



17th Annual

walk for
down
syndrome

WALK STAR

Team Captain Packets

8.8.20



Presents the

17th Annual

Designer Genes Walk

for

Down Syndrome

Walk on your own September 19 – September 26

Broadcast Program, Saturday September 26

Dear Walk Star Team Captain,

We are writing today to encourage your support of the 17th Annual Designer Genes Walk for Down Syndrome. We find ourselves in a very different place than any previous year and we need you more than ever to make sure that the message of the Walk gets out to those that need to hear it. You, our Walk Star Teams, have brought family, friends, and community supporters together each fall to share stories, build friendships, and raise money to support the efforts of Designer Genes of North Dakota. For our 17th annual event, we are hoping that you will celebrate “where you are” as the Walk has gone virtual. There is no doubt that the effort is about our Walk Stars and their teams and we hope that this packet will provide you what you need to stay engaged during this very different time. To get you even more excited, here are some highlights of what’s in your packet:

- Timeline with important dates, info and suggestions
- Walk Star Poster Forms – Yes, we’re still going to make sure that you get them!!!
- Team Incentives
- Ways to engage your crew...your neighborhood, school, community...your Team!

Since our first Walk, Designer Genes of North Dakota has grown to include close to 300 families who support an individual with Down syndrome. Our mission continues to expand and enhance opportunities for individuals with Down syndrome and those who support them to earn, learn, and belong. We accomplish this mission through education, opportunities to connect, individual member support, advocacy at local, state, and federal levels, and access to information for new parents experiencing Down syndrome for the first time. It is our vision to achieve a community that embraces, respects, and supports people of all abilities, especially those with Down syndrome.

Thank you for working together, as we strive to provide support and encouragement to so many wonderful individuals with Down syndrome and their families.

Official hashtag: #DGW2020

Sincerely,

Roxane Romanick
Executive Director

Sandy McMerty
Board President

17th Annual

Designer Genes Walk for Down Syndrome

Walk Star Team Captain Timelines

Important Dates, Event and Fundraising Timeline, Info and Suggestions

Dates	Activity
Now	<p>Designer Genes Walk EZ Events Online System Opens at: https://designergenesnd.ezeventsolutions.com/Walk/page/Home/</p> <ul style="list-style-type: none">• If you're a returning Team Captain, you will be able to use your past username to set up your team page<ul style="list-style-type: none">○ Login○ Go to Fundraiser Center○ Click on Menu Bar and choose customize – this allows you to upload a picture and add your own content. Telling your story creates excitement and helps us tell the story about positive potential of individuals with Down syndrome. You can also select what other features you want on your page.○ The link that you see in your browser bar with your team name at the back can be copied and used for sharing on social media• New Team Captains will set up a new account in EZ Events<ul style="list-style-type: none">○ Go to Login and Select “Not a User? Create a user account”○ Set up with a username and password○ A code will be sent to you, which you enter○ Once your account is established, then you can go to Fundraiser Center and set up a new team (Follow the instructions noted above).• You are not required to have an online team, but it will put you in the running for a number of incentive prizes.• You will then have a specific link (this is the browser address when you are on your team page) to share with your Walk Stars team members so that they can register and donate• Use the official hashtag: #DGW2020• Official walk T-shirts that are ordered through your team site on EZ Events will be your responsibility to distribute.

Now	Register your team with us by filling out the survey at this link: https://forms.gle/bisq8RSrCPiMsyds9 . This step is required this year with a deadline of September 13 (see below). When you do this, you will get your team recognized on the Sept. 26 th broadcast, our website, and receive a Walk in a Box.
Now	Start making plans for engaging your circle, your neighborhood, schools, community in your Walk “where you are”. How will you gather your heroes safely? How will you share the story of inclusion and acceptance? Can’t wait to hear about your creative ideas
In the Upcoming Weeks	Find someone to tell your stories about living with Down syndrome. Encourage your child’s classmates, teachers, co-workers, and roommates to join your team. This is a great way to promote inclusion and awareness and make our circles bigger!!!
Sept. 2	Registration closes on EZ Events. Donations are still welcome. No shirts will be available after this date.
Sept. 7	Last Day to get information for your Walk Star’s Poster: https://forms.gle/mjnmCvvEPry3zEcH9
Sept. 13	Last Day to register your Walk Star Team with us in order to get a Walk in the Box, recognition on our website, and on the September 26 th broadcast.
Sept. 17	Team Pick-up 5:00 – 7:00 p.m. Location TBA
Sept. 19 – Sept. 26	Walk where you are any time between these dates. We begging you to take a pic and/or video and post to social media with the hashtag #DGW2020 or send us a copy to info@designergenesnd.com You might find your picture up during the broadcast.
Sept. 26	17 th Designer Genes Walk for Down Syndrome Broadcast – tentatively scheduled for 10:30 a.m. A weblink will be posted here and distributed widely through other communications.
Oct. 4	Send a note of gratitude to your team members. Send a note to a new family that you met at the walk. Take a few hours for yourself to celebrate you.
Oct. 10	Donation function on EZ Events closes – Team total reports will be available after this date.

