



**dsaw**  
Down Syndrome  
Association of Wisconsin, Inc.  
awareness • acceptance • assistance

**22<sup>ND</sup> ANNUAL STATEWIDE**

# **DOWN SYNDROME AWARENESS WALK**

**WISCONSIN'S FIRST AND LARGEST DOWN SYNDROME AWARENESS WALK**

JOIN US FOR A MARDI-GRAS THEMED AWARENESS PARTY WITH 3,000 OF YOUR CLOSEST FRIENDS!



**9.23.18**  
**MILWAUKEE COUNTY ZOO**

# **TEAM CAPTAIN PACKET**

# JOIN US FOR A MARDI-GRAS THEMED DOWN SYNDROME AWARENESS PARTY!



Join us for a GIANT Mardi-Gras themed Down Syndrome Awareness Party with more than 3,000 of your closest friends! Not only do we WALK in honor of our friends with Down syndrome, but we throw the PARTY of the year to celebrate them.

Don't miss this very special chance to show the world how amazing your loved one is. Invite your friends and family, and get ready for the best day of the year!

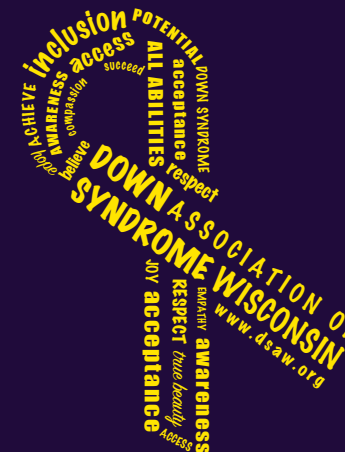


If you thought last year was amazing, then you definitely don't want to miss this year.



Do you enjoy the Down Syndrome Association of Wisconsin's programs and services that take place all year long? Programs like Parent's First Call, Medical Outreach, Peer Sensitivity Training, Member Grants, Roadmap Sessions, and classes like Young Leaders and Cooking with the Kiddos? Then NOW is your time to give back! The majority of these programs are fully funded by donations from this

annual awareness walk. Thank you in advance for helping individuals with Down syndrome exceed expectations and live amazing lives!



# EVENT DETAILS

## LOCATION

Milwaukee County Zoo (Areas #1 & #2: Oak Grove and Maple Cove)  
10001 W Bluemound Rd  
Milwaukee, WI 53226

## FAMILY FESTIVAL



Join us for the **BIGGEST Down Syndrome Awareness Party EVER in Southeastern Wisconsin**. Party will include music, carnival games, statewide resource booths, THE "21" SHOWCASE (ALL ages welcome to walk the red carpet), Chromosome Wall of Fame featuring YOUR loved one, personalized team posters and t-shirts, amazing prizes, and MORE! Don't forget to join us for lunch beginning at 10:30am.

## 21 SHOWCASE & AWARDS CEREMONY



Help us kick off the walk at 12:30pm with the Down Syndrome Awareness Walk Master of Ceremonies, Vince Vitrano, Today's TMJ4 Morning News Anchor. We will host our "21" Showcase where individuals with Down syndrome of ALL ages will get a chance to walk the red carpet in front of their family and friends. We will then announce the winners of our pre-event and day-of raffles, and we will award prizes to our Top 5

Fundraising Teams!

## 22ND ANNUAL DOWN SYNDROME AWARENESS WALK



The 22nd Annual Statewide Down Syndrome Awareness Walk will be held rain or shine at 1:00pm. This is a leisurely stroll through the Milwaukee County Zoo. Rollerblades, skates, and pets are strictly prohibited. After the walk begins, feel free to explore the Milwaukee County Zoo using your included all-day access pass!

## BACK BY POPULAR DEMAND: LAUNCH A VIRTUAL TEAM



Back by popular demand, this year we will again offer the option to register as a "virtual" walker. When you sign up for this option, you receive a t-shirt and you commit to run or walk in honor of your loved one with Down syndrome. Your activity can be any distance you want: 3.21 miles or laps around your block, 321 yards or 21 miles. Get creative and have fun! Whether you've moved away from Wisconsin, will be on vacation, or want to support your loved one who lives in Wisconsin, our community extends far beyond our state's borders.

