

Buddy Walk® 2009

Team Captain Handbook



Sunday, September 13, 2009
Crew Stadium
Registration begins at 9:00 a.m.



510 E. North Broadway, Columbus, Ohio 43214
614.263.6020 • 614.263.6094 Fax
www.dsaco.net

www.columbusbuddywalk.org

Welcome!

Welcome Team Captains! We are all very excited about the 2009 Central Ohio Buddy Walk, which will be held on September 13, 2009. This year's Walk will be an open walk between 10:00 a.m. – 1:00 p.m. This year's Walk will be held at the Columbus Crew Stadium for the third year. Some of the other things you can expect this year include:

- Play spaces, including inflatable jumpers.
- Areas to gather inside and outside of the stadium.
- Clowns, Hair stylist, nails and face painting by Paul Mitchell Academy are planned; Sparky the talking Fire Dog and Orange Township fire truck and Leonardo and his band will be playing for us.
- 10 TV's Jeff Hogan and Sunny 95's Dino Tripodis will be our emcees.
- Tailgating will be allowed in the parking lots.
- Concession stands will be open inside the stadium.

One more feature of this year's Walk will be the availability of discount tickets for DSACO Night with the Columbus Crew. Tickets for the October 25th Crew vs. New England Revolution game will be available NOW for \$10 each (usual price is \$22 per ticket). A raffle will be held the day of the Buddy Walk to select individuals with Down syndrome to walk Hand-in-hand with the Crew players.

There is a lot to do, many opportunities to get involved, and, of course, a lot of money to be raised. We're here to help you. Whether you are a first time Captain or a seasoned one, we hope this packet can provide you with useful ideas and materials to help you organize. Please feel free to contact me with any questions about the Walk or your team.

Here's to a great Walk!
Allison Criger, Rock 'N' Rubes
Buddy Walk Teams Coordinator

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Timeline



June 22, 2009Team Kick-Off Meeting

June 22, 2009Registration Opens for 2009 Buddy Walk

June 22, 2009Fundraising begins for 2009 Buddy Walk

August 22, 2009.....Deadline for registration to qualify for customized team shirts

August 29, 2009.....Deadline for T-shirts

September 6, 2009Distribution Day, 1-4 pm, DSACO offices

September 9, 2009Distribution Night, 6-8 pm, DSACO offices or you may pick up during office hours Monday- Friday from 9 am- 4pm

September 13, 20092009 Central Ohio Buddy Walk

To Do List

1. **Announce Your Team****NOW!**

- Tell family, friends, neighbors and coworkers that you are creating a Buddy Walk team
- Ask your employer about matching programs for donations, and whether it will sponsor employees by paying registration fees. Use the flier template to create paycheck stuffers asking co-workers to walk or pledge a walker (see *the last pages of this packet*)
- Use the flier template to create school fliers asking students to walk or pledge a walker (see *the last pages of this packet*)

2. **Register your Team****NOW!**

NOTE: Teams may be registered anytime prior to the Walk.

- When you have at least 4 people, you have a team! Register your team online at www.columbusbuddywalk.org.
- Setup your Buddy Walk Team Page by following the instructions on the web site.
- Upload your buddy's picture on your web page.
- Set a team fund-raising goal.
- Write a customized message on your team page.
- E-mail a link so family, friends & associates can sign up to join or support your team!
- Manage your team online by adding team members and updating team members about progress in reaching your team's goal!

3. **Complete Registration Process** **By August 22nd**

- Encourage all team members to register and pay online at www.columbusbuddywalk.org.
- Teams with at least 24 members registered by August 22nd will receive customized shirts.
- Ensure that your team members have access to pledge forms.

4. **Register!!!** **August 29th**

- Remind team members to register by August 29th to guarantee a Buddy Walk shirt. Walkers registering after that day or the day of the Walk may be able to get shirts, but it is then a first come first serve basis.

5. **Pick up Team Packets, Team T-Shirts, and Drop Off \$\$**.....**Sept. 6th or Sept. 9th**

- Packets and shirts should be picked up between 1:00 and 4:00 on Sunday 9/6 at our Team Distribution Day or Wednesday 9/9 at our Team Distribution Night from 6:00-8:00, held at DSACO Offices.

