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## Introduction

### *Congratulations!!!*

Thank you for registering your team for the 2021 ETDSG Walk! We are very excited that your team will be joining us on SATURDAY, OCTOBER 2nd, 2021 for a day full of fun and excitement. Remind your friends and family to mark their calendars. Whether this is your first walk or your 20th walk, this toolkit will provide you with all the tools and information necessary to achieve your fundraising goal!

First things first, upload a photo of your individual with down syndrome and a quick story of your to your team's page. After you have customized your page, encourage your friends and family to go to *the team website* and register to walk with your team or make a donation. You can do this with phone calls, emails, and social media posts. Ideas of how to do this and other tips are included in this team captain toolkit.

We encourage you to read through this toolkit to make sure you are aware of deadlines, standards, and tips that you need to be successful. All elements of this toolkit can be found in the Team Captain Corner of the ETDSG Walk website. Have a party for your team, and explore the website!

If you have any questions over the next few months, please do not hesitate to contact me by phone at 254-833-1329 or by email at easttxbuddywalk@gmail.com. To ensure you receive all correspondence for the 2021 East Texas Down Syndrome Walk, please add this email address to your contacts.

Best of luck and thanks for all you do!

**Stephanie Tuma**

East Texas Down Syndrome Walk Chair, ETDSG



**East Texas Down Syndrome Group**

**PO Box 6604**

**Longview, TX 75608**

**903-740-3843**

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# *Where the Money Goes?*

Since it was established in 2002, the East Texas Down Syndrome Group has been an organization made up of people of all ages with Down syndrome, parents of children with Down syndrome, professionals and health care providers all working together to ensure that all individuals in our community living with Down syndrome have every opportunity to achieve their full individual potential.

**90%** of every dollar raised by East Texas Down Syndrome Group Walk teams, stays in the counties that the ETDSG serves.

**10%** of every dollar raised by ETDSG Walk teams, is sent to groups that provide national advocacy and support.

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With your funding the ETDSG will be able to offer:

- Expectant and New Parent Support
- Support/Activity Groups
- Awareness
- Legislative Advocacy
- Conference Scholarships
- Family Education Scholarship
- Social Events
- Education
- AND SO MUCH MORE!!



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## Team Goals

*By challenging our community to aim high in their fundraising efforts, we are able to better provide a variety of information, education, support and assistance to individuals with Down syndrome and their families in our East Texas counties. As a direct result of your fundraising efforts, ETDSG will be able to offer educational family scholarships, recreation scholarships, workshops to parents, educators and health care professionals, support and resource groups, new parent packages, children's hospital care packages, and much more! Every dollar raised impacts a life. **Deadline for goals is September 24th, 2021 unless otherwise noted.***

## Team Awards

**\$250:** Sign with your team name and picture

**\$500:** Personalized Team Blanket with your team name.

**\$750:** One reserved table at the walk for you to decorate as you wish to honor your individual with Down Syndrome, plus everything above.

**\$1,000:** Bags with ETDSG Logo, a car decal, plus everything above.

**\$1,500:** Tent just for your team, an extra table for your tent, plus everything above.

**\$2,000:** Guaranteed trip to Splash Kingdom (Canton/Louisiana) (including food pass, and tickets for individual with Down Syndrome, up to 2 parents/legal guardians, and all siblings)\*, plus everything above.



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**\$4,500:** Guaranteed Scholarship to NDSC (National Down Syndrome Convention) to include registration for individual with Down Syndrome, up to 2 parents/legal guardians and siblings, hotel, gas and food allowance\*. This year's convention will be in New Orleans, Louisiana.

**\$5,500:** Guaranteed Scholarship to NDSC (National Down Syndrome Convention) to include registration for individual with Down Syndrome, up to 2 parents/legal guardians and siblings, hotel, AIR FARE and food allowance\*. This year's convention will be in New Orleans, Louisiana.

