



walk for **down** syndrome

2023 TEAM CAPTAIN PACKET



**CELEBRATING 20 YEARS GOING THE EXTRA MILE
ND STATE CAPITOL GROUNDS**

SET-UP FOR TEAMS – STARTING AT 9:00 A.M.
FUN AND REGISTRATION – OPENS AT 10 A.M.
WALK STARTS – 11 A.M., FOLLOWED BY LUNCH

Dear Walk Star Team Captain,

It is hard to believe 20 years has passed since our very first Designer Genes Walk for Down Syndrome?! This exciting event has continued to grow, going the EXTRA MILE, to bring over 2000 people together annually to recognize the abilities of individuals with Down syndrome. Walk Star Teams have brought family, friends, and community supporters to the walk to share stories, build friendships, and raise money to support the awareness efforts of Designer Genes of North Dakota. For our 20th Anniversary, we will be celebrating in a big way on **Saturday, September 23** at the North Dakota State Capitol grounds. More importantly, we want to celebrate all those who have made this milestone anniversary possible ... YOU & YOUR TEAMS! To get you even more excited, here are a few updates:

- The Bismarck Larks' newly formed Funatix Event Planning Service is once again our community partner to make this event a success and help us continue to go the extra mile in our fund and FUN-raising efforts at the walk.
- We've had a great committee working on increasing the involvement of our Community Teams – we're so grateful for the work of this committee and are planning big things in 2023.
- Walk Star Posters, t-shirts without a donation for individuals with DS, and a special surprise in the team bags will be back for our Walk Stars!!!

Designer Genes of North Dakota has grown to include roughly 250 individuals with Down syndrome and their families across North Dakota. Our mission is to strengthen 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, 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. Your team fundraising efforts help fund this mission for us to continue to go the extra mile in our work for individuals with Down syndrome and their families.

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


Sincerely,



Roxane Romanick
Executive Director

WALK STAR TEAM CAPTAIN TIMELINES

Important Dates, Event and Fundraising Timeline, Info and Suggestions

Dates	Activity
Now	<p>Visit the Designer Genes Walk Site at: https://dgwalk.flipcause.com</p> <ul style="list-style-type: none">• Scroll down the page to find the BECOME A TEAM CAPTAIN tile (example below) and click to begin creating your team page.  <ul style="list-style-type: none">• You have two options to create your login:<ol style="list-style-type: none">1) Sign up using your Facebook account, or2) Create a login using your name and email.Choose which one works best for you. Click SIGN UP to complete registration.• Now begin to create your team fundraising page.<ul style="list-style-type: none">○ Enter your Team Captain Name in the field called PERSONAL CAMPAIGN TITLE.○ Enter a FUNDRAISING GOAL for your team. Give those who support you an opportunity to help you reach your goal!○ There is no need to enter an end date, but if you wish, we recommend a couple weeks after the walk date.○ Ignore the PERSONAL CAMPAIGN STORY area for now as you will fill that in once your team is created in the next step. Scroll down to click on the CREATE A TEAM tile.○ Enter information about your team. Remember to put information about your individual with Down syndrome or your organization in the PERSONAL CAMPAIGN STORY area. Tell a story about why your team is walking to support awareness and inclusion for individuals with Down syndrome.○ Click CREATE A TEAM

- Click I'M NOT A ROBOT, THEN GET STARTED to create your fundraising page.

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: #DGW2023
- **Official walk T-shirts that are ordered through your team Walk Site will be your responsibility to pick up and distribute to those who order through your page.**

Important Tips:

1. If you set up a team page and want to update it, you go to www.dgwalk.flipcause.com, under the menu, click on "All Team Captains" and then click on your team page from list provided. Up in the corner, you will see the "Login". Click that and it will ask for the email you used to set up the team (must use the same one) and then they will email you a link into your site. You will not have a "password". From there you can add and/or change the picture, update your story and/or goal. Hit "Save Changes" and you're good to go.
2. We will be counting "supporters" for the Door prize drawings. These are easily seen when you click into the team pages.
3. The system does not count all of your registrations into the "supporter" headcount. So for example, if you, the team captain, goes in and registers your family of 5, the system only counts that as 1 supporter (you). You will not see the other 4 registrations on your end. The only way around that is to register everyone separately in a party, but that's a lot more tedious, so we've opted to not limit the registrations per "supporter".
4. One last team captain note - you are unable to run a report on number of registrations, number of shirts ordered, etc. If you are wanting this, please request from Will or Roxane. We will attempt to provide this after the Walk is over and you will have your shirts identified in your team bags.


Now

Submit information for your Walk Star's Poster and register your team with us by filling out the survey at this link: www.bit.ly/WalkStarPoster2023

This step is required this year with a deadline of September 6th (see below). When you do this, you will get your team recognized at the Sept.