To Do List

6. Collect Pledges and Mail to DSACO Office, Bring to Team Distribution Day, or Bring to the Buddy Walk! NOW until September 13th

- Team Members can use the Pledge Form included in this packet (*page 16*)
- Please, do not mail cash!
- NOTE: We are always grateful to receive pledge money collected after Event Day.
- NOTE: A Credit Card Machine is now made available for team Distribution Day and then at the Buddy Walk.

7. Notify your team of the following: By September 11th

- Contact all of your members on Friday or Saturday to remind them of the event, and that it will take place rain or shine.
- Remind team members to stop by the information booth to find out where your team is located in the parking lot.
- Provide opportunities for team members to purchase tickets to the **October 25, 2009 Columbus Crew** game at a discounted rate (*see page 11 for details*).
- Remind your team that the day of the walk they do not need anything at the registration table unless they would like to purchase more t-shirts. If they register by the cut off date their team captain will have their t-shirts. T-shirts are sold for \$10.00 on the day of the walk while supplies last. **THEY GO FAST!**
- Additional donations should be given to the team captain.

Fundraising Ideas and Pointers

How to raise \$500 in 7 days:

Day	Details	Total
1	Sponsor yourself for	\$25
2	Ask three family members for	\$100
3	Ask five friends to donate	\$175
4	Ask five co-workers to sponsor you for \$10 (ask about a matching gifts program!)	\$225
5	E-mail 15 people & ask for a \$10 donation	\$375
6	Ask your company for a \$75 contribution (ask about a matching gifts program!)	\$450
7	Ask two businesses you frequent for \$25	\$500

START SOON!

- Start early and set a goal! A group of four or more registered participants constitutes a team. Designate one person as your team captain, choose an original team name, and you are on your way to success. Develop a fundraising goal for you and your team, and encourage each team member to set his or her own goal, too. Visit our web site at www.columbusbuddywalk.org to set up your team's own web page.

RECRUIT TEAM MEMBERS AND RAISE MONEY!

- Be a great example. Start by making your own pledge toward your team's goal.
- Grow your team. Start with people who are close to you, but don't stop there! You never know who is interested until you invite them to join you! Ask family members, friends, neighbors, business associates, and others in the community (your favorite waitress, doctor, mail carrier, therapists, etc.) If a person is unable or unwilling to join the team, ask for a donation. Don't be afraid to talk to business owners about sponsorship – you may be able to find a business to pay for signs or other perks (pre-walk pep rally?) for your hard-working team members!
- Encourage your teammates to spread the word and invite others to join your team or to start one of their own.
- Contact potential teammates in person or by phone, via e-mail or through the mail (handwritten notes are especially powerful!—include a photo of the person with Down syndrome who inspired you to be a part of the Buddy Walk). Explain why the Buddy Walk is important to you, why you are involved and why you would like them to be involved.

Fundraising Ideas and Pointers

- Encourage those you contact to register and/or donate on-line. Give them the link to your team's web page, where donations can be made electronically via their credit or debit cards, simplifying collection.
- Pledges raised through cash or check should be obtained when the donor makes a commitment to support your efforts, and all pledges should be recorded on a pledge sheet. Team members should turn in their pledge sheets and pledges to you, the Team Captain.
- When you have recruited your team, hold a team meeting to get your members involved and excited. See how successful they have been collecting pledges, and use the information included in this packet to provide ideas for further fundraising and encouragement.
- NOTE: Teams with a total of 24 or more t-shirts ordered online by August 22nd will have the option to have their team's t-shirts customized with their team name. Team t-shirt orders must be finalized NO LATER THAN August 22nd.
- Teams with specific questions about customized t-shirts are encouraged to e-mail.
- Provide a copy of the Pledge Form to each Team Member, and promote a little healthy competition in your team:
- Encourage walkers to reach a certain financial goal
- Use prize incentives to encourage walkers to raise money. (Purchase or solicit your own donations of movie passes, ice cream certificates for your highest fundraiser, most enthusiastic fundraiser, most creative fundraiser, etc. – please make sure donors understand that these donations are being made to your team, not to DSACO or the Buddy Walk.)
- Have your team members suggest team names and vote to determine the favorite.
- Incorporate pictures of your "Buddy" to help raise interest in your team. Add pictures to letters, e-mails and thank you notes, and make a poster or banner to carry at the event.
- Make sure team members have access to information about Down syndrome, the Buddy Walk, and both DSACO and NDSS that they may reference to answer questions raised by donors. (See attached Facts about Down Syndrome and the Buddy Walk)
- Remind your team members to think about their schools, businesses and religious organizations as places to recruit team members, advertise the walk and gather pledges.

