

Buddy Walk Fundraising Tips

Here are some quick and easy ways to tackle fundraising for your Buddy Walk at the grassroots level. The following ideas were compiled from Buddy Walk survey results. Feel free to contact us at buddywalk@dsah.org to discuss other fundraising concepts that might work best for you. Suggestions and ideas are encouraged.

Get Your Child's School Involved

A teacher at a private school instituted a "dress down day" for the entire student body and faculty. For a \$5 donation, a student or teacher could dress in jeans or other casual clothes for a day instead of the uniform. If students already have a casual dress policy, invite them to wear a hat, shorts or other attire that is normally not allowed. It also helps to remind the school that October is National Down Syndrome Awareness Month if you are planning an activity at that time of year.

A Letter Writing Assignment

Students can compete to see who receives a donation from the longest distance away. Ask them to write letters about the Buddy Walk to people or companies located out of your state or out of the country. The student who brings in a check from the farthest point wins a prize.

Get Your Company Involved

A district manager of a national retail chain encouraged her company to participate. The employees of each store challenged one another to form at least one team per store and raise money for Down syndrome. They had fun, raised money and increased morale all at once! Another way to have your company raise money is to have one (or more) "dress down days" with the money collected going towards the Buddy Walk.

Get Your Religious Organization Involved

Ask to put a poster on the bulletin board. See if an announcement can be made during a service. Leave a donation envelope in the coffee room or in the lobby. See if the youth group is looking for a social action activity.

Contact Your Child's Girl/Boy Scout Troop

Scouts could be eligible to earn a variety of badges by participating in a Buddy Walk. Scouts may also want to help set-up or teardown your event, so keep them in mind as volunteers as well.

Other ideas

- Community activities: Car wash, a dog wash, garage sale, bake sale, "Dimes for Down Syndrome Day" at work, school or your local bank.
- Encourage walkers to get pledges from family, friends, colleagues, doctors, dentists, dry cleaners, hairdressers, and places where they are frequent patrons.
- Sell raffle tickets and hold a drawing (or drawings) for items that were donated to you by friends or local companies.
- Make and sell Buddy Walk ribbons (in the blue and yellow Buddy Walk colors) and sell them for \$.50 or \$1.00 to increase awareness of your Buddy Walk. Try selling them in front of a busy supermarket or shopping mall.

How to Raise \$500 in a Week

Day	Outreach	Amount
1	Sponsor yourself for \$25	\$25
2	Ask three family members for \$25	\$75
3	Ask five friends to donate \$15	\$75
4	Ask five co-workers to sponsor you for \$10 (don't forget to ask about a matching gifts program!)	\$50
5	E-mail 15 contacts and ask for a \$10 donation	\$150
6	Ask your company for a \$75 contribution	\$75
7	Ask two businesses you frequent for \$25	\$50

Total: \$500

More Ideas

- Use incentive prizes to reward participants for their fundraising efforts. For example, if you raise \$50 you will earn a baseball hat, if you raise \$100 you will earn a tote bag, etc. Set a deadline so that your Walkers are motivated to raise money at a quicker pace (leverage the competitive spirit of your Walkers).
- Sell raffle tickets and hold a drawing (or drawings) for items that were donated by local organizations.
- Obtain small prizes (incentives) to give away as fundraising awards. For example, raising \$50 earns a baseball hat; raising \$100 earns a tote bag, etc. Set a deadline so that Walkers are motivated to raise money at a quicker pace.
- Work with local restaurants and stores to have a day or night each month where a portion of the proceeds will go to your team to raise money for your Buddy Walk. "Dining for Down syndrome" is becoming popular across the country!
- Sell Buddy Walk lollipops, cookies or other treats near the cash register at local businesses. This is a great way to satisfy a sweet tooth and raise awareness of your organization and event. The Luzerne County Down Syndrome Network has been very successful selling Buddy Walk lollipops at their local Wendy's restaurants and other smaller shops.
- Make and sell Buddy Walk ribbons (in the blue and yellow Buddy Walk colors) and sell them for \$.50 or \$1.00 to increase awareness of your Buddy
- Ask local businesses if you can place cans in their shops to raise "Dimes For Down syndrome" (or any spare change). Decorate the cans with DSAH logo, your team name, and information about the Buddy Walk (date, time, place) so people who drop in their change can learn more about the event.
- In your school, place of employment or house of worship, find out if you can have a special collection of spare change for the Buddy Walk.

Don't forget to thank your sponsors!!