**\$10,000:** Guaranteed Scholarship to the Buddy Walk® in New York City. Includes registration, hotel, food allowance, and traveling expenses for Individuals with Down Syndrome, up to 2 parents/legal guardians and siblings.

**Most Walkers:** \$250 Visa Gift Card

**Top Fundraiser:** \$500 Visa Gift Card



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## Fundraising

With a total of 4 months available to you for fundraising, it's easy to procrastinate and tell yourself you will get to it tomorrow. Fundraising for the East Texas East Texas Down Syndrome Walk® should be fun and fulfilling for you whole family, not stressful! Give yourself plenty of time to fundraise by registering your team early and utilizing the information below:

- Set a goal for your team
- Enlist the help of your family, friends, and co-workers to reach your goal
- Use motivation and incentives
- Be creative in the ways you fundraise
- More tips on the next few pages

Below is a timeline of events for the upcoming ETDSG Walk, so you can set your team up for success.

July 1st	Registration Opens for the ETDSG Walk Register your team!
July 15th	Begin sharing your page with your friends, family, co-workers! Remind them that some companies will do a company match!
August 1st	Have a creative fundraiser in mind? Make it happen this month! Most company matched donations take 6 weeks to process
August 15th	Continue sharing your page- remind your family of the approaching deadlines for shirts!
September 1st-10th	Have a company sponsorship? Be sure to turn it in by September 15th to ensure that it is on the shirt! Guaranteed shirt deadline ends on September 9th!! Be sure to remind your friends!!

**PLEASE NOTE THAT DONATIONS OF \$200 OR MORE WOULD BE BEST DONATED VIA CHECK OR MONEY ORDER RATHER THAN THE WEBSITE DUE TO CREDIT CARD FEES!**



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## *Creative Fundraising Ideas*

- »» Use prize incentives to encourage your team to raise money.
  - »» Encourage all teammates to contact their HR director to find out how their company handles company matching gifts and encourage them to get their contributions matched.
  - »» Enlist the help of friends/family to host bake sales, garage sales, car washes and/or a pancake breakfast.
  - »» Include information in company newsletters, intranets and bulletin boards.
  - »» Deliver homemade goods in exchange for donations.
  - »» Organize a neighborhood block party or think about ways you can help people in your neighborhood in exchange for donations (such as, mowing lawns, shoveling snow, organizing closets, etc.).
  - »» Use schools, businesses and religious organizations to do raffles and participate in other fundraising efforts for your team .
  - »» Have a consultant party (ex. Pampered Chef, Silpada, Avon, etc.) and have a portion of the proceeds go to your team.
  - »» Ask your gym to host a benefit workout class where donations can be made to your team.
  - »» Visit your favorite restaurant and see if they will host a Dine & Donate, where a certain percentage of sales for a day go towards your team's fundraising goal.
  - »» If your employer allows solicitation at work, ask if you can have a "Dress Down for Down Syndrome Day" where employees who donate to your team can wear jeans.
- ds your team's fundraising goal.



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- »» Use social media outlets to promote your team and encourage donations from your friends and family
- FACEBOOK: Like [East Texas Down Syndrome Group](#), to promote the Walk - create a team page and invite people to like it - from here you are able to directly promote your fundraising page and goal to Facebook friends. Be sure to include the link to your team's page when posting on Facebook.
  - Check us out on TWITTER, and INSTAGRAM
- »» Team T-shirts are a great way to raise extra money for your team and give your family and friends a souvenir with their favorite team's name to wear proudly throughout the year.
- »» Businesses want the opportunity to advertise. You can use our Sponsorship letter and form to go to your favorite businesses to ask if they would like to be a sponsor for the 2021 East Texas Down Syndrome Walk. They will receive FREE advertising for their business with different sponsor level options and give credit to your team for their sponsorship. It's a Win - Win!



