



World Down Syndrome Day Fundraising Guide

The Canadian Down Syndrome Society (CDSS) would like to thank you for your interest! World Down Syndrome Day (March 21, 2016) is a great day to raise awareness and donations for the Down syndrome community. We appreciate the work that you're considering doing!

We encourage everyone to try to raise over \$321. If you raise over that amount, CDSS will enter your group in a draw to win a pizza party!* Your \$321 will touch many lives! For \$321, you can:

Why \$321? People with Down syndrome have three copies of chromosome 21 instead of two. World Down Syndrome Day on the 3rd month of the year and 21st day (March 21).

Print 63 Educator Packages for schools and teachers:

These books help teachers support their students. It gives educators the tools to be inclusive and teach their students to See the Ability!

Print 16 copies of *Mind and Body* for adults with Down syndrome:

These books are written in plain language, giving self-advocates important information about puberty, relationships, and safety.

Welcome 20 new and expectant parents with a New Parent Package:

These free packages provide fair and balanced information and warm reassurance to new and expectant parents, and their families.

Help at least 6 people who reach out to us on our information line:

We provide situation-specific support to all those who reach out to us, giving parents, self-advocates, teachers, doctors, nurses, and employers information they need.

Support the 29th Canadian Down Syndrome Conference in Montreal this May:

Donating to the conference helps us make it accessible to everyone by helping with the cost of translation between French and English.

On the next page are a few options for smaller and larger groups that we'd be happy to support you with. If you have any ideas for fundraising that you would like to pitch to us, let us know!

*A pizza gift card valued at \$250 will be given to the winners. Donations must be received by April 4, 2016. Winner will be contacted by April 8, 2016. Contact Jenny Morrow (jennym@cdss.ca) for more details.

Ways to Participate:

Dance On 3/21!

Have a dance party and ask everyone who wants to participate to donate a dollar or more to join.



Invite a self-advocate to present!

Ask a self-advocate role model in your community to speak to your community group or class. Self-advocates are adults with Down syndrome.

Set up a display or information booth!

Do this at your local mall, school or library. We have information, advocacy posters and resources that we can provide to make your information booth stand out. Have a donation box at the table with you, so you can raise money and provide information.

Sell CDSS's "See the Ability" bracelets!

You can also sell stickers, or temporary tattoos (email us at info@cdss.ca for more information).

Talk to local newspapers!

Tell your community about opportunities for articles highlighting accomplishments of people with Down syndrome in your community, and encourage people to donate to their local group and CDSS.

Wear Lots of Socks!

Down Syndrome International (DSI) invites everyone across the world to wear Lots of Socks on March 21 to raise awareness about Down syndrome. From DSI: "We want to get people talking about WSDS on 21 March! Wear brightly coloured socks, long socks, printed socks, 1 sock, even 3 socks for 3 chromosomes. People will ask you about so that you can tell them all about WSDS."

Donate at cdss.ca/donate!

Share the link with your friends on social media and don't forget to use the hashtags #WorldDownSyndromeDay and #SeeTheAbility.

What is the Canadian Down Syndrome Society doing on World Down Syndrome Day?

Join CDSS on March 21 - follow us on Facebook, Twitter and Instagram ([cdndownsyndrome](https://www.instagram.com/cdndownsyndrome)) - as we celebrate the winners of the CDSS Awards, post and share Dance On 3/21 videos, and more! More event announcements will be made soon.



Download our WSDS posters!

Visit cdss.ca to download these eye-catching posters for your community!

Any Questions?

Contact Jenny Morrow at jennym@cdss.ca or 1-800-883-5608 if you have any questions about what your fundraising will achieve and World Down Syndrome Day. We'd love to hear from you and your community!