Walk Registration  
Begins  
10:00 am

Family Festival  
10:00 am - 1:00  
pm

Lunch Service  
Begins  
10:30 am

Raffles Close  
12:15pm

21 SHOWCASE  
& Award  
Ceremony  
12:30 pm

Walk Begins  
1:00 pm

# SCHEDULE



# WHY FORM A TEAM?

**It's the perfect way to celebrate your loved one with Down syndrome.** This day, this walk, and this team are all for them!

**You get to participate in the BIGGEST Down Syndrome Awareness party EVER in Southeastern Wisconsin.** Trust us, you don't want to miss it!

**Your team can be as large or as small as you want.** Your team can have 2 people, 200 people, or 2,000 people! Invite your friends, family, neighbors, coworkers, church family, or rotary club to join in the fun.

**You don't even have to be present to form a team!** When you sign up as a "Virtual" Walker, you commit to run or walk in honor of your loved one with Down syndrome. Then, post photos of your walk/run on DSAW's Facebook Page! Register by August 31st and we'll try our best to send you your t-shirt by September 23rd so you can participate from afar. This is a great way to show support for your loved one with Down syndrome, even if you cannot be physically present with us on walk day.

**Your fundraising changes lives.** Although fundraising is optional, the difference you make in the lives of more than 4,500 families across the state is tremendous. Whether you raise \$10 or \$10,000, YOU are making a difference for people with Down syndrome and their families in Wisconsin. Some teams choose to fundraise a LOT and compete for our top fundraising prizes (which are amazing, by the way), and some teams choose to fundraise just a little bit. *Just remember, fundraising does not have to be scary! Most people are happy to give to a cause that is important to you and your family.*



**Why form a team? Because it takes a village to raise a child. When you invite someone to join your team, it's one more way of saying "thank you" -- "thank you for supporting my loved one with Down syndrome!"**

# HOW TO RECRUIT TEAM MEMBERS



**Make a list of people you know best.** Start with your family, close friends, and work outwards to neighbors, coworkers, and friends from your place of worship.

**Ask the people on your list to join your team!** Ask them in person, through e-mail, snail-mail, phone, or any other medium. When asking, explain to them why it's important to you and your family, and let them know

how FUN the walk is (*they won't want to miss our Family Festival & 21 Showcase!*). Individuals who cannot be present at the walk can still sign up to be a virtual walker. They will receive a shirt, and commit to walk or run in honor of your loved one.

**Encourage your team to fundraise.** Let them know how thankful you are that they've chosen to walk in honor of your loved one. Encourage them to fundraise by giving them a sample fundraising letter (see below for an idea!) and a picture of your loved one that they can send out to their network. Ultimately, this process is not just about fundraising: it's about spreading awareness and acceptance of people with Down syndrome.

# HOW TO RAISE FUNDS

**Fundraising is scary to many people, but it doesn't have to be! It can be as simple as sending an email and posting on social media. Try using this template to ask for donations from your friends and family:**



*"Dear Friends,*

*This year, my family has formed a team for the 22nd Annual Down Syndrome Awareness Walk, which will be held on September 23, 2018. The goal of the Walk is to spread awareness and acceptance of Down syndrome throughout Wisconsin, and to raise funds for the Down Syndrome Association of Wisconsin's life-changing programs and services. As you may know, this cause is very important to us! [insert personal story]*

*Would you consider joining our team and/or making a donation to support our team and [insert name of loved one with Down syndrome]? Your donation will have a large impact on thousands of lives in Wisconsin. Please forward this email to your friends and family, too!*

*Use this link to join our team and make a donation: [insert personal link]*

*Thank you for supporting Down syndrome awareness!  
[Your name]"*

**For more resources, download our Team Captain Packet at [www.dsaw.org/zoowalk](http://www.dsaw.org/zoowalk)**

## TEAM PROFILE: I LOVE LUCY



Team I Love Lucy has participated in the DSAW Down Syndrome Awareness Walk for the last 8 years. Last year, the team had almost 40 walk participants and raised over \$4,000! We sat down with Sara Tikalsky, mom to Lucy and team captain, to ask more about her experience with the

### Down Syndrome Awareness Walks.

#### How did you get involved with DSAW and the Down Syndrome Awareness Walk?

We got involved with DSAW and attended our first Down Syndrome Awareness walk when our daughter Lucy was 11 months old. We have since attended many other DSAW events. Our start with DSAW was slow, but we have enjoyed growing with DSAW over the years.



