

NATIONAL DOWN SYNDROME CONGRESS

FUNDRAISING TOOLKIT



SOIREE OF STARS GALA

DATE
21 OCTOBER 2021

TIME
VIRTUAL PROGRAM 7PM



ABOUT NDSC

The National Down Syndrome Congress (NDSC) is a not-for-profit organization dedicated to an improved world for individuals with Down syndrome. Founded in 1973, we are the leading national resource of support and information about Down syndrome, from the moment of a prenatal diagnosis through adulthood. The purpose of the NDSC is to promote the interests of people with Down syndrome and their families through advocacy, public awareness, and information. When we empower individuals and families from all demographic backgrounds, we reshape the way people understand and experience Down syndrome.



OUR MISSION & VISION STATEMENTS

The mission of the National Down Syndrome Congress is to provide information, advocacy, and support concerning all aspects of life for individuals with Down syndrome. The vision of the NDSC is a world with equal rights and opportunities for people with Down syndrome.

Role of Host Committee Members:

Fundraising & Friendraising:

- Make a meaningful personal gift to the Soiree of Stars Gala, including attending the event.
- Fundraise for the event to help us reach our \$160,000 goal. Generate a contact list to be invited to the Soiree of Stars Gala and personally reach out to the list.
- Help identify corporate and individual donor prospects, including friends and business associates.
- Share your personal fundraising page link on multiple social media platforms, email, and even text messages. In addition, we encourage you to use your own messaging to garner support from your online network of peers.
- If needed, host a pre-gala virtual event to build excitement. Invite your network to register to attend the gala on October 21, 2021. It's free to attend.
- Set a personal goal to get or give \$5,000 in sponsorships or donations.
- Provide and/or assist in securing suppliers or contacts to underwrite event costs such as catering, décor, gift bag items, entertainment, video production, press release, media coverage, or signage.

Be an Ambassador for the Gala:

- Participate in all Host Committee meetings and provide feedback to help create a successful gala.
- Brainstorm ideas for the event, share your personal fundraising page, set a goal, publicize event on your social media platforms, provide contacts you wish to attend the event, personally attend event.

NDSC Talking Points

- The National Down Syndrome Congress (NDSC) is a not-for-profit organization dedicated to an improved world for individuals with Down syndrome. Founded in 1973, we are the leading national resource of support and information about Down syndrome, from the moment of a prenatal diagnosis through adulthood.
- The Soiree of Stars Gala is an event created by NDSC in partnership with Hope Beckham to grow its donor base. As a national organization, NDSC aims to grow awareness and garner support within its local region of Atlanta.
- In collaboration with more than 235 local, regional, and national affiliate organizations, across all 50 states, NDSC serves the 250,000 individuals with Down syndrome nationally and in more than 20 countries across the globe.
- NDSC provides free educational programs through its Center for Outreach & Education via a series of conferences, multi-day summits, and webinars with the goal of providing information to families in rural areas that may not have access to resources.
- Topics of education include behavior; transition; technology; medical and dental issues; dietary/nutrition education; self-determination; education; employment; developmental issues; therapies; and, school and community inclusion. Topics of education include behavior, transition, technology, medical and dental issues, dietary/nutrition education, self-determination, education, employment, developmental delays, therapies, and school and community inclusion.
- NDSC is the host of the world's largest gathering for individuals with Down syndrome, their families, and the professionals who work with them. The NDSC Convention brings people who are personally or professionally connected to Down syndrome and the largest conferences related to any disability.
- The NDSC Policy & Advocacy team is comprised of disability policy professionals who are experienced, well-connected, and highly regarded national subject matter policy experts and leaders. The Policy Team regularly consults with the engaged, experienced, and bipartisan NDSC Public Policy Advisory Council that represents a diversity of viewpoints and experiences.

Please note: The messaging on the following pages is not in any way mandatory. It is only suggested.

Sample Social Messages

Remember to always link directly to your personal fundraising page.

