

Step Up for Down Syndrome Walk

Saturday, October 24, 2009



WWW.STEPUFORDOWNSYNDROMEKC.ORG

Step Up For Down Syndrome Walk Packet

We are taking a step in a new direction this year and inviting our supporters to STEP UP FOR DOWN SYNDROME! The Step Up For Down Syndrome Walk will take place at Arrowhead Stadium on Saturday, October 24, 2009.

Formerly known as the Buddy Walk, the Step UP Walk provides the entire community the opportunity to celebrate individuals with Down syndrome and their families. The event promotes the acceptance of all people with Down syndrome.

There are over 280 Down syndrome walks held worldwide. Kansas City is proud to be home to one of the largest walks in the nation! In 2008, we welcomed 300+ teams consisting of 7,000+ participants and raised over \$450,000!

Schedule

Registration
9:00 AM -11:00 AM

**Festivities, Music,
Raffles, Food**
9:00 AM -1:00 PM

Announcements/Awards
11:15 AM-11:45 AM

**BEST Troupe
Performance**
11:00 AM-11:20 AM

Kids Dash
11:30 AM

**Color Guard
National Anthem**
11:35 AM

Walk Begins
11:45 AM

Making a walk team is the perfect way to honor your loved one with Down syndrome. This packet is designed to help you understand the walk and how to form a team. The walk consists of a one mile walk around the outer perimeters of Arrowhead and Kauffman Stadiums.

Kansas City Chiefs players greet kids at the finish line and give them medals. We have entertainment for all ages including: clowns, face painting, pony rides, moon walks, chair massages, bal-



Invite your family, friends and coworkers to participate too!!

What's a Walk Team?

A walk team can consist of your immediate family or 200 of your closest friends, family and neighbors joining to celebrate someone with Down syndrome. Most teams choose a name which honors their loved one with Down syndrome. Your team name will appear across the back of your t-shirt with pride. Some examples of team names include: Jack's Pack, Ethan's Entourage, A Mile for Meredith, Hola Lola!, Drew's Crew and Bella's Blazers.

There is no requirement to raise funds to participate in the walk. Some teams choose to do this and others choose not to. It's purely an individual choice. The only requirement is that each person on your team pay the applicable registration fees to walk and sign the waiver of liability form.



If your not sure who to ask to be on your team, just look around you. Invite your neighbors, family, teachers, co-workers, doctor, dentist, church family, mechanic or other people you interact with on a regular basis. You will probably be pleasantly surprised by the show of support you receive. The number one reason people don't donate is because they were not asked!

Team captains will receive training on how to use the online registration system or can come to the DSG Center for assistance. If you would like to make a walk team, please complete the enclosed Team Captain Commitment form and mail it back as indicated.

Nolan's Crew

Our son, Nolan, was born in March of 2008. We learned shortly after he was born that he has Down Syndrome and a few exciting health issues that needed to be fixed immediately. Needless to say the first couple of months were quite busy, adjusting not only to our world with a new baby, but one with a little bit of extra spice thrown in.

As new parents we were thrilled with the support from the Down Syndrome Guild. It was a difficult time and their support was greatly appreciated. When we learned about the Walk we knew it was something we absolutely needed to participate in. We have participated in 5k runs and bike rides before and figured this would be a nice thing to do as well. We formed a team and invited our close friends and family. We were blown away by the number of people who wanted to walk with us, and who wanted to support the Guild with donations. I have never been great about asking people for money, but this is so different. People were offended if I did not ask them!

The day of the Walk arrived and we coordinated our meeting location with our other walkers and were good to go. As we approached the walk we quickly realized this is VERY, VERY different than anything we have ever participated in before. This wasn't just a walk. This was a huge celebration – and there was a walk. Everyone on our team had a fabulous time at the event, and it was such an emotional time to celebrate Nolan and others with Down Syndrome.

This year will be our third walk. It is already a big tradition for our friends and family. Our daughter especially enjoys the walk as she is Nolan's biggest fan. She also loves that her friends come to the walk too. In fact, I often hear from their parents about how their kids keep asking when they get to go to the Walk again. I cannot wait for the Walk this year. Nolan will be two and a half for this year's walk and I know he and his friends will have a blast as we all do every year.



**Nolan's Crew
40 Team Members
\$14,000 Raised for DSG!**



I have never been great about asking people for money, but this is so different. People were offended if I didn't ask!

