NORTHEAST OHIO BUDDYWALK®
national down syndrome society®
EDUCATE | ADVOCATE | CELEBRATE

the up side of downs
Supporting & Celebrating Down Syndrome in Northeast Ohio

Team Captain Packet

The Up Side of Downs

Northeast Ohio Buddy Walk

#BW20VirtuallyUnited

Saturday, August 15, 2019

Location: Wherever you are

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
www.usod.org

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Thank you for registering your team for the 20th annual Northeast Ohio Buddy Walk! This year, we are going virtual!

We know that even from a distance, we can make a difference!

You will find everything you need to create your team and fundraise in this team captain packet.

If you have questions contact Maria Sivertson, Development Coordinator, for more information:

Maria Sivertson
216.447.8763, ext. 103
maria@usod.org

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The Up Side of Downs

Mission: To provide support, education & advocacy for people with Down syndrome, their families and communities in Northeast Ohio

USOD supports over 1,000 families in 16 counties with the following services:

Family Support	Advocacy	Education	Medical Outreach	Social Programs
Packets & follow up contact for new and expectant parents	Northeast Ohio Buddy Walk	The Learning Program reading and math enrichment for parents and students Pre-K–5 w/ Ds	Medical Advisory Board which provides medical expertise to USOD and those we serve	Bowling Buddies
Transition Boosters partner agency - programming for families of transition-age youth	Cleveland Down Syndrome Day	School outreach with IEP teams to facilitate education & support for families	Deliver packets of information to Northeast Ohio hospitals and medical offices	USOD Family Days at area theaters and sporting events
Hospital and home visits to new families	World Down Syndrome Day activities annually on March 21 (3/21)	Host Educational Conferences for parents and professionals	Provide up-to-date info on the USOD website with relevant medical information	Tee It Up Golf clinics
Growing with 21 Adult Sibling group	Celebrate Down Syndrome Awareness Month each October	Entrepreneur Bootcamp	Present to grand rounds, panels and students in health care fields	Adult gatherings such as monthly karaoke and seasonal dances
Host Northeast Ohio Baby & Toddler Play Groups	Contact local and state legislators to promote Ds initiatives	Down Syndrome 101 training for professionals	Provide medical professional referrals to USOD members upon request	USOD Fall Fun Fests
Host monthly Parent's Night Out gatherings	Spread the Word to End the Word Pledge	Peer Presentations to support friendship and understanding within the classroom	Host medical seminars for families	Mind Body Soul social outings for individuals with Ds, 18+
Family Grants Program offered to USOD families 2x per year	Preferred Language Guide for Ds	Teen Educational Enrichment Network for individuals w/Ds, 13 - 18	Review and promote Ds research studies	USOD Holiday Party
Circle of Support – for families dealing with diagnosis of Ds & Alzheimer's disease	Work with media partners to encourage positive and accurate depictions of individuals with Ds	Summer Enrichment Adventures in Learning Pre-K and up	Serve on advisory boards for research studies	USOD supported fitness programs such as Adaptive Jazzercise & Buddy Up Tennis
Monthly Grandparent support group	Leverage social media to advocate on behalf of individuals with Ds	Book Bundles – free resources for area schools		Steps to Independence Retreat for individuals w/ Ds, 18+
Parent to Parent Network .. Support on Facebook	Sunburst Gala where the achievements of individuals with Ds are celebrated	Little Achievers education program for toddlers		Strider Bike Camp

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2019 highlights:

- Over 700 supporters, families, and self-advocates attended the 2019 Sunburst Gala!
- We hosted 20 self-advocates for our 2nd annual Steps to Independence Retreat for individuals with Down syndrome ages 18 and up.
- We hosted a full class for our first-ever Entrepreneur Bootcamp and launched two small business owners from the class.
- Over 5,000 walkers and volunteers took over the Cleveland Metroparks Zoo at the 19th annual NEO Buddy Walk
- We distributed 31 "Book Bundles" to area schools nominated by our families. These bundles contain free books for the student library and resources for educators.
- Over 140 parents, teens and adults attended the Sexuality Workshops featuring Terri Couwenhoven, a well-known educator specializing in creating programs and resources on sexuality for people who have intellectual disabilities, their families, and the professionals who support them, held in March.
- We welcomed 6 new artisans to the Artful 21 store, bringing the total to 29.
- We expanded our support groups to include Lorain County.

