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# TRICOUNTY BUDDY WALK®

(864) 841-8227 • 📍 TricountyT21 • 3504 HWY 153 #351, Powdersville, SC 29611

## Committee Chair Job Descriptions

### Sponsorship Chair

This volunteer leader is responsible for putting together a subcommittee to secure sponsorship dollars to support the event and bring on teams in the process. This position is a tremendous relationship building opportunity, designed to solidify sponsor commitments for the Buddy Walk® while also introducing the community to the organization as a whole.

- Work with the Buddy Walk® Chairperson to set a goal for sponsorship.
- Determine sponsorship levels and benefits of each level.
- Determine target list of potential sponsors and amount of ask (who has a vested interest in serving people with Down syndrome?).
- Recruit volunteers for your Sponsorship Committee.
- Start with sponsors that supported the event in past years (renewals).
- Make a list of new sponsors you want to invite to get involved.
- Remember the combination of sponsorship dollars, involvement, and team fundraising reaps the most significant benefit for both the organization and the sponsor.
- Meet with potential sponsors to secure sponsorships (\$\$\$) and teams (participation).



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## Logistics Chair

This volunteer leader makes a flawless event experience from the time participants park, to the walk route, to the fun and festivities. The goal of a good Logistics Chair is to anticipate the needs of the participants and prepare, so the Buddy Walk® is comfortable and easy. You are the volunteer leader who puts together a subcommittee to handle the stuff no one notices... until it's not taken care of!

- Secure venue and date for the event in collaboration with Event Chairperson.
- Work to ensure permitting and other logistical elements are met to ensure course safety.
- Secure everything logistics (stage, sound system, tables, chairs, banner hanging).
- Establish the walking route and ensure it is safe and clearly marked.
- Recruit a Logistics Committee to help execute logistics on event day.
- Subcommittee roles include equipment, set-up and clean-up, parking/security, and registration.
- Recruit a Registration Chair and a team of volunteers to execute the registration process.
- Map out event layout for the Buddy Walk®, so everyone knows where each element will take place.



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### **Family Engagement Chair**

This volunteer leader ensures families impacted by Down syndrome are engaged in the Buddy Walk at every turn. The Family Engagement Chair is instrumental when it comes to raising awareness of Down syndrome at the Buddy Walk®. This volunteer will focus on showcasing the people we serve and their families by forming teams, raising funds and participating in the festivities.

- Put together a sub-committee of people to help you with Family Engagement.
- Engage families to get involved – committee, Team Captain, a team, or volunteering at the event.
- Connect with Ceremony Chair to coach a self-advocate to be included in the ceremony.
- Involve families and self-advocates before event day to get them excited about participating.
- Encourage families to fundraise by inviting friends, neighbors, and providers to be on their team.
- Have returning families mentor new families to be involved in the Buddy Walk®.
- Help families share their story on their fundraising page to raise money for your Buddy Walk®.
- Connect families and self-advocates with the Marketing Chair for pre-event publicity opportunities.
- Encourage families to stick around and participate in ceremony and activities.



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### Marketing Chair

This volunteer leader is in charge of ensuring the community knows about the Buddy Walk®. He/ she puts together a subcommittee that promotes the event and encourages teams to get signed up. We want to educate people about Down syndrome and let them know how they can make a difference by putting together a Buddy Walk® team and getting involved!

- Recruit a Marketing Committee to help you execute this role.
- Develop a plan to promote the Buddy Walk® in the community to engage teams and sponsors.
- Create a program that includes traditional outreach (media, local newspaper) and social media.
- Ensure marketing materials are distributed in the community posters, brochures, website.
- Mobilize your top fundraisers and loyal supporters for community marketing through organizational newsletters, social media, and other non-traditional means.
- Share self-advocate stories in newsletter blurbs, news releases and human-interest stories as testimonials pre-event and post-event.
- Serve as point person for media contacts on event day to connect them with Event Chairperson and self-advocates.



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### Ceremony Chair

This volunteer ensures participants understand the NDSS mission, as well as the local organization's mission, and have a heightened awareness of Down syndrome as a result of attending a Buddy Walk®. They are crucial to making self-advocates the focus of the event and creating an EXPERIENCE through energy, activities, and speakers that leave a lasting impression on all participants. This is the role that brings fun and emotion to the event.

- Create a subcommittee to ensure the ceremonies part of the event is impressive.
- Track progress by committee members so you can report back to Event Chairperson.
- Ensure self-advocates and local families are engaged and entertained throughout the event.
- Determine how the event will start and how the event will end; then create appropriate ceremonies.
- The ceremony should salute sponsors, recognize top fundraising teams and individuals and highlight a self-advocate to convey the mission for which we raise money.
- Secure music/entertainment to create a festival atmosphere - onstage, along with the course and at the finish.
- Connect with Family Engagement Chair to ensure engagement of families and self-advocates.
- Communicate with the Logistics Chair to make sure there is space for your activities.
- Connect with Sponsorship Chair to understand how sponsors will be incorporated into ceremonies.
- Create activities to engage participants while at Buddy Walk®. You can't go wrong with a dance party, face painting, sports games, bouncy castles or free food!
- Create a Schedule of Events or run of show for event day.