- I'm proud to be on the Host Committee for the Atlanta-based National Down Syndrome Congress Soiree of Stars Gala, currently scheduled as a virtual event to stream live on October 21, 2021. We're sharing ways you can show your support right now from your own home. I hope you'll consider making a one-time donation to support the great work of this local organization. (Insert your personal page link)
- We're rallying our community for the Atlanta-based National Down Syndrome Congress to support individuals with Down syndrome through the Soiree of Stars campaign-- Join us to give back: [insert your personal page link]
- We're united with our local community to support the Atlanta-based National Down Syndrome Congress. Let's give back and show our strength and support: [insert your personal page link]
- The NDSC Soiree of Stars Gala is an opportunity to honor those making a difference in the lives of individuals with Down syndrome here in Atlanta and across the country. I hope that I may count on you to provide a generous gift. [insert your personal page link]
- Please feel free to add your personal "why" and connections to the Down syndrome community. For example, you might add something about having loved one with Down syndrome.



Sample Corporate Solicitation Email

Dear [CEO/CSR Manager/Business Owner/etc.],

The National Down Syndrome Congress (NDSC) is a not-for-profit organization dedicated to an improved world for individuals with Down syndrome. Founded in 1973, Atlanta-based NDSC is the leading national resource of support and information for anyone touched by or seeking to learn about Down syndrome, from the moment of prenatal diagnosis through adulthood.

The NDSC will host the 2nd annual virtual Soiree of Stars Gala on October 21, 2021. The revenue raised from this event will allow us to continue to help the approximately 250,000 people with Down syndrome in the United States through information, advocacy and support, as we seek to fulfill our vision of a world with equal rights and opportunities for people with Down syndrome.

We hope that we may count on you to help us reach our financial goal of \$160,000 by becoming a corporate sponsor. With your support, we will continue to provide the extensive, multilingual educational resources through our Center for Outreach & Education, Affiliate programming, National Call Center, webinars, annual convention and National Advocacy Coalition.

Attached, you will find the 2021 Sponsor Packet, which outlines the incentives and benefits of both financial and in-kind sponsors. Once you have identified the sponsor level that fits your budget and are ready to join NDSC in supporting those with Down syndrome, please submit your Sponsor Commitment Form by either mailing it to: NDSC, 30 Mansell Court, Suite 108, Roswell, GA 30076 or emailing it to Tamara@NDSCCenter.org.

Thank you in advance for your generosity and for taking an interest in the National Down Syndrome Congress Soiree of Stars Gala. Should you have any further questions or require additional information, please contact Tamara Pursley, NDSC Programs and Partnerships Director, directly at (770) 604-9500 or at Tamara@NDSCCenter.org.

Sincerely,

[insert your name]

[insert your company and title]

Sample Celestial Circle Solicitation Email

Dear «Salutation»,

It is my pleasure to invite you to join the Soiree of Stars Celestial Circle for the Atlanta-based National Down Syndrome Congress at this extremely important time. NDSC is the country's oldest and largest national organization serving people with Down syndrome. NDSC works tirelessly to foster networks of local and regional groups across the country and globe to reach out and embrace people with Down syndrome, their families, friends, and the professionals who support them.

On October 21, 2021, NDSC will host the second annual Soiree of Stars Gala. The event will stream live online across the nation and will bring together thousands of guests to shine a light on individuals, organizations, and corporations making a difference in the lives of individuals with Down syndrome. The evening's honorees include Dabo Swinney for his dedication to special education in the community; UPS for their employment and community initiatives for individuals with disabilities; Everyday Heroes, honoring self-advocates who have pursued a postsecondary education or vocational trade; Jack's Basket's for their outreach work and Georgia's Inclusive Postsecondary Education Consortium for the group's dedication to ensuring that every Georgia student has access to learning after high school, regardless of intellectual or developmental disability.