What's Happening in 2020

- *In March 2020, we all began dealing with the worldwide COVID-19 pandemic. USOD staff began offering virtual programming focused on education enrichment, life skills, social activities for connectivity, and family support. This programming will continue as long as we are unable to gather together in-person.*
- Expanded education programming, allowing us to serve toddlers through high school age
- More programs in outlying counties
- Webinars that will be available to everyone in our 16-county service area covering topics critical to our families
- New classes and social opportunities for adults with Down syndrome
- And more!

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Together we can make it happen!

NEO Buddy Walk 2020
Fundraising Goal: $196,000
100% of funds raised stay in Northeast Ohio to benefit our families

2020 Timeline of Important Dates

March 21:

- World Down Syndrome Day; Buddy Walk Registration opens

June:

- June 15 – Register your team and raise $321 by this date and the team captain will receive a thank you gift

July:

- July 3 – Deadline for back of shirt team incentive
- July 12 – Deadline for all other team incentives except for USOD Family Fun Pack ($5,000+ raised or 125+ team members)
- July 12 – Last day to register and guarantee your shirt size

August:

- August 1 – Last day to register and receive shirt before Buddy Walk
- August 3-7 – Buddy Walk shirts mailed (Option: Team captains can pick up their shirts at the USOD office)
- August 15 – Virtual Buddy Walk begins at 9:00 am

October:

- October 1 – Last day to qualify for USOD Family Fun Pack Team Incentive ($5,000+ raised or 125+ team members)

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You are a Team Captain - Now What?

Design

- Create a Team Name
- Register yourself and your team at https://neobw.donordrive.com/index.cfm?fuseaction=donorDrive.event&eventID=510
- 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
- Encourage members to sign up early

Fundraise

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

Promote the Buddy Walk

- Watch our Buddy Walk Facebook Live feed for important updates
- Invite family & friends to watch too
- Confirm that you are attending the walk on our Facebook Event page & invite your friends & family
- Watch for our Facebook fram in July and add it to your profile
- Purchase a Walk of Fame sign to display in your yard

Thank your supporters

- Recognize team members on social media
- Send each donor a personal email thanking them
- Have your Buddy send them a personalized thank you note
- Communicate how your team is tracking toward the team goal

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Fundraising Incentives for Money Raised

• 20th ANNUAL NORTHEAST OHIO BUDDY WALK • August 15, 2020 • VIRTUAL •

Team Captain INCENTIVES for MONEY RAISED

7/12/20 is the DEADLINE for ALL incentives except for Team Name on Back of shirt (7/3/20) and $10K level (10/1/20)
Funds must be received at USOD by midnight (online or mail)

INCENTIVES	$1000-$1999	$2000-$2999	$3000-$3999	$4000-$4999	$5000+
USOD Family Fun package (TBD) - estimated value up to $500 awarded post (*DUE 10/1/20*)					☀
Celebration Kit				☀	☀
Fathead (of Buddy)			☀	☀	☀
Team Name on Event Shirt (*DUE 7/3/20*)		☀	☀	☀	☀
Custom button with Buddy photo	☀	☀	☀	☀	☀
Unlimited smiles of appreciation from our buddies & their families	☀	☀	☀	☀	☀

* Create a Team and Raise $321 by 6/15/20 to receive a Thank You Gift *
*Walk of Fame Signs are available for $21 each until July 12 *
Celebration Signs are available for $21 each until July 12
Top 3 teams will be recognized at the virtual walk opening ceremony AND will receive a plaque at the Sunburst Gala 2021

THANK YOU FOR YOUR SUPPORT AND COMMITMENT TO USOD!

