



DOWN SYNDROME SOCIETY OF WICHITA, INC.



August 2, 2011

Welcome Team Captain!

THANK YOU for signing up your team for the 2011 Wichita Buddy Walk® and becoming a Team Captain! You will join the members and Board of Directors of the Down Syndrome Society of Wichita, as we team up to form what will hopefully be our BEST Buddy Walk ever!

This year's Buddy Walk will be held on Saturday, October 8, 2011 -- please note our new time of 11 a.m to 2 p.m. The Wichita Buddy Walk attracts over 2,000 participants, who walk the one-mile course around the beautiful Heartspring campus (8700 East 29th Street North in Wichita).

Enclosed you will find your Team Captain package that is full of information that will help you make the best of your participation in the Walk. As we celebrate our 8th Annual Wichita Buddy Walk, we continue to make it a FREE registration event. However, we are asking that you fundraise and help us reach our \$80,000 goal which will allow DSSW to continue to provide the valuable programs offered to members and their families.

Your involvement in the Buddy Walk, either by walking with us, or by donating, will help make a brighter tomorrow for all individuals with Down syndrome.

We are looking forward to seeing you at the Buddy Walk!

Michelle Sanchez
Buddy Walk Registration Co-Chair
treasurer@dsswichita.org
316.617.9102

Chris Chaney
Buddy Walk Registration Co-Chair
cchaney5@gmail.com
316.304.3880

P.O. Box 782736
Wichita, KS 67278

Phone: 316.617.9102
www.dsswichita.org

Mark Your Calendar!

September 1, 2011 -- Deadline for a FREE t-shirt with registration

September 2, 2011 -- Deadline for submitting a walkway photo**

October 2, 2011 -- T-shirt pickup at DSSW office from 1 to 4 p.m.
(Teams can submit donations at this time.)

October 3, 2011 -- T-shirt pickup at DSSW office from 10 a.m. to 1 p.m.
(Teams can submit donations at this time.)

October 3, 2011 -- Deadline for teams to submit money to qualify for fundraising prizes.

October 3, 2011 -- Deadline for team registrations to qualify for "Most Walkers" prize.

NOTE: Online donations/registrations count up to 11:59 p.m. on October 3, 2011.

October 8, 2011 -- 8th Annual Wichita Buddy Walk - 11 a.m. to 2 p.m.

**To submit a photo, please mail an 8x10 photo to:

DSSW Buddy Walk Photo
P.O. Box 782736
Wichita, KS 67278

or you can email your entry to Dana Gorges-Kivett at dmgorges@sbcglobal.net.

Please include your child's NAME AND AGE as this will appear on your child's sign.

Welcome to the Wonderful World of the Buddy Walk!

Each year members of the Down Syndrome Society of Wichita (DSSSW) gather up their family and friends to take part in this wonderful Walk to raise awareness about Down syndrome. This is the main fundraiser that DSSW has each year, and it helps us continue to grow the programs and services that we provide to our families. We hope that everyone can help us reach our goal of \$80,000 by raising donations for their team.

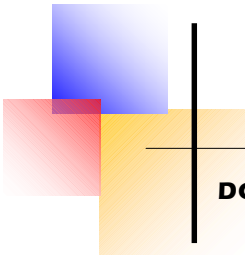
Signing up a team is easy – go to www.dsswichita.org and click on the Buddy Walk logo.

Click on REGISTER. If you are a returning Team Captain, click on SIGN IN and you will be prompted to enter your email address and password from last year. If this is your first year as a Team Captain, click on CREATE A NEW TEAM. Think of a unique team name...you can view the other teams already listed to get some ideas. Fill-in the remaining registrant information, create a password, if you want to add a donation, you can do so, or just click on COMPLETE REGISTRATION.

Once you have created your team, you will have your own TEAM PAGE. You can edit this page to add a personal note as to why you are walking, and you can upload your favorite picture. This page can be emailed to your family and friends inviting them to join your team.

THANK YOU for helping us carry out the DSSW mission...to enhance the lives of individuals with Down syndrome and their families by providing them with support and resources and by raising public awareness about Down syndrome.





DOWN SYNDROME SOCIETY OF WICHITA, INC.



