



# Community Link Buddy Walk

May 5, 2018

## Team Captain Packet





**Together we can make it  
happen!**

**Community Link Buddy Walk**

**2018 Fundraising Goal**

**\$150,000**



## Dates To Remember

**April 13:**



Last day to be guaranteed a t-shirt

**April 13:**



Last day for online registration

**April 30 - May 1-4:**



T-shirt pick up at Community Link for team captains

**May 5:**



Community Link 12<sup>th</sup> Annual Buddy Walk 2018

# GET INVOLVED, BE INSPIRED

## Responsibilities of a Team Captain

## Design



Register online



Customize your team page



Upload a photo of your buddy or team



Set a goal

## Publish



Email link of your team page to friends & family



Spread the word on Facebook, Twitter, Instagram, etc.



Email reminders to your team until the Buddy Walk®

## Manage



Maintain team member information



Keep people involved with fundraising goal



Explain benefits of signing up early & reaching incentives



Encourage members to sign up on line



Fundraise















Set a goal for yourself & your team



Push all team members to reach this goal

**GET INVOLVED, BE INSPIRED**





**Fundraising Tips**

-  Put out a collection bin at school, church, local business
-  “Dimes for Down Syndrome” – 1 roll of dimes =\$5.00
-  Use incentives to encourage your team to raise money (i.e. gift cards, artwork by your buddy, gas cards, etc.)
-  Sell “**Buddy Bucks**” in your office or to local merchants
-  Encourage all teammates to contact their HR director on how their company handles company matching gifts
-  Hold car washes, bake sales, Dress Down for Down syndrome days
-  Include information in company newsletters, intranets & bulletin boards
-  Work with local stores or restaurants to see if they would donate a portion of the proceeds to your team “Dine Out For Down Syndrome”
-  Organize a neighborhood block party
-  Use schools, businesses and religious organizations to do raffles and participate in other fundraising efforts for your team
-  Have a consultant party (i.e. Pampered Chef, Silpada, Avon, etc.) and have a portion of the proceeds go to your team
-  Have a school or business do a “Dress Down for Downs Day” or an “ End the “r” Word” signing









**GET INVOLVED, BE INSPIRED**  
**Tips on Using Social Media for**  
**Buddy Walk® Fundraising**

***\*Use #CLBuddyWalk when posting about Community Link's  
Buddy Walk® on social media sites!***

## **Be involved on Social Media**

-  “Like” Community Link on Facebook
-  Follow @CommLinkInc on Twitter
-  Repost/retweet Community Link page posts and tweets to generate excitement
-  Create a Facebook group for your team, where you can post important registration and donation information, as well as day-of information for all of your friends

## **Use statuses and tweets to:**

-  Provide a link directly to your team page
-  Provide a link to the BW video and Community Link video
-  State your purpose and request clearly
-  Create buzz and excitement
-  Post updates regularly about goals you are setting and reaching as a team
-  Post pictures of last year, your buddy, preparation for day-of, etc.
-  Refer to Social Media Guide for suggested tweets and posts
-  Ask for a specific amount on a specific day
  - “Help us reach \$1,500 by the end of the day. Only \$250 to go”

# **GET INVOLVED, BE INSPIRED**

# Social Media Guide

**Sample posts for Buddy Walk® Participants on Facebook and/or Twitter (note that tweets cannot exceed 280 characters).**

## **Join My Team: (Or Me, if not on a team)**

1. Join [me/team name] on May 5<sup>th</sup> as [I/we] raise awareness for more than 400,000 Americans with Down syndrome! [include link to personal fundraising page/team page]
2. Highlight the abilities of people with Down syndrome! Join [me/insert team name] at the Community Link Buddy Walk® on May 5<sup>th</sup>, 2018! [include link to personal fundraising page/team page]
3. Celebrate the abilities of people with Down syndrome! Join [me/us] at the Community Link Buddy Walk (or @CommLinkInc Buddy Walk if on Twitter) on May 5<sup>th</sup>! [include link to personal/team page]
4. Get ready! I need five people to join my Buddy Walk® team today. Visit [insert link to team page]
  - a. Follow up: (insert friend's name) just joined my team! I'm still looking for 4 more awesome people! [insert link to team page]
5. I'm participating in the Buddy Walk® on May 5<sup>th</sup>. Will you join [me/my team]? [insert personal/team page link]
  - a. Follow up: (insert friend's name) is walking with me on May 5<sup>th</sup> for Down syndrome awareness. Join us at [insert personal page/team page link]