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## *F.A.Q. about Donations*

### ARE DONATIONS TAX DEDUCTIBLE?

»» Currently the ETDSG is working to obtain a new sales tax exemption after restructuring the needs of the group. Right now we are a non-profit group and operating within those guidelines as we await to see if our restructure is approved.

### WHERE DO I GET DONATION FORMS?

»» A donation form is enclosed in this packet.

### WHO SHOULD ETDSG WALK CHECKS BE MADE PAYABLE TO?

»» For tax purposes, please make checks payable to the East Texas Down Syndrome Group or ETDSG. Checks should not be written to Walk teams, team captains or individual participants.

»» Please ask donors to submit their corresponding donation forms with their checks so your team will be properly credited for your fundraising efforts. If this is not possible, please ask donors to indicate which walk team they are supporting and your name on the memo section of the check.

### DO I HAVE TO SEND IN MY DONATIONS? CAN I BRING THEM WITH ME TO THE WALK? CAN I CONTINUE TO COLLECT DONATIONS AFTER THE WALK? WHAT IF MY DONORS DON'T WANT TO DONATE ONLINE? WHERE DO I SEND THE CHECKS?

»» While you can always bring your donations to the walk, it is preferable that you mail them in as soon as you can to the address below. You may enter your donations on your Team Fundraising Page before sending them - once ETDSG receives your checks, we can approve them. Please mail to the address below.



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**I TURNED IN A PACKET AT THE WALK AND DO NOT SEE ALL THE CHECKS PROCESSED YET?**

»» All donations to the East Texas Down Syndrome Group will be deposited, processed and posted to your webpage by October 31st 2021. If a month or more has passed and you still do not see your donations on your team webpage, please contact us.

**HOW LONG WILL IT TAKE BEFORE THE CHECKS I MAILED SHOW UP ON MY PAGE?**

»» Team Captains are able to enter their own check(s) on their team page, these will show up along the Donation column, but will not impact the fundraising total until the check(s) are received by ETDSG and approved. Please allow a couple of weeks for your donations to be deposited, processed and approved by ETDSG.

**CAN I ENTER DONATIONS RECEIVED VIA CHECK TO MY WEBPAGE?**

»» Yes, you may enter donations received via cash or check on your team's webpage. All cash/check donations must be sent in and approved by ETDSG by October 7th in order to be considered for team incentives.

**WHAT IF PEOPLE WANT TO GIVE ME CASH?**

»» It is safest and best for record-keeping that you convert all cash received to a check or money order. If you are able, the safest option is to send a personal check covering the full amount, along with the corresponding donation forms to the East Texas Down Syndrome group. If this is not possible, you can also always bring the cash donations and appropriate donation forms to the walk.



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**WILL THE MONEY TURNED IN AT THE WALK SHOW UP ON MY WEBPAGE AND MY DONATION REPORT?**

»» Absolutely. If the corresponding donation forms were completed and submitted along with your donations at the walk, then you should see your fundraising efforts reflected on your team webpage and donation report by ETDSG. We will credit your friends and family online using the form guidelines.



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## *F.A.Q. about East Texas Down Syndrome Walk*

not registered by September 9th, 2021, the registration fee will be \$20.

### WHAT IS THE REGISTRATION FEE?

»» The registration fee is \$20 for an individual with discounts for families. Your registration fee includes an official 2021 commemorative ETDSG Walk t-shirt. Individuals with Down syndrome have free registration, but must still register.

### SHOULD I REGISTER MY KIDS?

»» Yes, please register everyone who will be attending (even toddlers in strollers). This helps us plan for the day of the event, plus only those who register, receive t-shirts.

### I HAVE A FAMILY MEMBER WHO WANTS TO JOIN MY TEAM BUT MAY NOT BE ABLE TO ATTEND THE WALK. CAN THEY STILL JOIN MY TEAM?

»» Yes, family members can still support you by joining your team and fundraising as a team member, even if they are unable to attend.