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Fundraising Incentives for Number of Team Members

• 20th ANNUAL NORTHEAST OHIO BUDDY WALK • August 15, 2020 • VIRTUAL •

Team Captain INCENTIVES for NUMBER OF TEAM MEMBERS

7/12/20 is the DEADLINE for ALL incentives except for Team Name on Back of shirt (7/3/20) and $5K level (10/1/20)
Funds must be received at USOD by midnight (online or mail)

INCENTIVES	25-49	50-74	75-99	100-124	125+
USOD Family Fun package (TBD) - estimated value up to $500 awarded post (*DUE 10/1/20*)					☀
Celebration Kit				☀	☀
Fathead (of Buddy)			☀	☀	☀
Team Name on Event Shirt (*DUE 7/3/20*)		☀	☀	☀	☀
Custom button with Buddy photo	☀	☀	☀	☀	☀
Unlimited smiles of appreciation from our buddies & their families	☀	☀	☀	☀	☀

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Virtual Fundraising Ideas

We will all need to be creative with social distancing in place for 2020. Here are some ideas you can consider to fundraise for your Buddy Walk team:

- **Encourage your family, friends, neighbors and co-workers to register for the walk.** Since this is a virtual walk, your out-of-town contacts can take part too. Every registration for your team goes toward your team total. Every walker has the option to add an additional donation when they register.
- Check with the HR department where you work and encourage your team members to do the same because **many companies offer matching gifts**. Your contributions can be matched by your company.
- **Host a birthday fundraiser on Facebook!** Be sure to let us know about it and provide your team name so that we can apply the funds to your fundraising total.
- **Consider having a virtual consultant party or game night** to raise funds for your team. USOD will promote your Buddy Walk fundraising event on our social media pages. Contact Rosa@usod.org to share your event.
- **Bring in a Buddy Walk sponsor** – sponsors are essential to our event and they receive many benefits. Sponsorships that you bring to the Buddy Walk count toward your team's fundraising totals. For more information on NEO Buddy Walk sponsorships, visit theupsideofdowns.org/buddy-walk/sponsor or contact Leslie Burke at leslieb@usod.org

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Social Media Tips

Connecting with your friends & family is a great way to encourage donations for your team. Consider using Facebook, Twitter, Instagram, and any other platform that will help you spread the word, recognize your team members & donors and share your story.

- "Like" & follow USOD on social media sites. We are on Facebook, Twitter, Instagram, LinkedIn, & YouTube.
- Repost & retweet USOD page posts & tweets to generate excitement
- Create a Facebook Group for your team, where you can post important registration & donation information, thank team members and donors, and provide updates on the virtual walk.
- When posting on social media:
  - Tell your story – why are you walking?
  - Provide a link directly to your team registration page
  - Tag USOD in all your posts
  - Include this year's hashtag in your posts - #BW20VirtuallyUnited
  - State your purpose & request clearly
  - Post regular updates about the goals you are setting & reaching for your team
  - Post pictures of your buddy, previous walks… People love photos!
  - Ask for a specific amount on a specific day: "Help us reach $1,500 by the end of the day. Only $250 to go."
  - ***We know that this is a difficult time for many people. Recognize that in your posts and ask supporters to give <u>if they can.</u> Share that spreading the word about the Buddy Walk is a great way to support the cause.***
  -

Sample Facebook posts:

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Team Donation Tracker

Team Fundraising Goal: $_____

Week _____ $_____ _____% Complete

Week _____ $_____ _____% Complete

Week _____ $_____ _____% Complete

Week _____ $_____ _____% Complete

Week _____ $_____ _____% Complete

Week _____ $_____ _____% Complete

Week _____ $_____ _____% Complete

Week _____ $_____ _____% Complete

Team Roster

Name	Email Address	Phone	Amount

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Donation FAQs

Are donations tax deductible?

- Yes, your donation is tax deductible to the fullest extent allowed by the law. The Up Side of Downs is a 501 (c)(3) organization. Our tax ID number is 34-1630114. You may request a W-9 from our office at 216.447.8763.

Who should NEO Buddy Walk checks be made payable to?

- Checks should be payable to the Up Side of Downs or USOD.

Where can I mail donations?

- Donations can be mailed to the USOD office. Remember fundraising incentive deadlines.

The Up Side of Downs
PO Box 31720
Independence, OH 44131

I have additional questions. Who can I contact?

- Contact Maria Sivertson, Development Coordinator, by email at maria@usod.org or by phone at 216.447.8763, ext. 103

We are grateful for your support!

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