#### What does the walk mean to you and your family?

The DSAW walk is a day that is focused on celebrating Lucy and other individuals with Down Syndrome. Our closest friends and family join us for the day or the whole weekend. We love to spend time together during the walk just enjoying each other's company. Lucy knows it is her special day (she's 8 now) and looks forward to it. Our team name is I Love Lucy and we all wear our team shirts for the day. We love coming together for this event; our family comes and celebrates the whole weekend with us, it's become a family reunion! As parents of a child with DS, we love seeing other families we have gotten to know through other DSAW programming through the years. For Lucy, she likes to see friends she has made through other DSAW events.



#### What advice would you give to those who are about to attend their first walk?

Our advice would be to invite your family and friends to join you. The walk is such a family friendly event! Another piece of advice: get there early and get a picnic table and hang out with your family and friends, or get to know someone new. Enjoy the time together!

#### What advice would you give to those who are nervous about fundraising or asking their friends/family to participate?

We were shocked at how much support we received, just because we asked. We have been slow to invite people to the walk and donate money, but we have been blown away by the support of those family and friends around us. Just ask! You might be surprised at who is willing to support DSAW. Feel free to let people know about the numerous programs that DSAW offers for individuals with DS and their families. Each year, more and more opportunities are available and we have enjoyed participating in them as a family and individually.

## HOW TO RAISE \$250 IN ONLY TEN DAYS!

- |                |  |                    |
|----------------|--|--------------------|
| <b>Day 1:</b>  | Make a <b>personal</b> \$25 contribution.                  | <b>+25 = \$25</b>  |
| <b>Day 2:</b>  | Ask your <b>significant other</b> for a \$15 contribution. | <b>+15 = \$40</b>  |
| <b>Day 3:</b>  | Ask your <b>mom or dad</b> for a \$15 contribution.        | <b>+15 = \$55</b>  |
| <b>Day 4:</b>  | Ask a <b>friend</b> for a \$15 contribution.               | <b>+15 = \$70</b>  |
| <b>Day 5:</b>  | Ask your <b>boss</b> for a \$25 contribution.              | <b>+25 = \$95</b>  |
| <b>Day 6:</b>  | Ask three <b>coworkers</b> for a \$15 contribution.        | <b>+45 = \$140</b> |
| <b>Day 7:</b>  | Ask your <b>sister or brother</b> for a \$15 contribution. | <b>+15 = \$155</b> |
| <b>Day 8:</b>  | Ask your <b>in-laws</b> for a \$15 contribution.           | <b>+15 = \$170</b> |
| <b>Day 9:</b>  | Ask two <b>neighbors</b> for a \$15 contribution.          | <b>+30 = \$200</b> |
| <b>Day 10:</b> | Ask a <b>local business owner</b> for a \$50 contribution. | <b>+50 = \$250</b> |

**\$250**

# HOW TO SIGN UP



## How do I sign up?

It's easy and fun! You can launch your team, register as an individual participant, fundraise, and buy merchandise all online: <https://secure.qgiv.com/event/zoowalk18>

## Take advantage of the online tools!

Once registered, you can use the website to send emails to friends and family to solicit donations, post on social media, check your team's fundraising progress (and how you compare with other teams!), and edit your team

homepage with a personal story and pictures.

*Due to the time and energy it takes to facilitate the walk, we ask that teams PLEASE use the online system whenever possible.* We know you'll love it (and have fun using it too!).

Register today: <https://secure.qgiv.com/event/zoowalk18>

## Still not convinced by the online system?

We'd love to walk you through it personally! Check out our video tutorial online. If you have additional questions, give Abbey a call at (414) 327-3729 ext. 102, or email [abbey@dsaw.org](mailto:abbey@dsaw.org). Otherwise, we're happy to send you an **offline registration and fundraising packet** for your convenience. You can also download offline registration and fundraising forms at [www.dsaw.org/zoowalk](http://www.dsaw.org/zoowalk).

# IMPORTANT DATES

**Thursday, August 31 at 11:59pm** Registration deadline for guaranteed t-shirt

**Thursday, September 20 from 5pm-8pm** Team Captain early pick-up at the DSAW office.  
**Friday, September 21 from 9am-3pm** Please call ahead!

**Friday, September 21 at 12:00pm (noon)** Deadline for online pre-registration.  
Deadline to receive cash/check donations for Top Fundraising Teams.

