

# Team Captain Packet

## The Up Side of Downs Northeast Ohio Buddy Walk

Saturday, August 25, 2018



**Together  
we can make it happen!**

**Northeast Ohio  
Buddy Walk 2018**

**Fundraising Goal  
\$275,000**



## 2018 Timeline of Important Dates

### March 21:

- ☀️ World Down syndrome Day, launch of Buddy Walk Registration to all at <http://neobw.donordrive.com/event/BuddyWalk2018>

### June:

- ☀️ June 1 - Sponsor Logo due
- ☀️ June 21 - Register your team and raise \$321 by this date and the Team Captain will receive a Thank you Gift

### July:

- ☀️ July 6 - Back of shirt: top teams for money raised &/or team members
- ☀️ July 15 - All other Team Captain Incentives except \$10k & 321 level
- ☀️ July 21 - Online/mail in Early registration ends.

### August 8-10:

- ☀️ Team Captain shirt pick up at the USOD office. Shirt sizes are only guaranteed if picked up during designated times.

### August 13-17 and 20-22

- ☀️ All participants & Team Captain shirt pick up at the USOD office. Shirt sizes are only guaranteed if picked up during designated times.

### August 25:

- ☀️ Northeast Ohio Buddy Walk 2018

### October 1:

- ☀️ Deadline for event donations to count towards team incentives total for \$10,000 level or 321 team members level.

## GET INVOLVED, BE INSPIRED



## Responsibilities of a Team Captain

### Design

- ☀️ Create a Team Name
- ☀️ Register yourself and your team at <http://neobw.donordrive.com/event/BuddyWalk2018>
- ☀️ Set a Fundraising Goal
- ☀️ Customize your team page
- ☀️ Upload a photo of your buddy or of your team

### Publish

- ☀️ Email link of your team page to friends & family
- ☀️ Get the word out on Facebook, Twitter, Instagram, etc
- ☀️ Send out email reminders throughout the fundraising season

### Manage

- ☀️ Maintain team member information
- ☀️ Keep people involved with fundraising goal
- ☀️ Guarantee your t-shirt size by signing up early
- ☀️ All participants can earn Incentives, not just Team Captains
- ☀️ Encourage members to sign up online, avoid lines



## Responsibilities of a Team Captain

### Fundraise

- ☀️ Set a goal for yourself & your team
- ☀️ Push all team members to reach this goal

### Say Thank you

- ☀️ You will be notified of donations, new team members, etc.
- ☀️ Recognize Team Members on Social Media
- ☀️ Send each donor a personal email saying Thank you
- ☀️ Have your Buddy mail them a personalized Thank you note
- ☀️ Communicate how the team is tracking towards the team goal

## GET INVOLVED, BE INSPIRED



## What does the Northeast Ohio Buddy Walk Fund?

Funds will provide critically needed family support and services through USOD including:

### Family Support

- New & Expectant Parent Support
- Family Grants
- Grandparents Group
- Parents of Teens & Adults Group
- Baby & Toddler Group

### Medical Outreach

- Delivery of packets to NEO medical professionals
- Medical professional referrals
- Participation in Practice-Based Research Network at Cleveland Clinic
- Review and promotion of DS research studies
- Visits to health care providers

### Education

- The Leaning Program
- IEP Support for families
- DS 101
- Peer Presentations

### Social Programs

- Mind•Body•Soul Adult Programs
- Tee It Up Golf Clinics
- Bowling Buddies
- USOD Holiday Party
- USOD Adults with Ds Facebook Group

### Advocacy

- Northeast Ohio Buddy Walk
- Cleveland Down syndrome Day
- Community Awareness
- Disability Awareness Program

**And so much more!**



## 2017 Highlights

- Added Level 3 of the Learning Program and conducted Summer Enrichment classes
- Hosted Dr. Brian Skotko, researcher & Co-Director of the Down Syndrome Program at Massachusetts General Hospital, who spoke at CCF & UH to a variety of medical professionals about Down syndrome
- Partnered with other local organizations in NE Ohio to present the Transition Boosters series focused on the transition from school to adult life for youth with disabilities
- Conducted Artful Adventures, an arts-based program for middle school students
- Hired our 2nd self-advocate, Jake, who is a retail associate in the Artful 21 store 3 days a week
- Added 5 artisans to Artful 21, bringing the total to 19 artisans represented
- Named 2016 DSAIA Affiliate of the Year—chosen among over 80 Down Syndrome Associations nationwide!

