



## Team Captain Packet

# 28<sup>th</sup> Annual Indianapolis Buddy Walk®

*Saturday, October 4<sup>th</sup>, 2025*

*Celebration Plaza at White River State Park*





**Together we can make it  
happen!**

**28<sup>th</sup> Buddy Walk® Indianapolis**

**2025 Fundraising Goal**

**\$200,000**




# 2025 Important Dates to Remember

**Register Today!** <https://charity.pledgeit.org/BuddyWalkIndy>

## **Saturday, July 12<sup>th</sup>**


 DSI Summer Picnic- register at [register@dsindiana.org](mailto:register@dsindiana.org)

## **Saturday, Aug 23<sup>rd</sup>**

 Cutoff for “Team Billboard Challenge” if your team raises \$5000 by this date you will earn a billboard with your loved one’s picture.




## **Saturday, Sept 6<sup>th</sup>**

 Cutoff for your team earn a personalized “Why I Walk sign” by your team raising \$700 by this date.



## **Saturday, Sept 20<sup>th</sup>**

 Cutoff for your team earn your team name sign. Your team must be created by this date in order to receive your sign with your team name printed on it.

# GET INVOLVED, BE INSPIRED

## Responsibilities of a Team Captain

### Design



Register at <https://charity.pledgeit.org/BuddyWalkIndy>



Customize your team page with your own story



Upload a photo of your buddy



Set a fundraising goal

### Publish



Email link of your team page to friends & family



Spread the word on social media



Email reminders to your team until the Buddy Walk®



Host a Facebook fundraiser and know your total can be added to your team's total.

### Manage



Maintain team member information.



Keep people involved with fundraising goal.



Explain benefits of signing up early to your team.



Encourage members to sign up online.



Fundraise and solicit sponsorships! Did you know any sponsorship you secure will go toward your team's total?



Push all team members to find sponsorships.



## GET INVOLVED, BE INSPIRED

### What does the Down Syndrome Indiana's Buddy Walk® Fund?

Funds will provide critically needed family support and services through DSI including:

#### **Support**

First Call Training and Support  
Information and Resource Referrals  
New & Expectant Parent Support  
Helping Hands Program  
Community Support Groups  
Virtual and Physical New Parent Packets

#### **Education**

Educators Resources  
Conferences  
E-Newsletter  
One-day Conferences  
The Learning Program™

#### **Advocacy**

Buddy Walk®  
Community Awareness Presentations  
Medical Outreach  
Public Policy Advocacy  
End the "R" word cards  
Law enforcement training

#### **Community**

Family and Community Events  
Mom's Night Out  
Self-Advocates Activities  
**D.A.D.S. Group**

## What your donation to DSI provides:

\$1,000	Provides the funding for 1 community support group for 1 year;
\$569	Provides the funding for 1 student in the Learning Program™ for 10 months;
\$100	Helps reduce the cost of camp for 1 student with Down syndrome;
\$75	Provides e-resources to 1,000 individuals;
\$60	Provides a family in the hospital with a care package and personal visit;
Or	
	Covers the cost of 1 student in the Learning Program™ for 1 month;
\$39	Provides a new parent with the comfort and warmth of a New Parent Packet;
\$25	Provides a scholarship to annual conference;
\$13.29	Provides basic services to 1 individual;
\$0.23	The cost to bring a presentation on Down syndrome awareness and inclusion to 1 student.



# Fundraising Tips



Put out a collection bin or jar 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.)



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” (i.e. BW3, Bob Evans, etc.)



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, Avon, etc.) and have a portion of the proceeds go to your team








Have a school do a “Dress Down for Down Syndrome Day” or an “End the “r” Word” banner signing event







# GET INVOLVED, BE INSPIRED

## Tips on Using Social Media for Buddy Walk® Fundraising

### Be involved on Social Media

-  “Like” Down Syndrome Indiana on Facebook
-  Follow Down Syndrome Indiana on Instagram
-  Repost/retweet Down Syndrome Indiana’s page posts and tweets to generate excitement
-  Enhance your fundraising by launching a Facebook fundraiser. This is a great way to feature your team on Facebook and allow individuals to directly donate through social media.
-  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 social media to:

-  Provide a link directly to your team page
-  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.
-  Ask for a specific amount on a specific day  
Such as: “Help us reach \$1,500 by the end of the day. Only \$250 to go”



# GET INVOLVED, BE INSPIRED

## Fundraising Incentives For Team Captains and Individuals

As a Team Captain, your role is critical to help us reach our fundraising goals that allow us to continue to provide services and support to all families we serve. We could not do all that we do without your support and efforts.

### 2024 First Place Team- Stella's Solemates \$32,472





## **Down Syndrome Indiana's Buddy Walk®**

### **History of Buddy Walk**

The Buddy Walk® was established in 1995 by the National Down Syndrome Society (NDSS) to celebrate Down Syndrome Awareness Month in October and to promote the value, acceptance and inclusion of people with Down syndrome.

### **What & Why**

Buddy Walk® is a family-friendly event open to all children and adults with Down syndrome, their families, friends and local supporters. There is no fee to participate in Buddy Walk®.

Down Syndrome Indiana has coordinated the Buddy Walk® in Indianapolis for over a decade. Nationally, Buddy Walk® is the most widely recognized public awareness program for the Down syndrome community. Locally, Buddy Walk® is the largest fundraising and awareness event for Down Syndrome Indiana. As a direct result of event sponsorships, team fundraising, and generous public donations, Down Syndrome Indiana is able to continue providing educational resources, informational programs, parent support networks, and social events for individuals with Down syndrome and their families.

### **How to Get Involved**

- Register as a team or walk as an individual
- Volunteer on the planning committee(s) or day-of walk
- Donate/ Sponsor
- Spread the Word
  - Display save the date cards or a poster at your desk or cube at work, in a local coffee shop, in your own business, through your social media outlets, etc.