Lovin Lauren

It's funny how life works. Prior to the birth of our daughter Lauren, who was born with Down Syndrome, we didn't know anything about the Walk. All that changed in a hurry. 2008 was our first year participating in the Walk. We weren't sure just how to put our team together and we didn't know what kind of support we would find. We figured that we needed to tell people what the walk was and even more importantly compel them to support it. Our experience with Down syndrome was limited to Lauren so we decided to start there.

We went to the computer and created a video. The video was put to music and showed pictures of Lauren during her first year of life. We made the decision to also use the video to educate about Down syndrome so we added informational slides for that purpose.

We posted the video and e-mailed it to as many people as we could. It gained a life of its own. It was viewed over 700 times and the response was overwhelming. We had set our goal at what we thought was a lofty \$10,000. To our surprise we nearly doubled that amount by raising nearly \$20,000. The generosity and thoughtfulness of our friends, family and complete strangers was amazing.



**Lovin Lauren
210 Team Members
\$19,000 Raised for DSG!**



**The Walk gave us hope
and made us laugh
together with friends!**

We received back so many wonderful words of encouragement. It was so incredible to know how many people we were reaching. The day of the walk was great. Friends and family who had never participated in the Walk were there to support this wonderful cause. Families spent time together eating, playing games, and using the opportunity to discuss how differences in all of us are what give the world color.

My children had an opportunity see that Lauren was not the only child with Down syndrome and that they were not the only family impacted by Down Syndrome. It gave our family a chance to experience life with Down syndrome beyond Lauren's one year. It gave us hope. It made us laugh together with friends. It reminded us that God's plan is so much greater than what we know.

"I like the candy, I liked those mints, I like the moonwalk and I like the actual walk." -Ryan Thompson age 5 when asked what he remembered and liked about the walk.

HOPE TO SEE YOU AT THE WALK!

-Scott and Pam Thompson (and kids Scotty, Danny, Maggie, Ryan and Lauren)

Luke's Skywalkers

How many times have we heard the expression, they should let you be a grandparent first. It's too much fun. The real truth, being a grandparent is what helps me to keep a youthful outlook on life. And being Luke's team captain brought a wealth of knowledge to me regarding the challenges he many of his peers will face. But it also provides the hope and confidence I have in the DSG to see a bright and contributing life that Luke has to look forward to in the years to come.

Today, members of our walk team are already calling asking, 'when do we start?' They are ready to get moving on an effort they saw as positive in their lives. They learned, as I, about the great work that Amy Allison and her Board and Staff are doing to support the 1000 families in this area who are affected by Down Syndrome.

All in all it was being with the kids and their families and seeing the progress they make every year. Growing happy and proud of what they have done with the help of a great organization. To me, this isn't an event that happens once a year and you work at it and go home. This is a family reunion. After all, who in their right mind would do this entire project if it weren't for family? Whether your immediate family or the extended family at DSG, this is more than worthwhile. It is an amazing way to learn about your grandchild's challenges while finding out how bright their future is with examples all around. But this year we all have to take a deep breath and expand the participation.

Over 800 of our kids do not have team sponsors. With the economy the way it is, that can only get worse this year. We need to find those community organizations who can help sponsor kids in their community. It's like getting picked for a team in sand lot baseball. No child likes to get left out and every child should have a team to call their own. So join our family and get ready to have the time of your life and feel pretty good doing it. We all need a purpose. These kids are offering you one.



Luke's Skywalkers
248 Team Members
\$9,000 Raised for DSG!



Members of our walk team
are already calling asking
us when do we start?!

Owen's Offensive Line

Our involvement in the Walk began in 2008. At that time, my wife, Carrie, and I were not real certain about what the event entailed. We wanted to get involved and we wanted to set up a team to celebrate and support Down Syndrome.

Part of our struggle was that we had just recently had our son, Owen, and we were still learning about our new journey. We were still at the stage where we thought our life had come to a halt. Our minds were spinning; would Owen be able to do this or would he be able to do that. We wondered if we had the time or if we would be asking too much of people to give money and to devote their precious time to the walk.



After checking out the website, we were sold. Wow, we thought raising money and awareness at the same time! We quickly realized that there was already a blueprint and all we had to do was personalize our page and make some calls.

It truly had a snowball effect. And believe me we are not computer literate in our house. It did not take long before we learned how appreciative people are about this cause and how many of our family and friends not only wanted to help, but insisted on participating in the walk.