Fundraising Ideas and Pointers

- To get a school involved, you may want to approach the Buddy Walk as an educational opportunity (October is National Down Syndrome Awareness Month!). A project might involve a whole school, or just one class, and can include large scale ideas, such as having children bring in \$5 to be able to participate in a “dress down day” or “silly hat day,” or smaller, simpler ideas such as a penny drive or a donut sale. Students can participate in a letter writing assignment, writing to people who live out of state, with prizes awarded to the student who brings in a check from furthest away. A template flier is included that can be customized for use at your school. (see page 18)
- To get businesses involved, team members can ask their employers about matching gift programs, (sometimes those making pledges can also acquire matching gifts). Employees can also challenge each other by division (treat the winners to bagels and coffee), can advertise through paycheck stuffers (see template at the end of this packet), or place posters, brochures and collection boxes in public access areas.
- Churches and temples can be involved by posting information, handing out brochures and accepting donations after services, making announcements from the pulpit, and including announcements in weekly bulletins or internet postings. Leave a donation can or envelope in the lobby or coffee room.
- Boy or Girl Scouts may be eligible to earn a variety of badges by participating in the Buddy Walk.
- Encourage your team members to get creative! Fundraising events such as car washes, dog washes, bake sales, dress down days, etc. are a great way to have fun and raise awareness within an organization, company or school.
- Encourage team members to utilize company newsletters, e-mail, bulletin boards, paycheck stuffers, etc., to advertise your team. Make sure everyone knows how to contact you to join the team or make a donation.
- Make sure team members have access to pledge forms and donation sheets.

Distribution Day—September 6th

On Sunday, September 6, 2009 from 1-4, Team Captains are invited to drop off pledges and registration fees, and pick up your team's t-shirts and your Event Day Team Packet. Join us at the **DSACO OFFICE** – 510 East North Broadway, Columbus, Ohio 43214.

Or

On Wednesday, September 9, 2009 from 6-8, Team Captains are invited to drop off pledges and registration fees, and pick up your team's t-shirts and your Event Day Team Packet. Join us at the **DSACO OFFICE** – 510 East North Broadway, Columbus, Ohio 43214.

Or

Weekdays, September 6, 2009 through September 9, 2009 during normal business hours, Team Captains are invited to drop off pledges and registration fees, and pick up your team's t-shirts and your Event Day Team Packet. Join us at the **DSACO OFFICE** – 510 East North Broadway, Columbus, Ohio 43214.

Buddy Walk Day—September 13th

- You can arrive early to the Walk. Please feel free to bring along pop-up tents, tailgating foods, balloons, signs, etc. to help your team members find you. All teams can tailgate, set up and gather in the parking lot south of the stadium. PLEASE do not bring food into the stadium. Concession stands will be open inside.
- When your team has arrived, collect all of the pledges and other donations from your members, complete your totals on the roster, and bring it all to the Team Registration table.
- This year we will have an Information Booth located between the parking lot and entrance to the Stadium. Team captains need to stop at the Information Booth when they arrive to display on the map of the parking lot where you are located so team members can find you.
- Go to the Team Registration Table between 9:00 and 1:00 pm if you did not attend the Team Distribution Day, or you have additional pledges. If you have not yet received your customized Team T-shirts, all of this will be given to you when you check in that morning. **Team Captains are the only team members to head to the Registration Table.**
- Remind walkers raffle tickets and Down Syndrome Association Calendar, as well as other items, are for sale just inside the stadium.

After the Walk

Thank your team members and sponsors. It is important to stay in touch with your sponsors throughout the year, and let them know how much you appreciate their involvement and commitment. A card with a picture of their "Buddy" is a great way to keep their hearts with you.

Be proud of your contribution – YOU have made a difference!!!

Come to DSACO Night with the Crew

Sunday, October 25th, 2009 will be DSACO night with the Columbus Crew. Tickets will be available via www.columbusbuddywalk.org or the day of the walk for \$10. After September 13th, the tickets will be sold by DSACO for \$12. The Crew will be playing New England Revolution at 5:00 p.m.