**Join Down Syndrome Indiana in enhancing the lives of individuals with Down syndrome.**

Saturday, October 4<sup>th</sup> at Celebration Plaza in White Rive State Park in downtown Indianapolis.

<https://dsindiana.org/buddywalkindy/>



### **Permission to Fundraise on behalf of Down Syndrome Indiana**

This document gives \_\_\_\_\_ permission to serve as an “agent” to solicit donations on behalf of Down Syndrome Indiana in conjunction with their 26th Annual Buddy Walk® Indianapolis held on October 4<sup>th</sup>, 2025, at White River State Park’s Celebration Plaza.

Down Syndrome Indiana is a 501(c)(3) organization with the tax ID #80-0732286 you may request a W-9 from our office at 317-925-7617 or email [buddywalk@dsindiana.org](mailto:buddywalk@dsindiana.org)

#### **Prohibited Fundraising Practices**

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The policies of Down Syndrome Indiana prohibit the following solicitation practices:

- Use of Down Syndrome Indiana or Buddy Walk® name at the direct point-of-purchase sale of alcoholic or tobacco products.
- Use of Down Syndrome Indiana or Buddy Walk® name in relation to any business activity that cannot guarantee full accounting for funds generated, such as vending machines and candy boxes.
- Customer prospect campaigns conducted by independent contractors.
- Promotions to attract new patients to any form of medical treatment.
- Promotions related to the delivery of professional services.

#### **Down syndrome Indiana’s Mission Statement:**

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We enhance the lives of individuals with Down syndrome and their families. We advise, educate, encourage, connect, include, and advocate.

#### **Down Syndrome Indiana’s Vision Statement:**

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We envision a future in which each person enjoys a happy, healthy, and productive daily life. We make this future possible through family guidance, comprehensive resources, community outreach, and public leadership.

Sincerely,

*Marni Mooney Meunier*  
Buddy Walk Coordinator  
Down Syndrome Indiana



# 28TH ANNUAL BUDDY WALK®

## SPONSORSHIP OPPORTUNITIES

Incentives	Programming Partner	Title Sponsor	Corporate Sponsor	Tent Sponsor	Community Sponsor	First Steps Sponsor	Awareness Sponsor
One sign along the walk promoting a fact about Down syndrome that says company name	X	X	X	X	X	X	X
Five complimentary T-shirts for team walkers at the walk	X	X	X	X	X	X	X
Company table at exhibitor / info tent if desired (please specify on application)	X	X	X	X	X	X	X
Company logo and link on DSI Buddy Walk website & social media	X	X	X	X	X	X	
Company logo sent to over 1,000 DSI E-News subscribers	X	X	X	X	X	X	
Three signs promoting a fact about Down syndrome that says company name	X	X	X	X	X		
Company logo/name featured on signage at the walk	X	X	X	X	X		
Company name on walk T-shirts	X	X	X	X			
Company name and logo on event posters and banner	X	X	X				
Top Prominent logo/name placement on walk T-shirts	X	X					
Top Prominent logo/name placement on event brochures and posters	X	X					
Ten complimentary T-shirts for team walkers at the walk	X	X					
Company highlighted throughout the year when advertising our other events (such as DSI Summer Picnic)	X						
Sponsor award on day of walk	X						
Sponsorship Value	\$10,000	\$5,000	\$2,500	\$1,500	\$1,000	\$500	\$250

### Special Notes

- All contributions and Buddy Walk® sponsorships benefit Down Syndrome Indiana.
- Down syndrome Indiana is a 501(c)(3) tax-exempt organization. All gifts are tax-deductible to the extent permitted by law.
- Federal Tax ID #80-0732286
- All Sponsorship forms must be received by **September 8th, 2025**, to be included on Buddy Walk promotional materials & t-shirts.

**Buddy Walk® is on Saturday, October 4th, 2025**

Please send attached confirmation form to:

Down Syndrome Indiana, 615 N. Alabama Street, STE 205 Indianapolis, IN 46204 or fax the completed form to 317-925-7619, or scan and email the completed form to [buddywalk@dsindiana.org](mailto:buddywalk@dsindiana.org).



# I WOULD LIKE TO SPONSOR THE BUDDY WALK® INDIANAPOLIS!

Name: \_\_\_\_\_

Agency Name (if applicable): \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Would you like to exhibit at our information tent? (Our policy states that exhibitors refrain from engaging in any monetary transactions)

(Please circle one)      Yes      No

Name of Person exhibiting: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Are you interested in volunteering for DSI? (Please circle one):      Yes      No

Relationship to an individual with Down syndrome: (Please circle all that apply)

Parent      Grandparent      Professional      Educator      Self Advocate

Sibling      No Relation      Loved one of an individual who is now deceased      Other

I would like to support Down Syndrome Indiana's mission to serve as a helpful resource providing information, support and activities that, combined or individually, promote growth and participation of people with Down syndrome in their communities. I would like to make the following contribution:    \_\_\_ \$10,000    \_\_\_ \$5,000    \_\_\_ \$2,500    \_\_\_ \$1,500    \_\_\_ \$1,000  
\_\_\_ \$500    \_\_\_ \$250    \_\_\_ Other (Please write in amount) \_\_\_\_\_

Please place a check mark next to the method of payment below:

\_\_\_ Check: Please make check payable to Down Syndrome Indiana and mail to:  
*Down Syndrome Indiana*, 615 N. Alabama Street, STE 205 Indianapolis, IN 46204

\_\_\_ Charge Card: Please fill in additional information

\_\_\_ Visa    \_\_\_ MasterCard    \_\_\_ Other, please write card type here: \_\_\_\_\_

Account #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_