## What's Happening in 2018

- Creation of an Artful 21 online store, funded by a grant from the Cleveland Foundation
- Expanded Education programming, including Teen Enrichment, which will focus on academic support & life skills training for those individuals with Down syndrome ages 13 & up
- Independent Living Retreat at Cleveland State University for individuals 18 and older
- Partnership with the Alzheimer's Association to provide support to families dealing with a diagnosis



A 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.



## Fundraising Incentives For Team Captains and Individuals

As a Team Captain, your role is critical to help us reach our fundraising goals that allow us to continue to provide services and support to the 900 families we serve. We could not do all that we do without your support and efforts.

Back by popular demand, we are encouraging fundraising through incentives. Each incentive has a different deadline listed:

- ☀️ 6/21/18 - Form a Team and raise \$321 to receive a “Thank You Gift” from USOD
- ☀️ 7/6/18 - Team Name on back of shirt
- ☀️ 10/1/18 - Individual Merchandise Incentives and Team Captain Grand Prize for \$10K+ money raised and 321+ team members

Incentives\*\* are available for:

- ☀️ Team Captains  
(It is possible for a Team to qualify for both)
  - for money raised and/or
  - number of participants on a team
- ☀️ Individuals
  - any participant on a team or
  - a participant registered as an individual





























\*\*In order to qualify for ANY incentive, funds/registrations must be received to the USOD office by the deadlines listed above.



18<sup>th</sup> ANNUAL NORTHEAST OHIO BUDDY WALK • August 25, 2018 • Presented by MINUTE MEN STAFFING

Team Captain INCENTIVES for NUMBER OF PARTICIPANTS

\*7/15/18 is the DEADLINE for ALL incentives except for \$10K level. Funds must be received by Midnight at USOD online/mail\*

INCENTIVES	50-74	75-120	121-220	221-320	321+
USOD Family Fun package - TBD Estimated value up to \$1000 awarded post *DUE 10/1/18*					
Team recognition at Opening Ceremony					
T-Shirt Delivery					
Snacks provided at Team table					
Table at Team Captains Corner					
Team Name on Event Shirt *DUE 7/6/18*					
Custom button with Buddy photo					
Unlimited smiles of appreciation from our buddies & their families					


















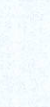








\*\*\*Create a Team and Raise \$321 by 6/21/18 to receive a Thank You Gift \*\*\* Walk of Fame Signs available for \$21 each\*\*\*

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Team Captain INCENTIVES for MONEY RAISED

\*7/15/18 is the DEADLINE for ALL incentives except for Team Name on Back of shirt (7/6/18) and \$10K level (10/1/18)\*

\*Funds must be received by Midnight at USOD online/mail\*

INCENTIVES	\$2500-\$3499	\$3500-\$4999	\$5000-\$7499	\$7500-\$9999	\$10,000 & up
USOD Family Fun package - Value up to \$1000 awarded post *DUE 10/1/18*					
Team recognition at Opening Ceremony					
T Shirt Delivery					
Snacks provided at Team table					
Table at Team Captains Corner					
Team Name on Event Shirt *DUE 7/6/18*					
Custom button with Buddy photo					
Unlimited smiles of appreciation from our buddies & their families					

\* Create a Team and Raise \$321 by 6/21/18 to receive a Thank You Gift \* Walk of Fame Signs available for \$21 each \*



## Tips on Fundraising

- Pick up at the USOD office a “Dimes for Downs” Collection Bin to be used at school, church, local business, etc. 1 roll of dimes = \$5.00 Any loose change works just as well. Day of bring your “Dimes/loose change” bin to Buddy Walk. Or drop off at USOD office address: 6533-B Brecksville Rd., Independence, OH, 44131
- Have a school do a “Spread the Word to End the R Word” pledge signing, visit [www.r-word.org](http://www.r-word.org) for ideas and facts
- Use Incentives from you to encourage your team to raise money (i.e. gift cards, artwork by your buddy, gas cards, etc.)
- Post the Roster Sign-up Sheet & Progress Tracker at the end of the this package in your office or to local merchants
- Encourage all teammates to contact their HR director on how their company handles company Matching Gifts
- At your work create a “Pay to Participate Day”- Casual Fridays, Team Jersey Day, Pizza Party Lunch Day, Crazy Flip Flop Day, Dress Down for Downs Day
- Create a Thon with a local hair salon, nail salon or local gym. For every \_\_\_ amount of cuts, nails, classes taken, \_\_\_ a portion of the thon proceeds is donated to your Team
- Share A Story about your Buddy or your Team in company newsletters, church bulletins, intranets & bulletin boards
- Work with local stores or restaurants to see if they would donate a portion of the proceeds for a single day/night to your team “Dining Out for Down Syndrome” (i.e. BW3, Bob Evans, etc.)
- Organize a Neighborhood Event-block party, bake sale, iced tea stand, car washes with proceeds going to your team
- Engage schools, businesses and religious organizations to do raffles and participate in other fundraising efforts for your team
- Have a Consultant Party-Pampered Chef, Jamberry, Posh, etc.) and have a portion of the proceeds go to your team