Again this year individuals with Down syndrome will be given the opportunity to walk Hand-in-hand with a member of the Crew through the team tunnel. A raffle will be held the day of the Buddy Walk to select the individuals to walk with the Crew players.

Facts about Down syndrome and DSACO

What is Down syndrome?

- Down syndrome is a genetic condition that occurs in approximately one in every 733 live births. It affects people of all ages, races and economic levels and is the most frequently occurring chromosomal abnormality. It occurs when there are three, rather than two, number 21 chromosomes present in every cell of the body. Instead of the usual 46 chromosomes, a person with Down syndrome has 47. It is this additional genetic material that alters the course of development and causes the characteristics associated with the syndrome. Down syndrome affects over 350,000 people in the United States alone.

What is The Down Syndrome Association of Central Ohio?

Mission:

- To foster a dynamic community in which individuals with Down syndrome are supported and encouraged while fulfilling their life time potential.

Vision:

- To be the preeminent source of information and assistance to all constituents associated with Down syndrome, throughout Central Ohio.

Who we serve:

- We serve families who have a member with Down syndrome, individuals with Down syndrome, professionals and the general community of Central Ohio including Delaware, Fairfield, Franklin, Knox, Licking, Madison, Morrow, Pickaway and Union Counties.

What we do:

- New parent support- Being told the baby you are expecting or the newborn in your arms has Down syndrome is one of the toughest things for a parent to hear. Parent to parent support is available and can include a new parent packet, a phone call or visit with a parent of a child with Down syndrome who can, with true empathy, understand how you feel, an online list serve that allows for questions to be asked and answered, and a new parent group that meets monthly.

Facts about Down syndrome and DSACO

- *Training* - Having a child with Down syndrome has been described, aptly, like planning a trip to Italy and arriving in Holland. Though children with Down syndrome are first and foremost children, a parent will encounter areas throughout the lifespan of their child where they feel ill prepared for what is required. Several specific medical conditions occur more often with Down syndrome. We are ready with information and can connect the parents with a family that has experience with the condition, surgery or procedure. We provide trainings on the parent's role, rights and responsibilities in their child's special education program. We are available for resource and referral whenever a family or professional has a question. Anywhere from teething to estate planning...we identify parents and professionals areas of concern and address them with trainings, in-service, and collaborations with other agencies.
- *Social* - Opportunities to get together with other families, linked often by only one thing, one little chromosome. Events, such as the Summer Picnic, Holiday Party, Buddy Walk, and others, provide an awesome opportunity to share stories about challenges and success, to network with other parents with children of similar ages or perhaps a parent with a child, teen, or young adult a few years older that can provide insight from their experience. Who would have thought that from that one extra chromosome such treasured friendships would result
- *Outreach* - We are committed to getting the word out with one clear goal- every family must have access to the information, support services, resources and referrals needed to raise a child with Down syndrome. To this end, we are committed to getting Down syndrome awareness material to everyone of the over **500** public schools in the catchment area. It is also critical to get current, accurate information about Down syndrome and the potential of individuals with Down syndrome into the hands of the **4,500** physicians and the **25** hospitals throughout the seven county areas.

We believe the community belongs to everyone and in as much should include everyone. To that end we feel that information about Down syndrome should be available to everyone throughout the community.

Facts about the Buddy Walk

What is the Buddy Walk?

- The Buddy Walk, a major national multi-site walking event occurring in or near the month of October, National Down Syndrome Awareness Month, was developed in 1995 by the National Down Syndrome Society to bring together a wide range of concerned individuals to reach out to friends, family and co-workers to promote awareness and inclusion for people with Down syndrome and to raise money for research and education programs.
- The Buddy Walk is a walk in which anyone can participate without special training. The walk has grown from 17 walks in 1995 to more than 200 in recent years. More than 200,000 people from coast to coast participated in 2003 alone. The number of Buddy Walks continues to grow each year. The goal of the Buddy Walk is to promote understanding and acceptance of people with Down syndrome.
- On September 13, 2009 the Down Syndrome Association of Central Ohio will hold the Eighth Annual Central Ohio Buddy Walk at Columbus Crew Stadium. The Buddy Walk begins at 10:00 a.m. with an open walk around the stadium. Before or after the Walk, families and friends celebrate and enjoy the Event Day activities that include: a live band, face painters, clowns, balloon artists, inflatable jumpers and pictures with children's characters. To view pictures from last year's event, please visit our web site at www.columbusbuddywalk.org.

