



2023 Communications Chairperson Description

The Communications Chair Role

Serving as a Communications Chairperson, you will work in conjunction with the volunteer committee members and the Marketing and Events Manager to raise awareness, participation, and revenue to ensure Family Connection's key fundraising events—LOOK!™, and Buddy Walk—are successful.

LOOK! Background

LOOK! is an inspiring photography exhibit highlighting the unique abilities of children and young adults in South Carolina who are living with a disability. Professional photographers volunteer their time and talents during photo sessions capturing the participants in candid moments doing things they like to do best.

This annual exhibit is hosted at an opening ceremony at a Columbia venue (TBD for 2023). Ideally, the exhibit will remain on display at one or more venues throughout the year. The intent of LOOK! is to help people pause, reflect, and see disability in a thoughtful way. It is a beautiful event that speaks to our goal of creating inclusion, equity, and community.

Buddy Walk Background

Each year, Family Connection honors Down Syndrome Awareness Month in October, and we host our Buddy Walk event as part of this annual celebration. This walk and festival-like event attracts nearly 1,000 family members, friends, sponsors, and supporters who raise awareness and funds during the Buddy Walk campaign.

Responsibilities:

- Become familiar with Family Connection mission and event speaking points and be comfortable presenting this information to help promote interest, participation, and support of our events.
- Help secure media partnerships with TV, radio, outdoor and/or print outlets.
- Assist with creating and implementing event publicity plans.
- Help recruit one or more new members to the volunteer leadership committee.
- Ask your company or organization to support our events by committing to one or more of these activities:
 - Become a sponsor of LOOK!
 - Purchase ad space in the LOOK! Book
 - Become a Buddy Walk sponsor or form a company team and commit to a fundraising goal
 - Become an event vendor
 - Make a donation to LOOK! or Buddy Walk
- Assist with attending LOOK! photo sessions, interviewing parents, writing or proofreading story pages.
- Assist with securing one or more venues for the LOOK! 2023 exhibit to be on public display.
- Attend committee meetings (monthly—may be virtual or in person).
- Serve on a panel to select photos to be used in the LOOK! 2023 Exhibit.
- Serve as a Tailgate Judge at Buddy Walk.
- Assist with scripting, staging, and media activities at LOOK! and Buddy Walk events.