your house or partner with a local bar that gives you a portion of the evening's cover charge.

**Host a block party:** Invite your neighbors to a neighborhood block party. Sell food and charge admission.

**Approach your company:** Many companies will give a flat donation and many others have a matching gift program. These gift programs usually match donations given by employees. Be sure to approach your Human Resources department to learn the details.

## Team Fundraising Ideas

**Dress Down Days:** Ask your company and other companies to conduct a “Dress Down for Down Syndrome” for their employees. Designate a day, series of days or week and charge to dress casual. Give discounts if people wish to buy more than one day. Example: one day for \$5, or three days for \$10. Employees purchase a button/sticker that gives them the privilege of going to work dressed casually on a designated day.

**Bake Sale:** Hold a bake sale at work, church, or school or sell donuts, bagels and coffee in the morning.

**Book Smart:** Dust those bookshelves and have a book sale.

**Snack Bar:** Set up an inexpensive snack bar. Every day employees purchase snacks – sandwiches, chips, cookies, juices and soft drinks, with all the proceeds going toward your fund raising goal.

**Coin Saving:** Ask five to ten people to save their change for you for a month. Give them buckets decorated. At the month’s end, invite them to your home for a “counting party.”

**Meals on Wheels:** Have a meal day where you will cook and deliver breakfast, lunch or dinner to other businesses in town. Fax them a few days ahead of time to inform them of the menu, cost and how to order.

**Garage Sale:** Have a garage sale in your company parking lot or at your home and have all your friends, co-workers, and team members bring items from their homes to sell.

**Car Wash:** Get your team together on a weekend to hold a car wash. Some good places to have a car wash are parking lots of fast food restaurants, grocery stores and churches. Be sure to check with the owners before setting up!

**Raffles:** Ask a local merchant to donate a prize (restaurant gift certificate, TV/DVD player, hotel weekend getaway, airline tickets, etc.) to be raffled. Make tickets and start selling.

**Yard Displays:** Place plastic pink flamingos, wooden cows, or whirly birds in the front yard of unsuspecting donors...request a donation for them to be removed, an additional donation for the homeowner to pick whose yard they are to be placed next, and another donation as "insurance" that they don't wind up back in their yard.

**Promote Yourself:** Call your local newspaper and let them know what your team is doing. Send a letter or press release about your team with a photo. Your company can also write a newsletter article about you and other employees involved in the Buddy Walk®. Publicity helps generate donations.

**Brown Bag Lunch Day:** Encourage employees to bring their lunch to work and hold a brown bag party. Ask them to donate their lunch money to you. The money saved from not going out that day can be contributed to the Buddy Walk.

**Fundraising Parties:** Schedule a fund-raising party to benefit the Buddy Walk. You can have it at your home, office or partner with a local restaurant or bar to sponsor the event by donating food or the space. Promote the party to everyone you know and charge a cover. The restaurant/bar will benefit from the free publicity and the money, you raise will go toward your goal, not to mention it’s a lot of fun!

**Don’t forget:** to get pledges from people who have supported your loved one. Colleagues, doctors, dentists, dry cleaners, hairdressers, and places where you are frequent patrons.

# Record Keeping Form

Team Member Name: \_\_\_\_\_

Team Name: \_\_\_\_\_

	<b>Donor Name</b>	<b>Address, City State, zip</b>	<b>Date</b>	<b>Donation Amount</b>	<b>Total \$ Collected</b>
1					
2					
3					
4					
5					
6					
7					
8					
9					
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11					
12					
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14					
15					
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17					
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19					
20					

**SAMPLE LETTER**  
**Join Our Team**

Dear Friends,

I am excited about participating in the upcoming Buddy Walk® benefiting The Arc of Greater Beaumont and the National Down Syndrome Society. I could really use your help! This is a great event that raises money to promote awareness for all individuals with Down syndrome. In addition, we raise money to support local services and national research, education and advocacy efforts. The Buddy Walk will be held on October 28th. It is a fun and heart-warming day that includes a non-competitive walk along with food, fun, games and music. Come be a part of this great day and do your part to help promote awareness and acceptance of people with Down syndrome.