23th program, our website, and receive a team bag. PS: If you're unable to upload a photo on the google form, please submit to: ahstewart2012@gmail.com



Now	Start making plans for engaging your circle, your neighborhood, schools, community in the Walk. How will you share the story of inclusion and acceptance? Can't wait to hear about your creative ideas
August 8	 Join us at the Larks Ball Park – Reduced price tickets (scan the code) or go www.larkstickets.com and put in the code: Genes
August 27	Designer Genes Family Picnic 4:30 – 7:30 pm Sertoma Shelter by the Superslide Amusement Park
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. 6	Last Day to submit information for Walk Posters/Registration via: www.bit.ly/WalkStarPoster2023 along with photos! If you can't upload, send to ahstewart2012@gmail.com
Sept. 15	Registration with T-Shirts closes via the online system. Donations are still welcome. Additional shirts will be available the day of the Walk.
Sept. 19 - 21	Team Bag Pick-up. Location: Bismarck Larks Office, 201 W. Front Ave. 10 – 5pm
Sept. 23	<p>Designer Genes Walk for Down Syndrome</p> <ul style="list-style-type: none"> • Think about a "tailgate" for your team – get there early to stake out a spot • Find your Walk Star's poster and take lots of pictures. Please take home after the walk. • Pick a time to take a team photo and tell your registered team members ahead of time. We will have roving event photographers – grab one of them to take the shot. • Ask your team members to please register – either online or at the Registration Tent the day of the walk. <p>Once again, the parking lot west of DOT will be closed off to parking for the general public (accessible parking is available). Drop-offs can happen for folks needing more access. Parking is available to the east of DOT and to the west of the capital.</p>
Oct. 6	Last day to donate online on Walk site for teams – Team total reports will be available after this date.
Oct. 6	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.



WALK STAR TEAM CAPTAIN INCENTIVES

Important Dates, Event and Fundraising Timeline, Info and Suggestions

SUCCESS DATE	CONTEST	INCENTIVE PRIZE
By July 19	Team Captains who have their team registered on their Walk site entered in a drawing	Wake Up Basket for the Walk donated by the Gifted Bean
By August 24	Every team with 20 registered supporters/donors will be entered in a drawing	Family Photo Session donated by CBond Photography (Arrangements will be made for out-of-Bismarck winner)
By September 6	Team Captains who have their Walk Star Posters and pictures will be submitted entered in a drawing	Bread and Jam Basket sponsored by Bread Poets delivered the week of September 18 - 23 by a celebrity guest (if local winner)
By September 10	Team Captains who have 30 registered supporters/donors on their Walk Site or have donations totaling \$500 will be entered in a drawing	\$500 Spa package donated by Gratitude Spa and Salon
By September 17	Team Captains who have raised \$1500 in donations on their Walk site entered in drawing	VIP Tent set up for you at the Walk on Sept. 23 sponsored by McQuade Distributing (including canopy, cooler with drinks/treats, personalized banner – all yours to keep



GUIDANCE FOR DIY – FUNDRAISERS

Do-It-Yourself Fundraisers – Outside of 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 23, 2023 Designer Genes of North Dakota, Inc. is a 501(c)(3) organization with the Tax ID #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.

DESIGNER GENES WALK FOR DOWN SYNDROME

FILL OUT YOUR WALK STAR POSTER FORM

Make Sure Your Stars Poster is at the Walk to Shine

Complete online at:

www.bit.ly/WalkStarPoster2023



Or, fill out the below and send to Designer Genes, Box 515 Bismarck ND 58502 or email information to ahstewart2012@gmail.com



Due by September 6, 2023

Walk Star's Name _____

Walk Star's Age as of this year's walk (by September 23, 2023) _____
(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: Favorites, memories, experiences, dreams, etc...)

Walk Star's Contact Person Name _____

Email _____

Phone # _____ - _____ - _____

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



WALK FOR DOWN SYNDROME - FAQs

Answers to the Frequently Asked Walk Questions

The Designer Genes Walk for Down Syndrome is an exciting event! Here are some 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 at www.DesignerGenesND.com.

WHEN IS THE DESIGNER GENES WALK?

The walk is on Saturday, September 23, 2023

WHERE IS THE DESIGNER GENES WALK?

It's on the front (south) grounds of the State Capitol.

walk for
down
syndrome

DESIGNER
GENES
A-DOWN-SYNDROME-SUPPORT-NETWORK

WHAT IS THE MAIN PURPOSE OF THE DESIGNER GENES WALK?

