



# Greater Winston-Salem **BUDDYWALK**®

national down syndrome society®

EDUCATE | ADVOCATE | CELEBRATE



Down Syndrome  
Association  
of Greater Winston-Salem

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Association  
of Greater Winston-Salem



## Team Captain Guide



**Down Syndrome  
Association**  
of Greater Winston-Salem



**Saturday, October 25, 2025  
9:00 AM**

**West Forsyth High School  
11735 Lewisville Clemmons Rd,  
Clemmons, NC 27012**

The DSAGWS Buddy Walk and Family Fun Day is the primary fundraiser for the Down Syndrome Association of Greater Winston-Salem (DSAGWS). In addition to raising funds and awareness, it's a great place to meet other families and learn about the rewards of having a child with Down syndrome.

Each year our attendance has grown and we're expecting over 1,500 people this year to participate in this family friendly event which includes food, entertainment, carnival games, educational information, talent show, music and more.

### **Registering for the Buddy Walk is easy!**

Sign Up to Join a Team, Create a Team or Walk Individually! All participants attending the walk must be registered. Click on the Register button above to sign up yourself and any family or friends that will be joining you.

Each team member is encouraged to fundraise but it's not required! In order to JOIN an existing team, you must opt-in to fundraise.

Fundraising directly benefits the DSA of GWS and goes towards amazing programs. More importantly, the Buddy Walk is about spreading awareness on October 12th by walking with their team!

### **Registration Fees**

Adult Registration – \$25

Child Registration – \$20

Individual with Down Syndrome – free

**Registration Fees** include t-shirt and admission into Buddy Walk, refreshments and all activities





# Build Your Team!

## Register Your Team

At registration, you'll be asked to create a team page or join a team. Here is where you will create your team and add your team name. You can update and customize your team page at anytime.

## Customize Your Page

We highly recommend you customize your fundraising page with a personalized message and photo! You can edit and update your page as often as you like.

## Build Your Team

Start with your core family and friends. Who can you always count on? Think about your closest, friends, family and co-workers and start there. Encourage those people to also invite their closest friends and family.

## Get Social

Once you create a team page- share it! Whether it's through Facebook, Instagram, email or text message, get the word out! A phone call is a great way to spread the word and recruit team members!

Keep your teammates and potential teammates updated with your team information, every new walker and donation is something to celebrate and share!

## Why You Walk

Why is the Buddy Walk important to you? Show others the importance by posting pictures, sharing stories, and setting team goals.

## Set Your Goals

Your top priority for the day is to have fun! It's also a important to set goals for your number of walkers and fundraising goal. Be sure to share your goals so your teammates/potential teammates can help you reach those goals!

## Team Spirit

It's fun to walk around the track holding signs, shirts, banners to represent your team spirit and pride!

## Team Captains Pro Tip

Encourage each of your teammates to share your posts, emails and texts and recruit at least one other person onto your team!



# Fundraising ideas



**Thank you for fundraising for the Buddy Walk<sup>®</sup>!**

We're thrilled to have you as part of our Buddy Walk<sup>®</sup>!

Thank you for registering your team for our Buddy Walk and for your commitment to raising funds to support our mission and individuals with Down syndrome.

We understand that the idea of fundraising can be overwhelming, and you may be unsure as to how to get started.

We hope these Fundraising Ideas will help you with your fundraising efforts. We are here to not only cheer you on, but to also help you be successful in meeting and exceeding your fundraising goal. Please do not hesitate to reach out directly if we can support your efforts in any way. We are here to help and always happy to do so!

## The #1 key to fundraising is simple

- you just have to ASK!

People want to support you, so make sure to tell your personal and professional network why their support is important to you and ask them to donate. ASK and ask OFTEN! The #1 reason people don't give to charitable causes?

They aren't asked!



### LEAD BY EXAMPLE

Show your commitment to people who visit your page to donate by making a self-donation of \$25, \$75 or more. Did you know that those who make a self-donation to get their fundraising started are 40% more successful than those who don't?



### MAKE IT A FAMILY AFFAIR

Ask five or more family members to each join your team or donate \$21 or more.



### FUNDRAISE LIKE A BOSS

Request a company contribution of \$100 or more from your boss or company's philanthropy department.



### ASK YOUR CO-WORKERS

Ask five colleagues to make a donation of \$25 each. If your company has a matching gift program, make sure to take advantage of that!



### GET DONATIONS BY SPONSORS

Ask your company and encourage your supporters to ask their companies about a sponsorship. Your team will receive credit for that sponsorship.



### THAT'S WHAT FRIENDS ARE FOR

Your friends will be honored to support your efforts. Reach out to five friends to each donate \$25 or more to your team.



### GET SOCIAL

Social media and email is a powerful tool and a great way to engage your network. Invite people to donate by sharing your story via Facebook, Instagram, emails, etc. \* Giving social media shout-outs to donors and teammates along the way is a great way to create momentum.

## Show love to those who donate to your fundraising efforts.

Recognizing those who support you is equally important as asking for those donations. Post personalized "thank you" messages on your social media pages. Include a picture of your loved one with Down syndrome (extra points if you have one of the donor with your loved one) with a personalized shout out to your donor. Other people will see this and want you to do the same for them.

# Because of You...

The Greater Winston-Salem Buddy-Walk has become a huge contributing factor in fueling the mission of the DSA of GWS through community engagement, visibility, dollars raised through fundraising and volunteer recruitment. Your leadership as a Team Captain is the driving force that provides us with the opportunity to educate, empower, and instill a culture of inclusion in our community.

