



# **Joining DSAIA:**

**An Investment in the  
Future of Your Organization**

# Today's Presenters

## **Joe Meares**

Board President

Down Syndrome Affiliates in Action

Founder of D.A.D.S. (Dads Appreciating Down Syndrome)

## **Deanna Tharpe**

Executive Director

Down Syndrome Affiliates in Action

## **Traci Brewer**

President

Down Syndrome Association of Central  
Kentucky

# History of DSAIA

Down Syndrome Affiliates in Action was founded by the Down Syndrome Guild of Greater Kansas City as a strategic effort to bring local Down syndrome association leaders together who share similar visions, missions and challenges

After four successful conferences, affiliate leaders voted for DSAIA to become a Trade Association dedicated to serving affiliates year round.

The association launched on March 21, 2010, with board members representing 12 affiliates being elected at the annual conference in Kansas City. The association began with 58 member groups from across the country and continues to grow today.

A vertical blue decorative graphic on the left side of the slide, featuring a gradient from light blue at the top to a darker blue at the bottom. It includes several horizontal, slightly curved lines that create a sense of depth and movement, resembling a stylized architectural or abstract design.

# Our Mission

The mission of Down Syndrome Affiliates in Action is to support and advance the growth and service capabilities of the local and regional Down syndrome organizations we serve, to be the conduit of value-driven training, programs, best practices and support for our members.

# What We Do

- Host annual conference with over 60 break-out sessions for Down syndrome organization leaders
- Provide training and model programs in monthly webinars
- Resource repository of templates, programs and best practices
- Broker discounts through our VIP Programs
- Respond to member requests for support

# Member Priorities

- Online Repository
- Training webinars
- Discount purchase programs
- Unity with our national partners
- Bi-annual Capitol Hill visits in coordination with conference

# Who Can Join

- **Eligibility:** Not-for-profit organizations that are substantially devoted (at least 50% of its time and funds) to serving individuals with Down syndrome and their families. Multiple disability providers serving the Down syndrome community that do not conflict with other members.
- **Voting:** Each member organization shall have one vote on matters put before the members, provided that such member has paid its dues current within seven business days of a scheduled vote.
- **Professional Member Participation:** Sponsors, affinity partners and start-up organizations will be encouraged to participate in the DSAIA Conference and receive DSAIA services on such terms as the Board establishes. Voting rights are not extended to professional members.

# Member Benefits

- Reduced rates for DSAIA Annual Conference which offers:
  - unparalleled networking opportunities
  - 'best practices' training in non-profit management and programs
  - access to experts and vendors
- Eligibility to apply for a DSAIA Conference registration scholarship
- Online access to DSAIA webinars which focus on various topics related to non-profit best practices, programs, and policies to enhance your organization.
- VIP (*Value Incentive Purchase*) Programs which offer significant cost savings to organizations on products/materials they already purchase

# Member Benefits

“Because members are so willing to share their templates, DSACK now has access to proven presentations in the Repository that we can adapt to meet our organizational needs.”



Traci Brewer  
Board President  
DSA of Central Kentucky

“It is so helpful to learn about other DSA’s successes in their own voices, and to be able to ask questions following the presentations. The short segments enable us to hear about six diverse topics presented in under an hour. I plan on joining in on as many future “Six in Sixty” webinars as possible.”



Lisa Simon  
Development Director  
DSA of Charlotte

# Member Benefits

- Information and answers to your questions from responsive and knowledgeable professional staff regarding boards, fundraising, public relations, programming, etc.
- Participation in an online Member Forum which facilitates members sharing questions, concerns and ideas.
- Preferential pricing on business services in addition to the VIP Program.

# VIP Programs

*(Value Incentive Purchase Programs)*

- Discount T-Shirt Offer
- Office Max Savings
- Woodbine House Book Bundle
- Golf Merchandise Discount Program
- 3 Nerds Web Tools Discount
- Welcome Baby Items
- Free Conference Call Service
- Band of Angels Celebration Package
- Bobux Baby Booties Offer

» *And more to come each month!*

# VIP Programs

“DSACF signed up for the DSAIA Office Max VIP Program. We were able to realize a \$1400 savings on an order of supplies which more than paid for our membership dues.”

“DSACF will utilize the DSAIA T-shirt VIP Program to realize significant cost savings on our walk t-shirts this year. We typically pay close to \$5 per shirt. By accessing the Rule 4 VIP Program we will pay closer to \$3 per shirt. With an order of 1500 shirts, that’s an estimated \$3,000 costs savings to DSACF! Those funds can be put into important programs and services for our members.”



