



Dear DSA Board Member

**World Down Syndrome Day** (March 21) is right around the corner. We realize that last year many families throughout the globe were upset by the lack of events that they could participate in to commemorate this day. International Mosaic Down Syndrome Association designed a **very special event** a few years ago to help our families educate their community on mosaic Down syndrome and last year, we expanded this event so all **DSA's** could **participate** in this to educate their communities on **Down syndrome**.

This is **much less work** than most of your fundraisers because the families do all their individual fundraising. The most work you would have to do is ask for some donations to reward families and classrooms. This is a great way to **involve families** in your area and **EDUCATE** your community about Down syndrome. This can be a **huge fundraiser** without even trying and because no one really has to donate a large amount, but many are involved, the funds will add up quickly!

The great thing about Genes Day is, it is **not about fundraising!** That part just follows along with the event. Genes Day is about **educating** the public and **ridding** the world of the **stereotypes** surrounding Down syndrome. We feel that as this event grows each year, more and more communities will be educated about Down syndrome and this will **pave the path** for the future of our children. Genes Day allows for the entire community to **learn about Down syndrome** and will give you and your families the opportunity to **dispel the myths!**

IMDSA's Genes Day is a special event that not only **educates the community**, but also **involves** each and every **family and friend** in a unique way and enables your organization to **raise funds** and have a great time!

In this packet, you will find general information on how you can hold a Genes Day event in your community, as well as an application form. Please discuss this with your Board of Directors and feel free to call IMDSA any time with any questions you may have.

We look forward to helping your DSA educate your community!

Sincerely,

*Kristy Colvin*

IMDSA President

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Tax id: 42-1533098

## WHAT IS GENES DAY?

### **In The Office:**

- Families encourage co-workers to donate \$1 or more to wear their "jeans" on a specified day. (March 21 falls on Saturday this year, so most will do this March 20)
- Families pass out printed material educating their co-workers about Down syndrome. (you can use your own brochures or print out the material we will provide to you)
- Families make personal pages with pictures of their child to post in their coffee rooms and bulletin boards to encourage others to wear their jeans on the specified day and donate to have the privilege. (sometimes placing a canister on a desk or a public area is helpful to raise donations)
- On the day of the event, everyone in the office can wear their jeans and T-shirts with the special Genes Day logo on the front and your DSA logo, sponsors and any other information you choose on the back. (we suggest you include "Ask me about my designer genes" or something similar, but it is only a suggestion)

We work with a company that will guarantee the absolute lowest price for your T-shirts, so you are welcome to compare those prices with your current promotional printer.

Last year, we gave our top 3 fundraisers a great package of donated items that included various helpful books, dvds and learning games for the children. You may want to provide your top fundraiser(s) a special gift to encourage them to participate.

### **In The Classroom:**

- Parents speak with principal to get permission first
- Children raise Dimes for Down syndrome for 21 days (or whatever you wish to specify)
- If children wear uniforms at school, allow this to be a special day to wear their jeans
- If children wear jeans daily, then encourage them to decorate their jeans for this day (a contest can even be held for the best decorated jeans, if desired)
- IMDSA will provide you with special activities for the classroom that can be done throughout the day to help peers understand that even though their classmate with Ds does things a little differently, they still are just like their peers. (These games are simple, but are enjoyed by children of all ages!)
- Provide printed material to hand out for children and their families to learn more about Down syndrome
- Ask local Pizza place to donate Pizza party to top classrooms who raised the most money
- If parent feels comfortable with it, they can address the school and explain about Down syndrome (we have a simple "cookie recipe" to help children understand this better.
- If you choose, you can provide the Genes Day T-shirts to students and/or faculty to wear on this day.

### **In the Community**

Some parents do not work outside of the home, so it is important to involve them as well.

- Visit neighborhood businesses and explain about Genes Day while passing out fliers and information
- Provide a jar for counters to raise money for this special day
- Encourage banks, pharmacies, offices, restaurants, and churches to wear their jeans on Genes Day
- Follow up with these businesses and be sure they are involved
- Provide T-shirts to wear with their jeans on Genes Day

## DSA AND IMDSA RESPONSIBILITIES

### What your DSA needs to do:

- Complete and return attached contract.
- Send notice to families by January so they can get ready for the event
- Allow families to make teams to keep track of top fundraisers (we sometimes use the free service from Chipin.com and include it on our site, but you are welcome to use any online fundraising software you have available)
- Have a volunteer contact area businesses for donations to be given to top fundraisers (you could leave the Pizza donations to the families to handle if you prefer)
- Order T-shirts (this will be a great way to let everyone know why you are wearing jeans)
- Set up a time for families to come by to get printed materials and T-shirts

### What IMDSA will do for you:

- Provide a jpg printer ready Genes Day logo
- Provide printer ready documents with Down syndrome facts (you can add your logo and contact info)
- Provide printer ready documents with games for children to better understand Down syndrome
- Provide easy explanation "cookie recipe" for families to present to classrooms
- Provide contact information to receive special prices for T-shirt printing (if desired)

### What IMDSA asks of you:

- Please use the official Genes Day logo on any advertising, T-shirts, website, or printed material you use for this event. (The official Genes Day logo is similar to the one included below. We will be making slight changes this year and will provide you with that jpeg)
- Donate a percentage of your proceeds raised to IMDSA (you choose the percentage of what you think this event is worth. Although this is a fundraiser, it is more about educating your community. IMDSA is a 501 c3 nonprofit and all donations are tax deductible. We appreciate any percentage that you offer and will reciprocate donations in the future)
- Send check of donated funds to IMDSA within 31 days past your event.
- Give IMDSA some feedback on how it went! We would like to know what you think should have been done differently, what you liked, what you didn't like, what worked well and what didn't.

If you have any specific questions regarding Genes Day, IMDSA or anything that we can provide for you, please contact us through the information provided below.



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## DSA Genes Day Contract

Organization Name: _____
Contact Name: _____
Address: _____
City/State/Zip: _____
Country: _____
Phone: _____ Fax: _____
Website: _____
Contact Email: _____
Proposed percentage of funds raised to donate to IMDSA: _____
<i>This is a binding contract between the above DSA and International Mosaic Down Syndrome Association. By signing this contract, said DSA agrees to the terms outlined in the Genes Day contract.</i>
_____ <i>signature</i> _____ <i>date</i>