



## Buddy Walk 2021 Communications Chairperson Description

### Buddy Walk Background

Each year, as part of our mission to promote inclusion and acceptance, Family Connection honors Down Syndrome Awareness Month, and we host 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. (Date, venue TBD).

The Buddy Walk Volunteer Leadership Committee will help raise awareness and funds to support Buddy Walk and 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. There is no cost to families for any Family Connection services.

### The Communications Chair Role

Serving as the Communications Chairperson on the Buddy Walk Volunteer Leadership Committee, you will work in conjunction with the Committee Chairperson, Marketing and Events Manager, and additional committee members to help raise awareness, participation, and revenue to ensure Buddy Walk 2021 is a success.

### Responsibilities:

- In collaboration with Events and Marketing Manager, secure media partnerships with TV, Radio, Outdoor and Print outlets.
- Assist with creating and implementing event publicity plan.
- Help recruit 1-2 new members to Buddy Walk 2021 volunteer leadership committee.
- Start a Buddy Walk fundraising team at your workplace or with friends and family, set a team goal and select a team captain to manage your team's Buddy Walk campaign.
- Attend virtual committee meetings (one per month March – September, twice per month in October)
- Serve as an event spokesperson 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, YouTube 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 of speaking opportunities and approximate dates.
  - During our in-person or virtual day-of-event ceremony.
- Assist with scripting, staging, and media activities for Buddy Walk event day.

Family Connection 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.