Amy Van Bergen  
Executive Director  
DSA of Central Florida

# Member Benefits

“Club 21 has discovered the generosity of people who are connected with AIA. How do we work with different school districts in our area? Kansas City had a great plan. How do we help move our Board of Directors forward? Cincinnati had an incredible step by step plan. How do we set up a library? How can we reach our Dads? How do we do a First Call Program? Ideas for teens that promote social skills? The list goes on and time is speeding by faster than our all volunteer organization can meet the needs. DSAIA helps us meet those needs faster and more efficiently.”

Nancy Litteken  
Board President  
Club 21



# How the Trade Association Benefits the Down Syndrome Community

- Increase efficiency and accelerate delivery of programs by local/regional organizations by acting as a conduit of information
- Provides templates for programs and materials so groups save on development costs and can predict outcomes with little risk
- Allows organizations to jump start programs based on best practices shared at the conference and through the repository
- Offers access to an Executive Director who can answer questions, provide consultation and act as an instrument to connect affiliates

# How the Trade Association Benefits the Down Syndrome Community

“School is starting in less than 2 months and Para-educators need some training... by the time Club 21 could come up with a plan, it would be February and the year half over. Our members cannot wait for our organization to do this alone. The families Club 21 serves cannot wait for the information /programs to evolve, they need them now. Due to the team effort of DSAIA to give the larger community what they need, there will be information for Para educators by September, right when we need it.”



Nancy Litteken  
Board President  
Club 21

“DSACK has made wonderful connections to other affiliate leaders through DSAIA. Because we share common challenges, members of DSAIA understand what we do and are there to help us be a better organization.”



Traci Brewer  
Board President  
DSA of Central Kentucky

# Annual Membership Dues

Dues are \$1,000 per year and will be used to pay the following:

- Executive Director salary
- Conference management
- Webinars
- Conference calls
- Online surveys to assess and respond to affiliate needs
- AIA Website/Repository Library development
- Day to day operational costs

Dues must be paid by January 5, 2011 to obtain conference registration discount.

# How To Raise \$1,000

- Run a viral campaign to raise \$1,000 to help your organization grow by joining DSAIA and link your organization's "Donate Now" button.
- Solicit a bowling alley or local restaurant to host a Down syndrome night and donate a portion of the proceeds to your organization
- Ask 10 members to give \$100 each; ask 20 members to give \$50 each; ask 10 Board members, volunteers or donors to ask 10 people for \$10 each
- Ask your local developmental disability councils to subsidize your dues

# How To Raise \$1,000

- Request to be the sponsored organization for a community bike ride, fun run or other community event. You can raise \$1000 if the event charges an extra \$2.50 for an event with 400 people
- Ask an existing donor to upgrade by \$1000 and tell them which specific DSAIA programs can help your organization. Tailor the message.
- Appoint one team at your annual walk to be the DSAIA team and specifically raise money for association dues. Give the team a list of benefits DSAIA will offer your organization.
- Ask board members to participate in a department store fundraising day—such as Macy’s Shop for a Cause Day or Belk Charity Days

# How To Raise \$1,000

- Request to be a sponsored organization for your local minor or major league sports team
- Approach local civic groups to ask for funding assistance, such as Lions, Elks, Rotarians, Optimists, Kiwanis, Knights of Columbus
- Please contact [info@dsaia.org](mailto:info@dsaia.org) if you would like more ideas on how to raise funds.

# More From Our Members

## Why do these members think DSAIA is important for our community?

The DSAIA trade association brings ideas, programs and resources within reach, which allows DS organizations to spend less time inventing and more time implementing.



Kelly Donadio  
Co-Founder/President  
DSA of the Valley

“DSAIA is about collaboration and we at Club 21 are collaborators at the core. The best work, the best ideas, the most productive output comes from a variety of skills and talents and life experiences that are shared.”



Nancy Litteken  
Board President  
Club 21

# More From Our Members

## Why do these members think DSAIA is important for our community?

“DSAIA has helped DSACK to look beyond our own community and see the larger picture as to how our organizations can work collaboratively to make a global impact in improving the lives of people with Down syndrome.”



Traci Brewer  
Board President  
DSA of Central Kentucky

“We have a saying at Club 21, “Together is Better”. In a nutshell, that is exactly why one should consider being a part of DSAIA.”



Nancy Litteken  
Board President  
Club 21

Thank you for taking the time to learn more about  
Down Syndrome Affiliates in Action Trade  
Association. We welcome your feedback and invite  
you to contact us with further questions.

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