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Designer Genes Walk for Down Syndrome

Team Captain Incentives

SUCCESS DATE	CONTEST	INCENTIVE PRIZE
By August 14	Team Captains who have their EZ Events Team sites kicked off with picture and added story entered in a drawing	Bread and Jam Basket sponsored by Bread Poets delivered the week of September 19 – 26 by a celebrity guest
By August 21	Team Captains who have 20 heroes registered on their EZ Events site entered in a drawing	Surprise Party Box (Sponsors: Spinning Sisters, High School Boosters, etc) delivered the week of September 19 - 26
By August 25	The top 5 Team Captains that have the most out-of-state reg/donors on EZ Events entered in drawing	Bismarck Larks package delivered by a Larks celebrity the week of September 19 - 26
By August 28	Team Captains who have their Walk Star Posters and pictures submitted entered in a drawing	Bearskat Donuts delivered morning of September 26 by celebrity guest
By September 2	Team Captains who have 50 registered heroes on their EZ Event site or have donations totaling \$500 entered in a drawing	Grillfest on September 26 for 20 sponsored by Dakota Community Bank (if team captain is outside of the Bismarck-Mandan area wins, plans will be worked out with you)
By September 17	Team Captains who have raised \$1500 in donations on their EZ Event site entered in drawing	VIP Tent to be delivered to you prior to September 26 sponsored by McQuade Distributing (including canopy, cooler with drinks/treats, personalized banner – all yours to keep

Guidance for DIY (Do It Yourself) Fundraisers outside the general Walk activities
Sometimes Team Captains like to hold additional fundraisers outside of the Walk to raise money for their teams – We love that idea, but ask that you follow the practices listed below and let us know at info@designergenesnd.com with the following language:

This document gives [FirstName] [LastName] permission to serve as an “agent” to solicit donations on behalf of Designer Genes of North Dakota, Inc. in conjunction with their event, the Designer Genes Walk for Down Syndrome held on Saturday, September 26, 2020 Designer Genes of North Dakota, Inc. is a 501(c)(3) organization with the tax ID of 270313239 and you may request a W-9 by emailing info@designergenesnd.com.

Fundraising Practices to Avoid:

Designer Genes prohibits the following solicitation practices:

- Use of the Designer Genes name at the direct point-of-purchase sale of alcoholic or tobacco products.
- Use of the Designer Genes name in relation to any business activity that cannot guarantee full accounting for funds generated.
- 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.
 - Online fundraising (must have prior written approval).

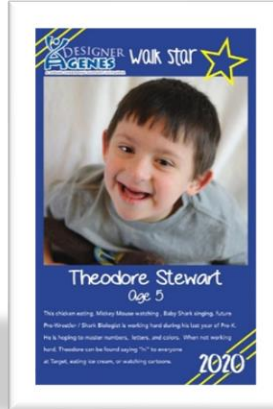
If any questions arise in conducting DIY fundraisers, please call Roxane at 701.391.7421 to discuss.

**2020 DESIGNER GENES
WALK STAR POSTER**

**(Fill out this form and send to Designer Genes PO Box 515 Bismarck ND 58502 or
info@designergenesnd.com or skip the form and fill out the info at:**

<https://forms.gle/mjnmCvvEPry3zEch9>

Due by September 9, 2020



Walk Star's Name _____

Walk Star's Age as of this year's walk (by September 26, 2020) _____
(Please disregard if you are creating a poster for a memorial team)

Team Name _____
(if you have one)

Please write ONE to THREE sentences that will be edited for space about your Walk Star.
(Hints: Dreams, accomplishments, favorites...)

Walk Star's Contact Person Name _____

Email _____

Phone # _____ - _____ - _____

Send high resolution photo and email info to: Andrea Stewart – ahstewart2012@gmail.com

**REGISTER YOUR
TEAM BY
SEPTEMBER 13**



**YOUR REGISTRATION WILL GET
YOU SIGNED UP FOR A WALK IN A
BOX, RECOGNITION ON OUR
WEBSITE AND THE 26TH
BROADCAST**

WE NEED YOU!!!

Register at: <https://forms.gle/bisq8RSrCPiMsyds9>

DESIGNER GENES WALK FOR DOWN SYNDROME

FREQUENTLY ASKED QUESTIONS

The Designer Genes Walk for Down Syndrome is mighty different this year as we will not be gathering together in-person for the first time in 17 years. Here's a listing of frequently asked questions to help you stay engaged and tell others about why we come together for individuals with Down syndrome. Feel free to make copies and share them with family and friends. You can also tell them to check out the Walk section of our web site in the works at www.DesignerGenesND.com.

WHEN IS THE WALK?

There isn't one single event this year, instead we are asking our teams and community heroes to "Walk Where They Are" any time from September 19 – 26th and share a message about why they walk. A broadcast program will be held on Sat., Sept. 26 at 10:30 a.m.