Once we made the commitment, our family loved the opportunities the walk provided. We immediately understood how easy the decision should have been. Our other two kids, Will (7) and Regan (5) loved checking out the website and learning about the stories behind all the teams. We used this chance to strengthen existing relationships and to foster new relationships that hopefully will be with us for many years to come.

It also provided a window of opportunity to speak with our friends and family about Down Syndrome and all the positive attributes that Owen and others like him bring to our family and so many other families.

Frankly, the only negative that upon reflection comes to mind is that we may have gotten too competitive with some of our good friends about winning the Walk grand prize and by the way, you know who you are, we still hold a grudge because we were outnumbered. It is just not fair when you have 50 brothers and sisters!

The walk itself put everything in perspective. It was then that we realized that all of our fears were hollow. It was a day to celebrate and Owen was the focus. He deserved this festive day. He had already been through too many emotional peaks and valleys with us.

It took no longer than driving into the parking lot, rolling down our windows and seeing the thousands of people, the rides, and music to come to this conclusion. This was to be Owen's day and we as a family were going to celebrate it. The sheer number of participants made us realize how lucky we were and are to have a child be accepted so graciously into our community. It is for this reason that our family thanks the supporters of this great event and for this reason we cannot wait for this fall to participate in the event a second time.



Owen's Offensive Line
73 Team Members
\$14,000 Raised for DSG!

How to Recruit Your Team & Raise Awareness

Start with the people who are nearest and dearest to you, then work outwards to others:

- Family Members
- Friends
- Neighbors
- Business Associates
- Others in the community (hairdresser, grocer, doctor, dentist, etc.)
- Businesses where you spend money frequently



Contact potential teammates in person or by phone if possible. Email and letters are good alternatives for those people you can't reach directly. Personalize your approach by asking them to help you support this important cause. Explain to them why it's important to you and how you became involved with the Step Up for Down Syndrome Walk.

Encourage your teammates to spread the word and invite others to join your team or start a walk team of their own. When you have your team assembled, hold a team get together. Get everyone involved and excited. See how everyone's donation drive is progressing and give them advice and encouragement. You might also consider providing your team members with a photo of your buddy to accompany any pledge envelopes they are using.

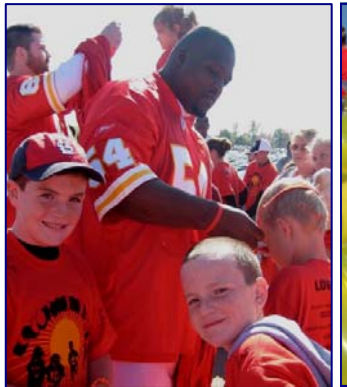
Remember that everyone on your team will have a greater awareness and appreciation for Down syndrome after attending the Step Up for Down Syndrome Walk with you!

How to Raise \$250 in only ten days!



Day #	Details	Total
1	Make a \$25 personal contribution	\$25
2	Ask your significant other for \$15 contribution	\$40
3	Ask your mom or dad for \$15 contribution	\$55
4	Ask a friend for \$15 contribution	\$70
5	Ask your boss for \$25 contribution Don't forget to ask if your company has a matching gift program!	\$95
6	Ask 3 co-workers for \$15 contribution	\$140
7	Ask your sister or brother for a \$15 contribution	\$155
8	Ask your in-laws for a \$15 contribution	\$170
9	Ask 2 neighbors for \$15 contribution	\$200
10	Ask a business owner of somewhere you spend money for a \$50 contribution	\$250

Just How Much Fun is the Walk Anyway?



Don't miss one of the largest celebrations of Down syndrome in the nation!



Will you be there to help us cross the finish line on October 24th?



IMPORTANT DEADLINES YOU NEED TO KNOW!

Date	Deadline	Location
August 31, 2009	<u>Team Captain Commitment Forms Due</u>	Mail to FDFDS
September 25, 2009 8 am-6 pm	<u>Team T-shirt Deadline</u> Registration forms due Submit T-shirt Tally Sheet (last day to get name on back of team t-shirt) Submit one raffle item valued at \$25 or higher	DSG Center
October 17, 2009 9 am- 1 pm	<u>Shirt Pick up and Fund Raising Prize Deadline</u> Pick up team t-shirts for all pre-registered team members Turn in any donations you want counted for fundraising prizes	DSG Center
October 24, 2009 9 am- 1 pm	<u>Step Up for Down Syndrome Walk</u> Bring any remaining donations you have with you to the walk Registration onsite is open from 9:00 am-11:00 am	Arrowhead Stadium

Online Registration Makes it EASY!