Why:

- To raise more than \$200,000 to support local and national programs, and to promote acceptance and inclusion of all people with Down syndrome.

How:

- Through individuals and teams who seek donations from friends, families and co-workers to sponsor their participation in walks around the country

When:

- The Central Ohio Buddy Walk will be held on Sunday, September 13, 2009 at 10:00 a.m. Throughout the month of October, National Down Syndrome Awareness Month, more than 200 Buddy Walks will occur throughout the United States and Canada.

Facts about the Buddy Walk

Where:

- The Central Ohio Buddy Walk will be held at Columbus Crew Stadium with the Walk occurring around the stadium, and the post-walk festivities happening at the finish line, in the Plaza.

Audience:

- The Central Ohio Buddy Walk has grown over the past five years from 1,500 people the first year to 4,000 people last year. Through surrounding county MRDD offices, therapy agencies and families' efforts to spread the word, we have had participants from Franklin County and most of the surrounding counties.
- More than 200,000 people participate nationally each year, including children, young adults and adults with Down syndrome, family members, friends, healthcare professionals, corporate teams and members of the community.

2009 Team Pledge Form

You have joined the Buddy Walk with your registration fee—but don't stop there! You can help even more by collecting pledges from family members, friends, neighbors and co-workers. Be sure to ask your employer about matching gifts.

This form, along with the check for your collected pledges, should be given to your Team Captain, or mailed or delivered to: DSACO, 510 East North Broadway, Columbus, Ohio 43214. Pledges can also be turned in at the Distribution Day on September 6th, 2009, Distribution Night on September 9th, 2009 or at the Team Registration Table on event day. Please do not mail cash!

Participant Name

Team Name

Address

City/State

Zip

Day Phone

Sponsor's Name	Pledge Amount
1.	\$
2.	\$
3.	\$
4.	\$
5.	\$
6.	\$
7.	\$
8.	\$
9.	\$
10.	\$
11.	\$
Total Pledges	\$

PLEASE MAKE COPIES AS NEEDED

**Want to go for a Walk in
the Stadium?**



Columbus Crew Stadium

1 Autograph Alley
Crew players provide post-game autographs in the Stadium Club.

2 Stadium Club
Hospitality area located adjacent to the lower concourse. Socialize post-game with the team. For group outing information call 614-447-CREW.

3 Accessibility/Elevator
Crew Stadium is a fully accessible facility. Please contact the Crew ticket office at 614-447-CREW with any questions regarding disabled seating. Elevator is available for guests needing assistance, and for access to Suites and V.I.P. Terrace.

4 V.I.P. Terrace
Located on the southwest corner of the stadium next to the ticket office on the lower concourse. Admittance is limited to V.I.P. Terrace ticket holders.

5 Guest Services
Located on the southwest end of the stadium next to the ticket office on the lower concourse. Lost and found, lost guests, and any questions should be directed to this location.

6 Ticket Office
Located on the southwest end of the stadium, the main ticket office can assist with ticket inquiries.

7 Administrative Offices

8 Crew Gear Store
The official fan shop of America's Hardest Working Team®.

9 Event Day Box Office
Cash and credit typically accepted day of event.

10 Monument Park
A grouping of plaque-on-stone tributes to important events in Crew and Crew Stadium history, which will grow as events dictate, is located adjacent to the Crew Kicker Plaza.

11 Crew Kicker Plaza
Pre-game and post-game festivities featured on selected dates.

12 Party on the Pitch
Private hospitality and covered seating area with unique field-level view. Call 614-447-CREW for more information.

13 Huntington Club
Located within the Huntington Corner (southeast), the Huntington Club is an exclusive, climate-controlled hospitality area featuring personalized catering, private restrooms, and outdoor terrace seating overlooking the field. Call 614-447-CREW to plan your event in the Huntington Club.

14 Kids Zone
Interactive kids zone featuring an elaborate play structure and picnic area. Celebrate your birthday with the Crew's special birthday party packages in the Kids Zone. To reserve your party call 614-447-CREW.

