



## Buddy Walk 2021 Ambassador Family

### Buddy Walk Background

Each year, as part of our mission to promote inclusion and acceptance, Family Connection celebrates National Down Syndrome Awareness Month, and we plan our Buddy Walk event as part of this annual celebration. Traditionally, this in-person festival-like event attracts nearly 2,000 family members, friends, sponsors, and supporters who raise awareness and funds during the Buddy Walk campaign.

In 2021, we hope to return to our in-person format and host the event in early November.

As Buddy Walk Ambassadors, you will have the opportunity to share your family's experience with Down syndrome and Family Connection. This personal account will help raise awareness of Down syndrome, and help raise awareness and funds to support Family Connection's programs and services for families who have a child with a disability, such as Down syndrome.

Family Connection offers parents peer-to-peer support, helps families navigate the complex healthcare system, and provides guidance and support to help parents plan for, and attend school meetings to ensure their child's supports and services are carried out effectively throughout their education.

As the education landscape continues to face unprecedented challenges, our services are needed more than ever. There is no cost to families for any Family Connection services.

### The Ambassador Family's Role

The Buddy Walk Ambassador Family has an important role in bringing the story of Buddy Walk and the mission of Family Connection to life. Your family will share your story in order an effort to raise awareness and increase local support and participation in Buddy Walk.

In collaboration with the Family Connection staff, your family will have the opportunity to serve as spokespersons through a variety of communication channels, including:

- Written articles or videos to be used in Family Connection E-newsletters, event web site pages, social media, You Tube or press release formats.
- In-person or virtual speaking engagements at events such as our Hopes and Dreams Conference, or pre-event Buddy Walk get-togethers, such as a Team Captain Kick off or T-shirt pick up day.
- In-person or virtual media interviews, which may be live or taped and may include print, radio, or TV outlets. These interview opportunities will be coordinated with your schedule/availability and may be expected to be held throughout the Buddy Walk Campaign (prior to the event, on event-day and/or post-event.) We will provide an anticipated list or speaking opportunities and approximate dates.
- During our in-person or virtual day-of-event ceremony.

Family Connection staff will help prepare you for your spokesperson role by providing background information, speaking points or scripting, and best practices for video or in-person interviews.