## **Fundraising:**

1. Get Involved, Be Inspired. Help [me/team name] meet [my/our] fundraising goal for the 2018 Buddy Walk®! [include link to personal fundraising page]
2. Take strides towards raising awareness for individuals with Down syndrome at the Community Link Buddy Walk®! [include link to personal fundraising page]
3. [Insert name/team name] is just [dollar amount] away from reaching [my/our] goal! Support us today for the 2018 Buddy Walk®: [include link to personal fundraising page]
4. I'm working to raise [dollar amount] for the Community Link Buddy Walk® to honor and celebrate people with Down syndrome and other developmental disabilities in my community.
  - a. Follow up: (insert donor's name) just made a donation to help my fundraising efforts. Will you donate too? [insert link to personal fundraising page]

5. I'm working to raise [dollar amount] for the Community Link Buddy Walk® to help promote a culture that fully accepts and includes all people with Down syndrome and other developmental disabilities. [insert link to personal fundraising page]
  - a. Follow up: (insert donor's name) just made a donation to help my fundraising efforts. Will you donate too? [insert link to personal page]
6. I'm working to raise [dollar amount] for the Community Link Buddy Walk® because I value people with Down syndrome. [insert link to fundraising page]
  - a. Follow up: (insert donor's name) just made a donation to help my fundraising efforts. Will you donate too? [insert link to fundraising page]

### **Thank You Messages:**

Tip: Post on your friend's wall as soon as they donate AND send an email to thank them.

1. Thank you [insert donor's name] for supporting the Community Link Buddy Walk®. Your gift makes a big difference. [insert link to personal page/team page]
2. Thank you [insert donor's name] for your support of my Buddy Walk® efforts. Together we can make a difference in the lives of individuals with Down syndrome [insert link to personal/team fundraising page]
3. Thank you to [insert donor's name/Twitter username] for supporting [me/team name] for the 2018 Buddy Walk®
4. Thank you [insert donor's name] for your donation to the Community Link Buddy Walk®. You have helped bring me closer to my goal of [insert goal] – and to making a difference in the lives of individuals with Down syndrome and other developmental disabilities.

### **Action/Awareness Messages:**

1. Walk together for Down syndrome! Help [insert team/me] meet my fundraising goal for the 2018 Buddy Walk® [insert link to personal fundraising page]
2. Down syndrome has affected my life and I am celebrating it. [insert link to personal or team page]
3. Sign up to raise awareness for individuals with Down syndrome [insert link to personal or team page]

### **During/After the Buddy Walk®:**

1. [Having/Had] a great time at the Community Link Buddy Walk®! [include photo from event]
2. The Community Link Buddy Walk® is over, but there is still time to support me! [link to personal fundraising page]



# Buddy Bucks

These fun colorful donation cards have been created to help you fundraise!

Use them at work, home, anywhere! For just \$1 or \$5 your donor can fill out their name and honoree. Hang them publically for Down syndrome awareness!

Keep track of the number you give to businesses and how much they raise for you. You will want to thank them!






Use them personally or take them to a local business to see if they are willing to help.

Print them from this packet. If you would like Community Link to print them for you, please contact [Chrisg@commlink.org](mailto:Chrisg@commlink.org)



# Buddy Bucks Fact Sheet

## Down syndrome:

-  Is the most commonly occurring chromosomal condition. One in every 700 babies in the United States is born with Down syndrome.
-  Affects people of all ages, races and economic levels
-  Puts people at increased risk for certain medical conditions such as heart, hearing and respiratory problems, Alzheimer's disease and childhood leukemia
-  Results in cognitive delays but the effect is usually mild to moderate and not indicative of the many strengths and talents each individual possesses
-  With early intervention, quality medical care, education programs and social acceptance, people with Down syndrome can live full, productive lives.