WHERE IS THE BUDDY WALK?

It's where you are – it's everywhere! For the first time, if you don't have to travel to the state capitol, you can gather your heroes and walk how you want.

WHAT IS THE MAIN PURPOSE OF THE BUDDY WALK?

The main purpose of the Walk is to raise awareness of the potential of individuals with Down syndrome to earn, learn, and belong to their community. Our main effort is not fundraising, which is why our walk is structured different than other walks with no required registration fee.

HOW WILL YOU KNOW WE'RE WALKING?

We're asking everyone to take a photo and/or video and either post to social media with the hashtag #DGW2020 or send to info@designergenesnd.com

IF THERE IS NO ACTUAL WALK, DO I NEED TO REGISTER?

Our teams value your support and we are asking that you head over to: <https://designergenesnd.ezeventsolutions.com/Walk/page/Home/>, find yourself a team and count yourself as one of our heroes. While you're there, you can get an official t-shirt with a donation of \$15.00. But hurry, this option closes September 2.

CAN I RAISE FUNDS AHEAD OF TIME FOR THE WALK?

YOU BET!!! We do not ask walkers to raise a certain amount of money to participate in the Walk but we welcome everyone and anyone who wants to walk with us and who's raising money. Donations made at this event help fuel our organizations' activities throughout the year and are most appreciated.

Designer Genes also asks for Walk sponsors (businesses in the community, and companies that are friends of our Designer Genes families) in the months and weeks before the walk to assist with

expenses. If you know of a business or a sponsor, please let us know through the contact information at the bottom of this FAQ.

WHAT IS THE MONEY USED FOR?

At least 95% of the funds are retained locally and are used for supplying information to new parents of babies with Down syndrome, library materials, member support, education, and Designer Genes activities and events.

WILL THERE BE ANY ACTIVITIES ON SEPTEMBER 26TH?

There will be a program broadcast via the web at 10:30 am and we'd love you to join in. Watch for the web link.

WHAT ARE SOME FUN WAYS I CAN PARTICIPATE?

- Run 3 miles in 21 minutes
- Walk 3 loops around several designated blocks
- Ask at least 3 friends to donate \$21 or \$210 in honor persons with Down syndrome
- Walk 3 dogs for 21 minutes
- Tell 21 people to watch the broadcast on the 21st
- Schedule a presentation with Designer Genes for one of your social groups

DO I HAVE TO HAVE A TEAM OR BE ON A TEAM TO BE A PARTICIPANT?

Not at all! You can register and/or donate as an individual.

I REGISTERED WITH A \$15.00 DONATION (OR MORE), HOW WILL I GET MY TSHIRT?

If you registered with a team, then your team captain is in charge of getting you your shirt. If registered outside of a team, then your shirt will be mailed or we'll arrange a drop-off for you.

STILL HAVE QUESTIONS? Contact Roxane Romanick at 701-391-7421 or info@designergenesnd.com.



10 WAYS YOUR SPONSORSHIP MAKES AN IMPACT

- 1 New Baby Support** | Support for new parents in North Dakota receiving a pre- or post-natal diagnosis of Down syndrome through Welcome Baby Packets with resource materials. This support package is valued at \$200.00 and is provided to parents of new babies free of charge.
- 2 Medical Outreach** | Collaboration with other state partners to connect with medical providers to assure families with a diagnosis have access to parent-to-parent support through a network of trained parents across the state.
- 3 Connection** | Opportunities for individuals with Down syndrome and their families to connect at social activities. We host a membership/holiday party, annual picnic, a World Down Syndrome Day event, an annual bowling party, and more.
- 4 Education** | Sponsorship of national speakers with Down syndrome expertise to present at the various statewide disability-related conferences. In addition, we arrange for these speakers to meet with families around specific topics of need.
- 5 Newsletter** | Materials and newsletters to keep members informed on important topics, policy actions and upcoming activities.
- 6 iCan Bike Camp** | Helping individuals to ride bike independently through cooperation with local partners, such as Bismarck Parks and Rec, to bring the iCan Bike Camp to the Bismarck-Mandan area. A camp was held this last August. Check out the camp at: www.icanshine.org
- 7 Advocacy** | Influencing state and federal policy issues along with partners that concern individuals with Down syndrome and their families. One successful effort was the passage of the Achieving a Better Life Experience (ABLE) Act at both the federal and state level.
- 8 Training** | Educational events, such as the Transition Talk in collaboration with community agencies to help youth and families better understand how to navigate the transition to adulthood.
- 9 Adults with Down syndrome** | Seeking opportunities for connection, activity, and engagement for adults with Down syndrome, such as partnering with the G.R.O.W. project and the State Council on Developmental Disabilities to host a community gardening and nutrition education project.
- 10 Parent Support** | Staffing to provide support to parents on issues that come up across the lifespan. This may include access to financial benefits, school and Individual Education Plan concerns, access to formal supports such as Developmental Disability issues, understanding Early Intervention services, etc.

www.DesignerGenesND.com