As part of the Celestial Circle, you will be NDSC's driving force to raise more than \$160,000! Members are asked to engage and mobilize their networks to raise \$1,000 or more through a personal gift or by inviting them to attend the virtual gala. In acknowledgment of your dedication, you will be recognized in the gala invitation; the digital program distributed on the day of the event; and on the NDSC website.

To join the NDSC Celestial Circle, please contact NDSC Programs and Partnerships Director, Tamara Pursley, at (770) 604-9500 or Tamara@NDSCCenter.org. She will facilitate your participation and assist you in reaching your network.

Anyone wishing to serve on the Celestial Circle should confirm their participation by August 31, 2021 so that they may be included in the gala invitation acknowledgments. With your help, we will support individuals with Down syndrome to live their best lives.

Sincerely,

[insert your name]

Basic information, guidelines, and terminology:

Down syndrome is a genetic disorder whereby a person has three copies of chromosome 21 rather than two. Down syndrome is the most frequently occurring chromosomal disorder and the leading cause of intellectual and developmental delay in the U.S. and the world, yet, it is the least funded significant genetic condition by our National Institutes of Health.

The common name of the diagnosis that someone who has Trisomy 21 is Down syndrome.

- The D is always capitalized. The condition is named after the English doctor, John Langdon Down, who was the first to categorize the common features of people with Down syndrome.
- There is no apostrophe or s after Down
- The s in syndrome is not capitalized

A person has Down syndrome; they

- do not suffer from Down syndrome
- are not a victim of Down syndrome
- are not diseased with Down syndrome
- are not afflicted by Down syndrome

Person-First Language

Person first language means we put the person first, not their disability. Below are examples to help you better understand person-first language.

When referring to a person with a disability, you should say just that, rather than saying a disabled person. Person first, disability second. An individual with Down syndrome is an individual first and foremost. A person with Down syndrome has many other qualities and attributes that can be used to describe them, and thus, the emphasis should be on the person, not the disability.

- A person uses a wheelchair; they are not wheelchair-bound.
- A child receives special education services; they are not in special ed

All people have unique characteristics and abilities. Therefore, it is demeaning to assume that all people with Down syndrome have the same interests, strengths, capabilities, talents, experiences, and personalities traits.

Children with Down syndrome grow into adults with Down syndrome; they do not remain eternal children. Adults enjoy activities and the companionship of other adults and thus should not be referred to as kids.

More Preferred Language

A person has a cognitive disability or an intellectual disability. The term mentally retarded is never used. The term typically developing or typical is preferred over normal. The terms accessible parking space or hotel room is preferred over handicapped.

Get to Know the NDSC

The National Down Syndrome Congress (NDSC) is a not-for-profit organization dedicated to an improved world for individuals with Down syndrome.

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The NDSC National Call Center answers calls year-round to connect people with the information and resources they need.

NDSC has produced prenatal information that is shared with healthcare professionals in English, Spanish, and Icelandic.

NDSC advocates on the Federal and State levels for laws and policies impacting people with Down syndrome and other disabilities.

The NDSC Washington, D.C based Policy team works diligently to ensure that people with Down syndrome receive the resources required from the federal government and to protect and support their rights in the process.

During the COVID-19 crisis, the NDSC Policy team developed resources and addressed constituent concerns regarding discriminatory medical treatment, rationing of medical supplies, and restrictive hospital visitation policies.

Peer to Peer Fundraising Campaign

NDSC will run a peer-to-peer fundraising campaign that will support the Soiree of Stars Gala. Host Committee and Celestial Circle members are the driving force for a successful campaign. Your support is needed to fulfill the NDSC mission to provide information, advocacy, and support concerning all aspects of life for individuals with Down syndrome.

Instructions to create your fundraising campaign will be provided upon commitment. Any questions regarding the NDSC or the peer-to-peer campaign can be directed to Tamara Pursley at Tamara@NDSCCenter.org or 770-604-9500.