## GET INVOLVED, BE INSPIRED



## Tips on using Social Media for Fundraising

- “Like” USOD on Facebook
- Follow UpSideofDownsOH on Twitter  
**#USODBuddyWalk**
- **Repost/Retweet** USOD page posts and tweets to generate excitement
- Create a **Facebook Group** for your team, where you can post important registration and donation information, thank team members and donors as well as day-of information for all of your friends
- **Use statuses and tweets to:**
  - Provide a link directly to your team page
  - Organize a Team Kick-off Party
  - State your purpose and request clearly
  - Create buzz and excitement; share a story about your Buddy or Team
  - Post updates regularly about goals you are setting and reaching as a team
  - Post pictures previous Buddy Walks, your buddy, preparation for day-of, etc.
  - Ask for a specific amount on a specific day  
“Help us reach \$1,500 by the end of the day. Only \$250 to go”

## GET INVOLVED, BE INSPIRED



## 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 over 250 in 2014 worldwide. Over 315,000 participants have attended and raised over \$13 million 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 Up Side of Downs of Northeast Ohio?

The Up Side of Downs of Northeast Ohio (USODNEO), a 501 (c)(3) organization, exists to provide [support](#), [education](#) and [advocacy](#) for people with Down syndrome, their families and [communities](#) throughout Northeast Ohio.

### What counties do we serve?

We serve Ashland, Ashtabula, Cuyahoga, Erie, Geauga, Holmes, Huron, Lake, Lorain, Medina, Portage, Richland, Stark, Summit, Tuscarawas, and Wayne counties.

### How does the event work?

Early Registration begins on World Down syndrome Day, March 21. After July 21, registration is \$20. In order to guarantee your t-shirt size, you must pick up your shirt before the walk at the USOD office during designated times. The Buddy Walk opens at 7:30a.m. At 8:45 a.m., the program begins; 9 a.m. is the official start time for the one mile, wheel friendly walk. After you complete the walk, enjoy our Walk celebration. During the Walk Celebration, participants can visit Palava Hut featuring vendor booths, Club Bud, visit with characters, enjoy kid-friendly activities, and so much more for the whole family to enjoy!

### When is the next Northeast Ohio Buddy Walk?

We will be celebrating our 18<sup>th</sup> Annual Northeast Ohio Buddy Walk on Saturday, August 25th, 2018, at Cleveland Metroparks Zoo. Visit our website at <http://neobw.donordrive.com/event/BuddyWalk2018> to create a team, join a team, walk as an Individual, become a sponsor, be a part of Buddy Gateway or Volunteer.

### Our mission and vision:

The mission of The Up Side of Downs is to provide support, education and advocacy for people with Down syndrome, their families and communities. Our vision is for a community where people with Down syndrome have limitless opportunities and the ability to pursue their dreams.

**The Up Side of Downs of Northeast Ohio**  
**6533-B Brecksville Rd., Independence, Ohio 44131**  
**Office: 216-447-8763 Fax: 877-353-8763**

**Email: [maria@usod.org](mailto:maria@usod.org)**

**Registration Website: <http://neobw.donordrive.com/event/BuddyWalk2018>**  
**Federal Tax Exempt ID: 34-1630114**

**Visit us at:** 6533-B Brecksville Road, Independence, OH 44131 • **Send mail to:** PO Box 31720, Independence, OH 44131  
**p:** 216.447.USOD (8763) **f:** 877.353.USOD (8763) **e:** [info@usod.org](mailto:info@usod.org)  
**[www.usod.org](http://www.usod.org)**



## Permission to Fundraise on behalf of The Up Side of Downs of Northeast Ohio

This document gives [First Name] [Last Name] permission to serve as an “agent” to solicit donations on behalf of The Up Side of Downs of Northeast Ohio in conjunction with their event the Northeast Ohio Buddy Walk® held on Saturday, August 25, 2018 at The Cleveland Metroparks Zoo.

