



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

Team Incentives

You must be a registered team captain to earn incentive gifts.
Register for the Buddy Walk at <https://charity.pledgeit.org/GreaterWSBuddyWalk>



DSA of GWS t-shirt



DSA of GWS pullover hoodie



DSA of GWS YETI RAMBLER®26 OZ
WATER BOTTLE WITH CHUG CAP

RAISE **\$250**

\$500

\$1,000



Fujifilm Instax Mini 11 Instant Film Camera,
(colors will vary) with Fuji film AND
The North Face Jester Backpack
- DSA of GWS Personalized



DSA of GWS YETI HOPPER FLIP®
18 SOFT COOLER



One night stay in a Family Suite
(up to six people) at the
Great Wolf Lodge - Concord

RAISE **\$2,500**

\$5,000

\$10,000

Sponsorship Incentives

WIN GIFT CARDS BY OBTAINING SPONSORSHIPS FOR YOUR TEAM/BUDDY WALK:
You can earn more than one gift card.

\$25
VISA GIFT CARD

**BUDDY OR
FRIEND SPONSOR**

\$50
VISA GIFT CARD

**BRONZE OR
SILVER SPONSOR**

\$100
VISA GIFT CARD

**GOLD OR
PRESENTING
SPONSOR**

Sponsorship information can be found: <https://dsagws.org/wp-content/uploads/2010/09/DSAGWS-2023-Buddy-Walk-Sponsor-Packet-1-copy-1.pdf>

1.Raise \$250 - DSA of GWS t-shirt Available in youth, men's and women's styles 2. Raise \$500 - DSA of GWS Pull Over Hoodie Available in youth, men's and women's styles 3. Raise \$1,000 - DSA of GWS YETI RAMBLER®26 OZ WATER BOTTLE WITH CHUG CAP 4. Raise \$2,500 - Fujifilm Instax Mini 11 Instant Film Camera, (colors will vary) with Fuji film AND DSA of GWS Personalized The North Face Jester Backpack 5. DSA of GWS personalized YETI HOPPER FLIP® 18 SOFT COOLER 6. One night stay in a Family Suite (up to six people) at the Great Wolf Lodge - Concord. Must reserve your stay through the DSA of GWS by August 1, 2024. Not valid 11/19/23-11/26/23, 12/18/23-1/7/24, 3/24/24-4/21/24 *MUST email DSA of GWS with prize choice by 10/31/23. Prizes will be sent after the event. Prizes are NOT cumulative; only one item is awarded to each fundraiser. Fundraiser may select one item at or below the level achieved



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®!

We're thrilled to have you as part of our Buddy Walk®!

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.

Sponsorship information can be found:

<https://dsagws.org/wp-content/uploads/2010/09/DSAGWS-2023-Buddy-Walk-Sponsor-Packet-1-copy-1.pdf>



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!