15 Hospitality Village
Private hospitality area for group outings. Call 614-447-CREW for more information.

Huntington ATM
ATMs are located on the southwest and southeast lower concourse.

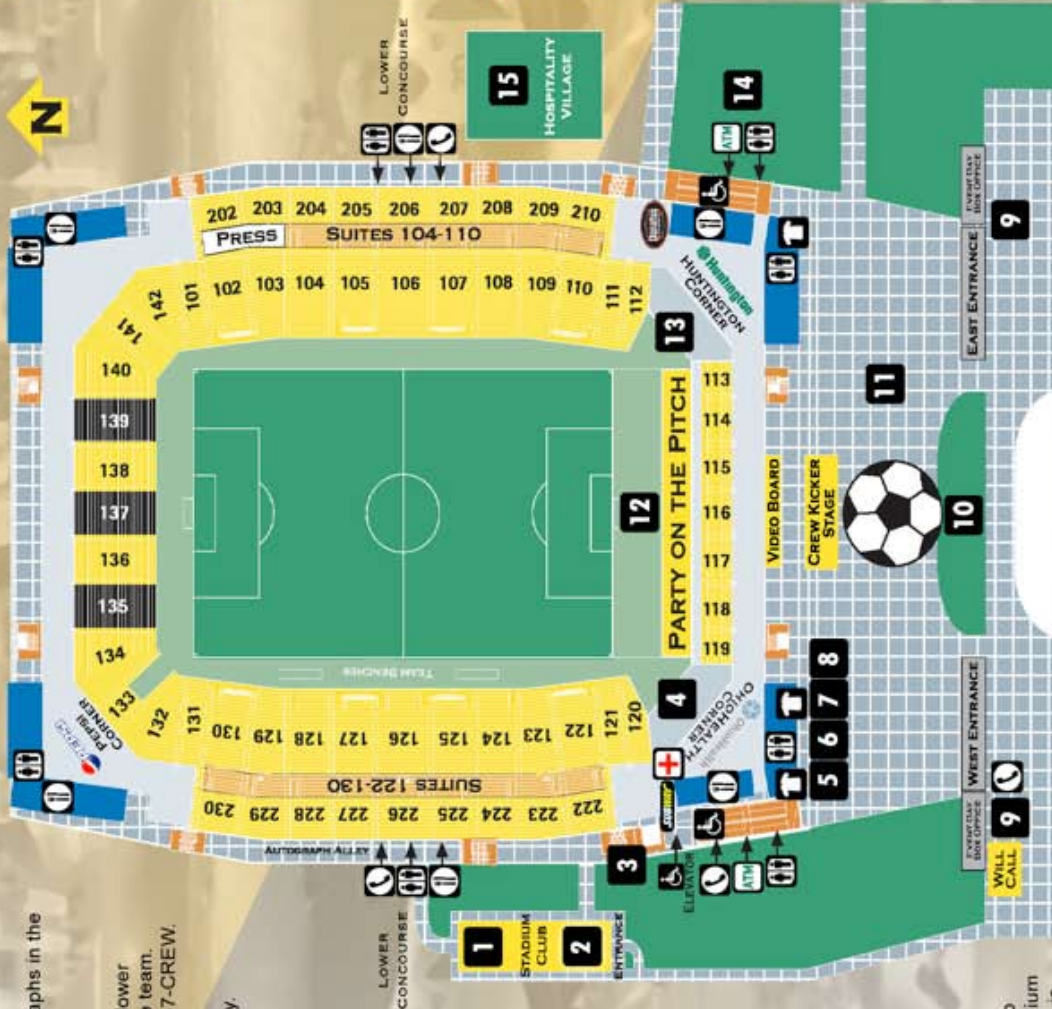
Concessions
Located in all four corners of the upper concourse and east/west sides of the lower concourse.

First Aid
Located in the southwest corner of the lower concourse.

Pay Phones
Located on the east and west lower concourse and at the southwest entrance.

Restrooms
Located in all four corners of the upper concourse and east/west sides of the lower concourse. Two family restrooms are located on the upper concourse (southwest and northeast corners) and two on the lower concourse (southwest and southeast corners). Baby changing stations are located in all restrooms.

Crew Gear/Event Merchandise
Additional merchandise kiosks are located on the east and west sides of the Crew Kicker Plaza.



For More Information call 614-447-CREW
or visit www.CrewStadium.com