You can help by:

- Joining our team and making a contribution to The Arc of Greater Beaumont
- Walking on our team and asking your friends, family or co-workers to support you (raise money and qualify for great prizes!)
- Forming your own team (become a team captain and inspire others to seek donations for the Buddy Walk)
- Making a fully tax-deductible contribution to The Arc of Greater Beaumont and letting your personal contacts know that you are in support of this event

Down syndrome is a chromosomal disorder that affects one in every 733 live births. It is one of the leading clinical causes of intellectual disability in the world. Individuals with Down syndrome are at higher risk for medical problems and language delays. Quality educational programs, along with a stimulating home environment and good medical care, enable individuals with Down syndrome to become contributing members of their families and communities.

I hope you'll join our team. We look forward to seeing you on October 28<sup>th</sup>.

Thank you for taking the time to read this letter.

Thank you,  
(Name)  
(Address)  
(Phone, Fax)  
(Email)

P.S. I've made it easy for you to join the team. Just complete the attached form and return in to me by mail, fax or e-mail.

**SAMPLE LETTER**  
**Letter from a Self-advocate**

Dear Friend:

On behalf of my family and all other families at The Arc of Greater Beaumont and the National Down Syndrome Society, we are asking for your help.

Someone is going to ask you to donate to a cause. I believe it might as well be me! I have Down syndrome and can think of NO BETTER CAUSE!!

Down syndrome is a chromosomal disorder that affects one of every 733 live births. It is one of the leading clinical causes of intellectual disability in the world. Quality educational programs, along with a stimulating home environment and good medical care, enable individuals with Down syndrome to become contributing members of their families and communities.

At this time, the cause is not known. In addition, THERE IS NO CURE.

The Buddy Walk® is the most important event of the year. People from all over the area participate in a one mile walk in downtown Beaumont 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 sponsoring me for the Buddy Walk by making a donation in any amount. Your donation will help me and many other individuals and families affected by Down syndrome.

Thank you for your support.

Sincerely,

[name]  
[address]

Note: Please make checks payable to The Arc of Greater Beaumont and mail to my address. Please put my name/team name on the memo line and Buddy Walk.

**SAMPLE LETTER**  
**Letter from a Parent**

Friends:

As most or all of you know, our son Troy is a 2 year old with Down syndrome. In addition to being a happy, healthy little man, Troy has been a major ambassador of goodwill in his short time with us and his impact has been enormously positive. In short, Troy is a terrific and special little kid who has reminded us about all of the really important things in life and who has a bright and wonderful future ahead of him.

When Troy was first born we thanked everyone who had provided good thoughts, deeds and wishes. In the almost 24 months that Troy has been with us the kindness and thoughtfulness have continued and, amazingly, even gained strength -- it is at times overwhelming and we cannot thank you all enough.

Many of you have asked about a way to help or otherwise become involved in Down syndrome-related charities. To that end, The Arc of Greater Beaumont is having their fourth annual Buddy Walk® in Beaumont on Saturday, October 28, 2017. The Arc of Greater Beaumont is an organization that is committed to being the leader in enhancing the quality of life, and realizing the potential of all people with disabilities. The Buddy Walk is designed to promote awareness and inclusion for people with Down syndrome, as well as to raise money to support national education, research and advocacy initiatives. Needless to say, it promotes a cause that is close to our hearts.

As stated above, The Arc of Greater Buddy Walk will take place in Beaumont on Saturday, October 22nd, 2016 at The Event Centre Lawn. Late Registration will begin at 8:00 a.m. with the walk kick-off at 10:00 a.m. The Buddy Walk is about a mile long (strollers and wagons are permitted).

We would love as many of you as possible to partake -- but we do not mean to pressure anyone and do not want anyone to feel compelled. We recognize how busy everyone is, however, we just wanted to let you all know about the event and thought it might be a great opportunity to get together with some friends. We are committed to raising awareness about Down syndrome as well as educating folks that a complete and happy life is possible for people with disabilities.

Please let us know if you intend to participate and please pass this note along to anyone who might be interested or to anyone that I might have omitted.

Hoping to see you all on October 28<sup>th</sup>. Thank you in advance for your support and generosity.

With warmest regards,

(Name)