The mission of Community Link is to challenge, teach, and inspire both participants and community, linking them in ways that enhance their lives.

Use Buddy bucks as a way to create awareness about Down syndrome and help us reach our goal of \$150,000 this year! The Community Link Buddy Walk is scheduled for May 5, 2018 at Breese Northside Park. Visit our website for more details, [www.commlink.org](http://www.commlink.org).

Thank you for your support!





# Buddy Bucks

Name \_\_\_\_\_

In support of \_\_\_\_\_

100% of your donation will support  
Community Link

[www.commlink.org](http://www.commlink.org)



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\$1

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\$1

[www.commlink.org](http://www.commlink.org)



## Fact Sheet

### What is the Buddy Walk®?

The Buddy Walk® was developed by the National Down Syndrome Society (NDSS) in 1995 to celebrate Down Syndrome Awareness and to promote acceptance and inclusion of people with Down syndrome. The Buddy Walk® has grown from 17 walks in 1995 to nearly 275 walks in 2013 worldwide. In 2013, more than \$12.1 million was raised across the country and around the world to support local programs and services, as well as national advocacy and public awareness initiatives of NDSS that benefit all individuals with Down syndrome.

### What is Community Link?

Community Link, a non-profit organization and proud United Way member agency, is dedicated to enhancing the lives of individuals with disabilities through a person-centered approach that promotes self-directed living choices and community integration opportunities. For more information, please visit our website at [www.commlink.org](http://www.commlink.org).

### How does the event work?

Registration for the Community Link Buddy Walk® begins at 8 a.m. At 9:00 a.m., the 5K race begins; at 11:00 a.m., the program will officially begin with the one mile walk starting after. At the conclusion of the walk, lunch will be available upon purchase, along with vendor booths, kid-friendly activities, inflatables, bingo, live music and so much more for the whole family to enjoy!

### When is the Community Link Buddy Walk®?

We will be celebrating our 12<sup>th</sup> Annual Community Link Buddy Walk® on Saturday, May 5<sup>th</sup>, 2018, at Breese Northside Park. Check out our website at [www.commlink.org](http://www.commlink.org).

### Our mission and vision:

The mission of Community Link is to challenge, teach, and inspire both participants and community, linking them in ways that enhance their lives. Our vision is to see people with developmental disabilities, and other difficulties, live and participate in a community that values their presence and contributions.



Community Link  
1665 N. 4<sup>th</sup> Street  
Office: (618) 526-8800 Fax: (618) 526-2021  
[www.commlink.org](http://www.commlink.org)  
Federal Tax Exempt ID : 37-0955971





Permission to Fundraise on behalf of  
Community Link, Inc.

This document gives \_\_\_\_\_ permission to serve as an “agent” to solicit donations on behalf of Community Link, Inc. in conjunction with the Community Link Buddy Walk® held on May 5, 2018 at Breese Northside Park.

Community Link is a 501(c)(3) organization with the tax ID of 37-0955971; you may request a W-9 from our office at (618) 526-8800.

### **Third-Party Fundraising Policy**

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In accordance with our policies, Community Link requires agreement with the following:

- Community Link must review and approve all promotional materials.
- Community Link will receive a list of potential sponsors to ensure there is minimal overlap with agency fundraising.
- Community Link does not pay and is not responsible for any third-party fundraising expenses.
- In the interest of transparency and consistent with best practices, the event organizers will proactively disclose the percentage of funds or the amount that goes to Community Link.
- Community Link staff support is limited, generally to the provision of existing materials and internal promotion.
- Community Link will receive the net proceeds from the event within 45 days. The agency reserves the right to request a complete accounting of income and expenses, if questions arise about the proceeds.
- The event organizers are solely responsible for obtaining all permits and licenses required by law, especially those for raffles or games of chance, as well as their own liability insurance to cover the event.
- The event organizers indemnify and hold Community Link Inc. – along with its programs, officers, directors, employees, agents, and representatives, as well as successors, together with their insurers – harmless for any expenses, losses, claims or damages resulting from the fundraising event and/or the noncompliance with any term or provision of these policies and related procedures.

Sincerely,  
Cindy Timmermann  
Director of Development  
Community Link