The Up Side of Downs of Northeast Ohio is a 501(c)(3) organization with the tax ID # 34-1630114; you may request a W-9 from our office at 216-447-USOD (8763).

### Prohibited Fundraising Practices

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The policies of The Up Side of Downs of Northeast Ohio prohibit the following solicitation practices:

- Use of The Up Side of Downs of Northeast Ohio or Northeast Ohio Buddy Walk® name at the direct point-of-purchase sale of alcoholic or tobacco products.
- Use of The Up Side of Downs of Northeast Ohio or Northeast Ohio Buddy Walk® name in relation to any business activity that cannot guarantee full accounting for funds generated, such as vending machines and candy boxes.
- 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.
- Online fundraising (must have prior written approval).

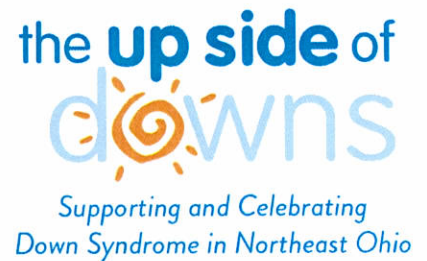
### **The Up Side of Downs of Northeast Ohio Mission Statement**

To provide support, education, and advocacy for people with Down syndrome, their families and communities.

### **The Up Side of Downs of Northeast Ohio Vision Statement**

To be the primary resource for families and communities regarding Down syndrome, where all people are accepted, included and empowered. The Up Side of Downs envisions a community where people with Down syndrome have limitless opportunities and the ability to pursue their dreams.

# GET INVOLVED, BE INSPIRED



**YOUR PHOTO(S) HERE**



**EVENT DETAILS:**

Saturday, August 25, 2018 Cleveland Metroparks Zoo 7:30am to 12:00pm  
Early registration by July 21, 2018. Guaranteed shirt size during designated shirt pick times at USOD office. At the walk, shirts available while supplies last

**Participant registration includes all day admission to the Zoo!**

**Buddy Walk Schedule of Events**

7:30 am	Day of Registration and t-shirt pick up open
8:45 am	Opening Ceremony and Remarks
9:00 am	Buddy Walk steps off, wheel-friendly 1-mile
10:00 am	Post Walk Celebration at Palava Hut
12:00 pm	Buddy Walk concludes

Buddy Walk Celebration activities until 12pm: Buddy Gateway (vendors), Characters, Club Bud (16 & over), DJ & dancing, Catans kid craft station, refreshments & more!

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If you would like more information about The Up Side of Downs, please contact the office at 216 447 USOD (8763) go to our website [www.usod.org](http://www.usod.org).



Join us on Saturday, August 25, 2018  
at Cleveland Metroparks Zoo  
For the Northeast Ohio Buddy Walk  
\$15 Early registration

## TEAM ROSTER SIGN UP

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

Team Captain \_\_\_\_\_

Team Fundraising Goal \$ \_\_\_\_\_

Buddy With Down syndrome\* \_\_\_\_\_

\*You do not have to know a Buddy to participate in this Fun Day for all ages. Go to [www.usod.org](http://www.usod.org) for more information.

NAME	EMAIL ADDRESS	PHONE	\$PLEDGE
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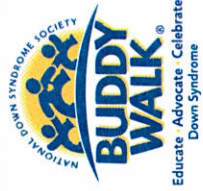


Team Fundraising Goal \$\_\_\_\_\_

### TEAM PROGRESS TRACKER

- Week \_\_\_\_ \$\_\_\_\_\_ % Complete
- Week \_\_\_\_ \$\_\_\_\_\_ % Complete
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For editable version of doc, go to [www.neobw.donordrive.com/FundraisingTools/EditableForms](http://www.neobw.donordrive.com/FundraisingTools/EditableForms)



# BUDDY WALK certificate of appreciation

AWARDED TO

**[Name]**

In recognition for your participation in

The Up Side of Downs Northeast Ohio Buddy Walk 2018

We couldn't do it without you!

Awarded this \_\_\_ day of \_\_\_\_\_, 20\_\_

\_\_\_\_\_  
Presenter Name and Title