## You Rock!

Whether this is your first time building a team for the Buddy Walk or you're a seasoned veteran, we're thrilled to have your leadership on board and hope this guide steers your efforts. As a Team Captain, you serve as the link between the mission of the DSA of GWS and the communities in which we live and serve. You are on the ground, actively promoting and pursuing inclusion in your community, and you have a chance to make a real difference.

The strongest teams not only motivate their friends and family to get involved with the Buddy Walk, but also empower a culture of inclusion in everyday life. You can do this by being prepared on the day of the event. Let your team know where to meet the day of the Buddy Walk. Bring the team spirit! As we celebrate the abilities that all of us have to offer, there's no better time to be yourself. Share the fun on social media!

## Team Effort!

## Team Leader!

Lead Your Team to Success! Lead by example. You will be asking your teammates to donate, participate, and recruit, so you should be the one to show them how it's done. Sharing your story motivates and connects your supporters to the cause, giving deeper meaning to the importance of the walk and potential impact of your team.

Ask your employer about sponsoring the Buddy Walk. Your team will be credited for their sponsorship! Make sure your teammates do the same! One simple inquiry could mean gaining funds for your team! Check out our team incentives to see what you can win by having the most walkers or most money fundraised.

## Team Incentives!

## GET DONATIONS BY SPONSORS

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### The #1 key to fundraising is simple

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People want to support you, so make sure to tell your personal and professional network why their support is important to you and ask them to donate. ASK and ask OFTEN! The #1 reason people don't give to charitable causes?

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## Greater Winston-Salem BUDDY WALK® SPONSORSHIP LEVELS:

### PRESENTING SPONSOR - \$10,000

- » Naming rights to event, example: Greater Winston-Salem Buddy Walk® presented by “Your Company”
- » Recognition by logo as Presenting Sponsor on all print and electronic marketing materials, promotions with event day signage, social media, etc.
- » **Prime logo placement on over 1,500 Buddy Walk® t-shirts**
- » Opportunity for short sponsor remarks from the stage
- » Inclusion in all press releases regarding the Greater Winston-Salem Buddy Walk®
- » Opportunity for 15 employees to participate in Buddy Walk®

### GOLD SPONSOR - \$5,000

- » Recognition by logo as Gold Sponsor on event website, event day signage, stage, sign, social media, etc.
- » **Logo placement on over 1,500 Buddy Walk® t-shirts**
- » Inclusion in all press release regarding the Buddy Walk®
- » Opportunity for 10 employees to participate in Buddy Walk®
- » Announced at Buddy Walk® as a sponsor to over 1,500 participants

### SILVER SPONSOR - \$2,500

- » Recognition by logo as Silver Sponsor on event website, event day signage, social media, stage sign, etc.
- » **Logo placement on over 1,500 Buddy Walk® t-shirts**
- » Opportunity for 5 employees to participate in the Buddy Walk®
- » Announced at Buddy Walk® as a sponsor to over 1,500 participants

### BRONZE SPONSOR - \$1,000

- » Recognition by logo as Bronze Sponsor on event website, event day signage, stage sign, social media, etc.
- » **Logo placement on over 1,500 Buddy Walk® t-shirts**
- » Announced at Buddy Walk® as a sponsor to over 1,500 participants

### FRIEND SPONSOR - \$500

- » **Name placement** on over 1,500 Buddy Walk® t-shirts Recognition by name as
- » Friend Sponsor on event day signage and stage signage Announced at Buddy
- » Walk® as a sponsor to over 1,500 participants

### BUDDY SPONSOR - \$250

- » **Name placement** on over 1,500 Buddy Walk® t-shirts Recognition by name as
- » Buddy Sponsor on event day signage and stage signage



## Sponsorship Commitment Form

CONTACT NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

CONTACT EMAIL: \_\_\_\_\_

NAME OF TEAM YOU ARE SUPPORTING (If Applicable) \_\_\_\_\_

**Option #1:** We are pleased to sponsor the Buddy Walk® with the following donation:

☐ Presenting (\$10,000) (logo placement) ☐ Gold (\$5,000) (logo placement)

☐ Silver (\$2,500) (logo placement) ☐ Bronze (\$1,000) (logo placement) ☐ Friend (\$500) (name placement) ☐ Buddy (\$250) (name placement)

**Option #2:** We are pleased to provide the following gift cards:

☐ \$25 gift cards ☐ \$50 gift cards ☐ \$75 gift cards ☐ \$100 gift cards ☐ \$\_\_\_\_\_ gift cards

**Option #3:** We are pleased to donate the following item(s) (i.e. raffle items, team incentive prizes, etc.) Please also include an estimate of the fair market value of each item donated (for tax receipt purposes):

### Important T-Shirt Deadline Date:

We need to receive your donation and logo **by October 1st** in order to have your name or logo printed on the back of 2000 t-shirts. To order the t-shirts that come with your sponsorship level, please contact our office at [info@dsagws.org](mailto:info@dsagws.org).

**Logo Instructions:** Please submit your logo as vector (line) art, all fonts converted to curves, black and white (not grayscale), PDF or JPG format, "clean" and with camera-ready artwork that is not bitmapped. Please email logo to [info@dsagws.org](mailto:info@dsagws.org).

Please complete and mail this form with your donation to:

DSAGWS - 210 S. Cherry St. Suite 206 | Winston-Salem, NC 27101

All donations are tax deductible. PDSSN is a 501(c)(3) organization (Federal Tax ID #20-3131948). A form W-9 and/or tax-exempt letter are available upon request. The Down Syndrome Association of Greater Winston-Salem (DSAGWS) is the new assumed business name for the Piedmont Down Syndrome Support Network (PDSSN). PDSSN is still the official tax name of the organization.

**Thank you for your support!**