The main purpose of the Designer Genes Walk is to raise acceptance and awareness of the potential of individuals with Down syndrome to live, learn, work, and contribute to their community. Our main effort is not fundraising, which is why our walk is structured different than other walks.

WHAT TIME SHOULD I GET TO THE WALK?

You can come to the Walk as early as 9:00 a.m. (CST), if you need to set up. There are fun things to do starting at 10:00 — entertainment, activities, tattoos, hanging out with favorite community members, and photo opportunities.

HOW DO I REGISTER THE DAY OF THE WALK?

10:00 a.m. – 11:00 a.m. is the time to register. The registration area will be in the large tent just south of the steps.

CAN I REGISTER AHEAD OF TIME?

You can register at: www.dgwalk.flipcause.com. Our online site does allow families and friends to sign up their support for a Walk Star team, make donations or reserve an official walk shirt. Registrations including a t-shirt order will cut-off on 9.15.23. Donations are welcome indefinitely.

CAN I RAISE FUNDS AHEAD OF TIME FOR THE WALK?

Yes, while we do not ask walkers to raise a certain amount of money to participate in the walk and we welcome everyone and anyone who wants to walk with us, 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.

CAN PEOPLE MAKE DONATIONS AT THE WALK?

Walkers who have decided to join us on the day of the walk can donate when they register at the registration tent. We can process credit card donations at the walk.

WHAT WILL HAPPEN AT THE WALK? There are fun things to do starting at 10:00 a.m. — entertainment, activities, tattoos, hanging out with favorite community members, and photo opportunities. At 11:00, there will be a special program to kick off the walk. This will take place on the front Capitol steps. The walk will start shortly thereafter.

HOW FAR DO PEOPLE WALK AND DOES EVERYONE WALK AT THE SAME TIME?

Everyone that's there for the walk starts and stops at roughly the same time. The walk is one mile long, which is three loops around the south grounds of the Capitol. The three loops are symbolic of Trisomy 21, which is the chromosomal diagnosis for Down syndrome. Our goal has been to have enough people at the walk to completely loop the grounds – we're getting closer every year.

ARE STROLLERS, PETS, AND WAGONS ALLOWED?

Yes. Motorized carts and wheelchairs are also easily accommodated on the walk. If it's a device that's needed to make sure an individual can participate, we're open to it. Pets must be on a leash.

IS THERE A BATHROOM AVAILABLE AT THE CAPITOL?

We have port-a-potties (one accessible) at the Capitol. The Heritage Center bathrooms are also available and accessible.

IS THERE WATER AVAILABLE OR SHOULD I BRING MY OWN?

We will have bottled water on hand at the walk.

I'M INVITING A LARGE NUMBER OF PEOPLE TO WALK WITH OUR FAMILY THIS YEAR, HOW CAN I MAKE SURE THAT THEY CAN FIND US?

Decide ahead of time and tell your invited folks that you'll be on the west or east side of the steps or in the middle of the south grounds. Feel free to set up a tent or cabana of your own on the south grounds to designate a spot. Bring some type of flag or bunches of balloons. Please remember that we will be closing off the road that loops the south capitol grounds by 10:00 a.m. if you need to unload, please do so prior.

WHAT DO FAMILIES DO TO DISTINGUISH THEMSELVES AS TEAMS?

Teams and large groups can pre-register at www.dgwalk.flipcause.com. Many teams have their own t-shirts to make it easier to find each other. This is not a requirement.

DO I HAVE TO HAVE A TEAM OR BE ON A TEAM TO ENTER THE WALK?

Not at all – please come no matter what!! Your presence and your support are what matters the most.

WHAT DO WE DO AFTER THE WALK IS OVER?

We serve lunch at the Capitol grounds and everyone is invited to stay and continue to visit, play frisbee, whiffle ball, etc. right at the Capitol grounds. There is no extra charge for the meal, and we would love it if everyone could stay. Bismarck Public Schools Inclusive Football teams will be playing games and it's fun to watch!!

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

OUR REACH



260
People with
Down syndrome

1,476
Facebook Followers

82
North Dakota
Communities Served

OUR SUPPORT



10
New Baby Packets
Distributed

17
Family Events Held
(In-Person & Virtual)

425
Family Support
Contacts

OUR RESOURCES



25
Collaborative
Partnerships

103%
Exceeded Fundraising
Goal for Walk for
Down Syndrome

85
Community Sponsors

MISSION

To strengthen opportunities for individuals with Down syndrome and those who support them to earn, learn and belong.

VISION

We see a community that embraces, respects, and supports people of all abilities, especially those with Down syndrome.

VALUES

Designer Genes will embrace people as they are to create supportive and protective communities, and view the organization as a benefit to the whole.

Down syndrome is at the center of what we do and we strive for relationships that support our core families.

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