Registration and fundraising are just a click away. You can register your team at www.stepupfordownsyndromekc.org It's an easy and fun way to get involved. You can build your own webpage, add photos of your loved one with Down syndrome, share your personal story and get tools to help you send emails to people on your team regarding the Step Up for Down Syndrome Walk.

Due to the sheer volume of manpower it takes to facilitate the walk, we ask teams to PLEASE use the online system whenever possible. Your team can track it's progress towards fundraising, identify donors on an honor roll and send email updates very quickly to keep everyone on your team in the loop. Over 250 teams used the online service last year which saved us countless hours of data entry!



What does the Step Up for Down Syndrome Walk website provide?

- Allows participants to register online as an individual walker or as a member of a team.
- Once participants register they have access to a personal page which they can customize by editing text, adding pictures and modifying layout and colors.
- Once registered, a participant can send e-mails through the online tools section and solicit pledges (optional) . People you solicit will be able to donate online to your team total.
- Each participant can view the total funds raised for the team and send out thank you emails.
- Online video tutorials to help you navigate the website and set your team up to succeed.

What if I don't have access to a computer or I am not technologically savvy?

We recognize not everyone has access to a computer or wants to register or donate online. You can register and collect pledges using the Step Up for Down Syndrome Walk brochure and collection envelopes which we will gladly provide you if you call the office. Still nervous about online registration? Watch the online help videos at the website



TEAM CAPTAIN COMMITMENT FORM

*Please sign me up to be a Team Captain for the
Step Up for Down Syndrome Walk!*

TEAM CAPTAIN'S NAME: _____

TEAM NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

HOME PHONE: _____ WORK PHONE: _____

EMAIL: _____ FAX: _____

On-line registration is preferred & requested; if that is not available, return this form by mail.

- I want to receive walk updates via: Email___ Postal Mail___ Both___
- I will do everything through the online registration and donations website ___YES ___NO

Don't Wait! Submit this form as soon as you have determined you want to put together a team. Once we receive your form, we will send you the tools to help you succeed!

Mail or fax your Team Captain Commitment Form by August 31st to:

First Downs for Down Syndrome

10200 West 75th Street

Suite 281

Shawnee Mission, KS 66204

stoll@fdfds.org



QUESTIONS? CALL FDFDS AT 913-722-2499

Frequently Asked Questions About the Walk

Does the registration fee apply to kids?

Yes, this helps us cover the costs of t-shirts, entertainment, food/beverage, tents, chairs etc. Kids 2 and under are now free based on your feedback! (They will not receive a t-shirt.)

Do I have to pay registration for my team member who has Down syndrome?

Yes, people with Down syndrome who are 3 years of age or older are required to pay the registration fee.

Do my team members need to stop at the registration table the day of the walk?

Team captains can alleviate a lot of waiting in line for their team members by picking shirts up at the DSG center the week before the walk. We recommend you pick a designated meeting spot for your team to pass out shirts at the stadium.

When should I tell my team to get to the stadium?

There is so much to do at the walk, we advise you to tell your team to arrive at Arrowhead no later than 10:00 a.m. The kids dash begins at 11:30 am and the walk begins at 11:45 am; you will want to play the carnival games, visit booths and eat before these events start.

Does the walk happen rain or shine?

While we never hope to have it rain on our parade, we host the walk regardless of the weather!

What should we bring with us to the walk?

Bring any donations you have yet to turn in, lawn chairs, a tent if you would like to sit in the shade, a cooler of goodies (we provide food but you may want to bring extras of what your family likes just in case), your walk t-shirt(s) and a great attitude!

How are funds raised at the walk used?

All money raised (after expenses) goes to the Down Syndrome Guild of Greater Kansas City. Proceeds fund a variety of programs and services to benefit people with Down syndrome and their families. To learn more about the DSG please visit www.kcdsg.org

Do all donors get tax receipts?

Donors who give \$25 or more will receive a tax receipt.



10200 West 75th Street
Suite 281
Shawnee Mission, KS 66204
www.fdfds.org
Email: stoll@fdfds.org
Phone: 913-722-2499
Fax: 913-722-2466

NONPROFIT ORG
U.S.POSTAGE
PAID
SHAWNEE MISSION, KS
PERMIT NO. 932



Don't miss one of the
largest celebrations for
Down syndrome in the nation!