### WHAT IS THE CUT-OFF TO JOIN A TEAM?

»» You can register online up to the day of the event. Please have everyone register before September 9th, 2021 to give us a good headcount so that we can plan for a better event. Registrants after the September 9th deadline may not receive their desired t-shirt size.

### SOME OF MY FAMILY WOULD LIKE TO COME, BUT NOT WALK. DO THEY NEED TO REGISTER?

»» We encourage every participant to register by September 9th, 2021. A limited number of t-shirts will be available for purchase on the day of the walk but we cannot guarantee your desired t-shirt size if you have



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IF I AM REGISTERED, DO I NEED TO DO ANYTHING ELSE TO BE PRE-REGISTERED?

»» No, if you are already registered online, you are all set.

IS IT BETTER TO REGISTER ONLINE OR REGISTER THE MORNING OF THE WALK?

»» There are many advantages to registering before the walk, for example: knowing how many people to expect will help us plan for a better event for everyone. ETDSG, event sponsors and vendors order all items based on how many people have pre-registered for the walk. Plus, registering before the walk will alleviate registration lines at the event and you will be able to enjoy the event from the moment you get there. Each individual and team that registers will receive a webpage within the ETDSG Walk website. This will give friends and family a place to go where they can donate directly to you online. You can also customize this page with a photo and special message.



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## *Important Dates*

- **July 21st**- Registration for the Walk Opens
- **August**- Great month to ramp up your donations
- **September 15th**- Deadline for Company Logos for the shirt
- **September 9th** - Last day to register to guarantee the correct shirt size!
- **September 24th**- Last day to win your team sign (\$250)
- **September 25th**- T-Shirt Pickup in Longview and in Tyler. Check the calendar and website for more information on times and exact locations.
- **September 30th**- Last day to credit teams for incentives; do not forget you can enter your own checks, cash, and money orders into the system. We can approve the amounts at the walk. Please have these in the system by October 2nd!

## *Important Information*

- Please have any donation in excess of \$200 done by check or money order so that we can avoid the costly credit card fees. We can still credit your team page with the donation, in fact you can enter it into your team page and then mail it in to us!
- Please have anyone that wants to be a part of your team register by September 9th to guarantee their shirt size. This also helps us plan for food, entertainment, etc for the walk.
- You may pick up all of your team shirts a week before the walk so that your team can have them ready to wear the day of the walk
- We all have ONE goal, empowering those with DOWN SYNDROME! Therefore I am here if you have any questions, etc! We are your biggest team fans!!
- Add ETDSG calendar to your phone to keep up with approaching t-shirt sponsor deadlines, prize deadlines, t-shirt pick-up, etc. Just go to our website under the calendar tab to see it and add: [www.etsdg.org](http://www.etsdg.org)



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## *New to the Walk & Fun Reminders*

**3.21 Extra Dash-** This year our mile walk will also incorporate an extra 321 feet dash for our friends with Down Syndrome to complete. This dash area will be lined with friends, family, cheerleaders, etc and serve as a place of encouragement while they finish their walk and receive their medals!

**Walk Team Announcement-** Each year as your individual with Down Syndrome Comes across the line we will read a blurb about them including their name, age, accomplishments, and anything else you would like to share. This is a time for them to shine and be recognized!

**Hashtag Contest-** Are you a social media king/queen? Well it's time to get busy! Create a hashtag for your team (ex: #KartersKrew, #FaithsFollowers, #AustinsTexans) along with #ETDSGWalk for the chance to win a \$50 Amazon Gift Card!! The team with the most shares on all social media (Facebook, Instagram, Twitter, etc.) will win at the walk! Please remember to use the #ETDGSWalk so we can track your team postings. This is also a great way to advocate for your team fundraising.

**Team Table/Tent-** Team tables/tents that are earned with your incentives are encouraged to be decorated! There may just be an extra goodie for the best decorated table/tent at this years East Texas Down Syndrome walk!



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