2011 Buddy Walk Schedule of Events:

Date: October 8, 2011

Location: Heartspring (8700 East 29th Street North in Wichita)

| | |
|-----------------|---|
| 6:00-10:30 a.m. | SET UP |
| 10:30 a.m. | ON-SITE REGISTRATION FOR THOSE NOT PRE-REGISTERED ON-LINE |
| 11:00 a.m. | BUDDY WALK KICK-OFF |
| 11:30 p.m. | LUNCH IS SERVED AND FESTIVITIES BEGIN |
| 1:30 p.m. | BASKET RAFFLE WINNERS ANNOUNCED |
| 2:00 p.m. | FESTIVITIES END AND CLEAN-UP BEGINS |

*Times are subject to change

2011 Buddy Walk Team Fundraising Prizes:

| | |
|-------------------|--|
| \$500 - \$999 | \$50 Gift Certificate to Woodbine House or Café Press |
| \$1,000 - \$2,499 | \$100 Gift Certificate to Woodbine House or Café Press |
| \$2,500 - \$4,999 | \$250 Gift Certificate to Woodbine House or Café Press |
| \$5,000 - \$9,999 | iPad |
| \$10,000 + | iPad <i>plus</i> the use of a DSSW 10 x 10 tent for your team |

- **Team With “Most Walkers”** – use of a DSSW 10 x 10 tent, one reserved parking space AND their team leads the 2011 Buddy Walk. *(The individual with Down syndrome and his/ her parent or guardian will be chauffeured in a golf cart leading the Buddy Walk with other team members following.)*
- **Top Fundraising Team** – use of a DSSW 10 x 10 tent, one reserved parking space AND a Photo Shoot for their child with Down syndrome to create promotional materials for the 2012 Buddy Walk.

NOTE: Online donations/registrations count up to 11:59 p.m. on October 3, 2011.

Buddy Walk Fundraising Tips!

HOW TO RAISE \$500 IN A WEEK:

| Day | Outreach | Amount |
|-----|--|--------|
| 1 | Sponsor yourself for \$25 | \$25 |
| 2 | Ask three family members for \$25 | \$75 |
| 3 | Ask five friends to donate \$15 | \$75 |
| 4 | Ask five co-workers to sponsor you for \$10 | \$50 |
| 5 | E-mail 15 contacts and ask for a \$10 donation | \$150 |
| 6 | Ask your company for a \$75 contribution | \$75 |
| 7 | Ask two businesses you frequent for \$25 | \$50 |

Total: \$500

MORE IDEAS!

- Use incentive prizes to reward participants for their fundraising efforts. For example, if you raise \$50 you will earn a baseball hat, if you raise \$100 you will earn a tote bag, etc. Set a deadline so that your Walkers are motivated to raise money at a quicker pace (leverage the competitive spirit of your Walkers).
- Sell raffle tickets and hold a drawing (or drawings) for items that were donated by local organizations.
- Work with local restaurants and stores to have a day or night where a portion of the proceeds will go to your team to raise money for your Buddy Walk. "Dining for Down syndrome" is becoming popular across the country!
- Make and sell Buddy Walk ribbons (in the blue and yellow Buddy Walk colors) and sell them for \$.50 or \$1.00 to increase awareness of your Buddy Walk.
- Get your child's school or your workplace involved! Example: For a donation, a student/teacher or co-worker could dress in jeans or other casual clothes for a day. If students/teachers or co-workers already have a casual dress policy, invite them to wear a hat, shorts or other attire that is normally not allowed. This activity also helps to remind the school/workplace that October is National Down Syndrome Awareness Month.
- Community activities: a car wash, dog wash, garage sale, bake sale, etc...
- Don't forget to ask your workplace about Matching Gift Programs!
- Facebook and Twitter is a great way to get your message out to family and friends.

Sample Letter To Send To Family and Friends:

Dear NAME,

The 8th Annual Wichita Buddy Walk will be held on Saturday, October 8, 2011 from 11:00 a.m. to 2:00 p.m. at Heartspring (8700 East 29th Street North in Wichita). Please walk with our team, TEAM NAME, as we join the Down Syndrome Society of Wichita (DSSW) in raising awareness about Down syndrome. Enjoy the one-mile walk and the festivities immediately following - free food, games, music, dancing, face painting, moonwalks, an obstacle course, basket drawings, cheerleaders, a teen room, clowns, a fire truck, and much more! There is no fee to participate in this fun family event.

Register to walk with TEAM NAME on the DSSW website at www.dsswichita.org. Be sure to register by September 1st to receive a FREE Buddy Walk t-shirt! If you are unable to join us at the walk, please consider supporting TEAM NAME by making a donation online or by mailing a check to me made payable to DSSW. Any donation, big or small, really will make a difference.

We hope to see you at the Buddy Walk!

TEAM CAPTAIN NAME
Team Captain of TEAM NAME