**Saturday, September 22 at 11:59pm** Deadline for online donations for Top Fundraising Teams.

# FREQUENTLY ASKED QUESTIONS



## What is included with registration?

Registration includes day-long entry and full access to the Milwaukee County Zoo, parking, Walk, t-shirt, lunch, and all Family Festival activities. Virtual Walk registration includes t-shirt plus shipping (if applicable).

## Does my team need to stop at registration the day of the walk?

We recommend that team captains pick up their team t-shirts in advance (see previous page for early pick-up dates/times). If you need to pick up your shirts the morning of the walk, only the team captain should check

in at registration. **However, EVERYONE who registered after the guaranteed t-shirt deadline of August 31 will need to check in at registration, even if they are on your team.**

## When should we arrive at the Walk?

We recommend that teams arrive no later than 10:30am. While the 21 Showcase & Awards Ceremony does not start until 12:30pm, we want you to have plenty of time to take advantage of our Family Festival!



## What should we bring to the Walk?

Bring any donations you have to turn in, chairs (we will have picnic tables, but some teams may need additional seating), a tent/umbrella for shade, a cooler (we provide food and drinks, but some teams like to bring extras), banners / flags / posters to support your team, your walk t-shirts, and cash/check/credit card for purchasing raffle tickets and silent auction items (optional)!

*Note: Please do not bring rollerblades, skates, or pets to the walk!*

## How are funds raised at the Walk used?

All proceeds from the Walk will fund the Down Syndrome Association of Wisconsin's life-changing programs and services. DSAW is a 501(c)3 organization and your donations are tax-deductible. For more information about our work, please visit [www.dsaw.org](http://www.dsaw.org).

## My friend wants to volunteer - how can they sign up?

Volunteers can sign up using the same registration link as participants! When signing up, be sure to select volunteer, and the registration fee will be waived.

## What happened to the 5K Run, Roll and Stroll?

Due to ongoing construction at the Zoo, we will not be hosting the 5K Run, Roll and Stroll this year. We hope you join us for the Walk!



**Get credit for YOUR team! Did you know that if your team brings in a new sponsor, the entire amount of the sponsorship is credited towards your team?? Don't miss this creative way to increase your team's total!**

## SPONSORSHIP OPPORTUNITIES

PROCEEDS BENEFIT THE LIFE-CHANGING PROGRAMS AND SERVICES OF THE DOWN SYNDROME ASSOCIATION OF WISCONSIN

Sponsor Benefits	Platinum \$15,000	Gold \$10,000	Diamond \$5,000	Silver \$2,500	Bronze \$1,000	Fact Sign \$500
Naming rights to the Walk	✓					
Future VIP reception with DSAW leadership	✓					
Logo featured in Walk's Snapchat Geo Filter	✓					
Company logo placed on all pre-event materials	✓	✓				
Company representative to speak during opening ceremonies	✓	✓				
Logo featured on digital month-long billboard in Milwaukee	✓	✓				
Prominent feature in event press release (including quote)	✓	✓	✓			
Recognition in all media opportunities	✓	✓	✓			
Company sign at opening ceremonies	✓	✓	✓			
Permanent recognition on Donor Wall	✓	✓	✓	✓		
Company sign at registration	✓	✓	✓	✓		
Sponsored event e-blasts with logo featured on top	6	4	2	1		
Sponsored blog post opportunity	✓	✓	✓	✓		
Sponsor individual(s) with DS as they walk the "21" Showcase red carpet	5+	3	2	1		
Complimentary promotional booth	✓	✓	✓	✓	✓	
Company sign displayed on the Walk grounds	✓	✓	✓	✓	✓	
Advertisement in Walk program	Back Cover	1 Page	1/2 Page	1/4 Page	1/8 Page	
Social media posts highlighting your company	12	8	6	4	2	
Year-long recognition through press release, Annual Report, newsletters, website, and social media	✓	✓	✓	✓	✓	
Company logo with link placed on Walk and DSAW websites	✓	✓	✓	✓	✓	
Company logo featured on back of event t-shirts	✓	✓	✓	✓	✓	
Sign along the Walk route with a fact about DS and your logo						✓
WE NEED YOUR HELP WITH RAFFLE ITEMS TOO!						

**As of June 18,  
our sponsors include:**

