

S.M.I.L.E. on Down Syndrome

**SMILE
MILE**

*New name, same walk- celebrating
people with Down syndrome*

SMILE ON DOWN SYNDROME

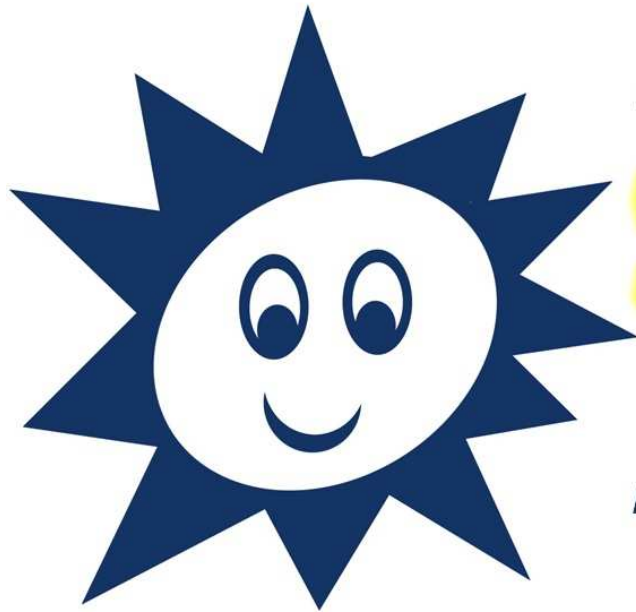
SMILE Mile

October 1, 2016

Super Heroes Among Us

Team Captain Kit





S.M.I.L.E. on Down Syndrome

**SMILE
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*New name, same walk- celebrating
people with Down syndrome*

Together we can do it!

2016 Fundraising Goal

\$100,000



2016 Timeline of Important Dates

Early June: Launch of SMILE Mile website online
Registration through collaborative partner ds-connex

June 12: Team Captain Training Event 2pm at
Wired- Come learn how you can maximize your
SMILE Mile fun and involvement!!!

September 25: Pre-registration 2-4pm at The
Women's Hospital in Newburgh

September 30: Set-up from 12-2pm at the
Vanderburgh County 4H Fairgrounds

October 31: 2016 SMILE on Down Syndrome
SMILE Mile

GET INVOLVED, BE INSPIRED.



Responsibilities of a Team Captain

Design

- Register your team online
- Customize your team page
- Upload a photo of your self-advocate
- Set a goal

Publish

- Email link of your team page to friends & family
- Get the word out on Facebook & Twitter
- Send out email reminders to your team throughout the entire process

Manage

- Maintain team member information
- Keep people involved with fundraising goal
- Encourage members to sign up online

Fundraise

- Set a goal for yourself & your team
- Push all team members to reach this goal



What does the SMILE on Down Syndrome SMILE Mile Fund?

Funds raised through the SMILE on Down Syndrome SMILE Mile provide critically needed family support and services including:

- Current and accurate information on Down syndrome
- New parent welcome packets
- Hospital and home visits
- Adoption referrals
- Lending library
- Parent network meetings
- Family events (including summer potluck, Christmas event, and our Valentine's dinner)
- Informative presentations on Down syndrome
- Website and social media groups
- Social and creative activities for all ages
- SMILE Center enrichment activities and play
- Financial assistance
- Advocacy on a national level
- Conference scholarships



2016 Team Captain Incentives

GOAL

INCENTIVE PRIZE

- Attend June 12th training event at Wired → ● SMILE tote bag
- Sign up your team online, or if you choose to not register online, email Nikki at nikki@smileondownsyndrome.org to let her register you offline by July 1. → ● Organizational pack and ornament
- Raise \$2,000 by August 1 → ● Team captain jacket and SMILE notecard 12 pack to be able to mail personalized thank yous to your donors.
- Attend September 25th pre-registration → ● SMILE Mug

TOP TEAM TOTAL RAISED = ICE CREAM
OR PIZZA PARTY AT SMILE CENTER FOR
THE WINNING TEAM/FAMILY



EVENT DETAILS

Expected back this year

- Vendor booths
- Food
- Train rides
- 1 mile walk
- Silent auction
- Batman
- Community volunteers with various activities for kids and families
- Family/Kids' area



Tips on Fundraising

- Encourage all teammates to contact their HR director on how their company handles company matching gifts
- Hold car washes, rummage sales, bake sales, dress Down for Down syndrome days, etc.
- Include information in company newsletters, intranets and bulletin boards
- Organize a neighborhood block party
- Use schools, businesses and religious organizations to do raffles and participate in other fundraising efforts for your team
- Have a consultant party (ex. Pampered Chef, Silpada, Avon, etc.) and have a portion of the proceeds go to your team



Tips on using Social Media for Fundraising

- “Like” the SMILE Mile page on Facebook at <https://www.facebook.com/smilemileevansville>
- Repost SMILE on Down Syndrome and SMILE Mile page posts to generate excitement
- Follow us on Twitter, retweet, and favorite our posts
- Create a Facebook group for your team, where you can post important registration and donation information, as well as day-of information for all of your friends
- Use Facebook statuses and Twitter to:
 - Provide a link directly to your team page
 - State your purpose and request clearly
 - Create buzz and excitement
 - Post updates regularly about goals you are setting and reaching as a team
 - Post pictures of last year, your buddy, preparation for day-of, etc.
 - Ask for a specific amount on a specific day e.g. “Help us reach \$1,500 by the end of the day. Only \$250 to go.”
- We also suggest changing your profile picture to the SMILE Mile logo a month prior to the event. We will also have a custom cover image available to update your Facebook page with as well!

Any social media questions or new ideas you’d like for us to share, please connect with Nikki Davis at nikki@smileondownsyndrome.org or via Facebook (Nikki Warner Davis)

