

## Social Media Template Language for Promoting Your Walk Event

### Year-Round Content

#### LANGUAGE:

- #TBT to one of our favorite moments from the 2015 walk, when... [insert short description].
- We love this pic from the 2015 walk when...[insert short description]. #TBT
- Check out this little one's smile at our 2015 walk. Great memories! #FlashbackFriday
- Another memorable moment from our 2015 walk! Who's excited for next/this year?!
- A pic from our 2015 walk to brighten your day!
- #TBT to this [event name] memory!

#### EXAMPLES:



## Save the Date

### LANGUAGE:

- BIG News! Save the date for our 2016 [insert walk name] on [date]! Registration website coming soon.
- Mark your calendars! The 2016 [insert walk name] will be held on [date]. Registration website coming soon.
- Drum roll please...the 2016 [event name] will be held on [date]! Are you as excited as we are? Stay tuned to our page for more details!

### EXAMPLES:

 Family Connection Columbia Buddy Walk

Have you shared our Save The Date with anyone? Hang it on your fridge! Tell your office! We are SO excited! #ColaBuddyWalk



**COLUMBIA BUDDY WALK**  
**OCTOBER 25, 2015**  
**SAVE THE DATE**

Join us at Sesqui-centennial State Park for our 16th annual Columbia Buddy Walk on Sunday, October 25. This is a fun and FREE event for the community to come together to support and celebrate individuals with Down syndrome. There will be food, fun and games for everyone to enjoy.  
For more information visit [www.FamilyConnectionSC.org](http://www.FamilyConnectionSC.org)

Join us on November 14th, for the South Carolina Down Syndrome Conference at Saxe Gotha Presbyterian Church Lighthouse.  
Professionals, parents and individuals are all welcome to come collaborate and gain knowledge about current topics, issues and research that impact the Down syndrome community.

 Rio Grande Valley Down Syndrome Association  
updated their cover photo.



**3rd Annual Step UP for Down Syndrome Awareness Walk**  
**SAVE THE DATE**  
OCTOBER 17, 2015  
Edinburg Municipal Park

[www.rgvdsa.org](http://www.rgvdsa.org) - 956-314-0821  
[www.facebook.com/rgvdsa](http://www.facebook.com/rgvdsa)

 Omaha Buddy Walk shared Down Syndrome Alliance of the Midlands's photo.



**October**

*Save the date!*

*This year's Buddy Walk is October 3rd!*

				1	2		
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

**Online Registration Opens**

**LANGUAGE:**

- It's here! Online registration for the 2016 [insert walk name] is officially open. Form a team and start fundraising today! LINK/PHOTO
- Online registration for the 2016 [insert walk name] is now OPEN! Form a team today! LINK/PHOTO
- Shout out to [Insert Team Name] for being the first team to register for the 2016 [insert walk name]. Let's keep the momentum going! Register your team today. LINK/PHOTO

**EXAMPLES:**

**SANDS**

Time to register your Team for the 2015 Tucson Buddy Walk! Register by this Saturday, August 15th and save \$5 dollars off the price of our official t-shirt. [www.ds-stride.org/tucsonbuddywalk](http://www.ds-stride.org/tucsonbuddywalk) ✓

**2015 Tucson Buddy Walk®**  
For Down Syndrome Awareness  
Sunday, November 15, 2015

Reid Park DeMeester Outdoor Performance Center  
900 S. Randolph Way Tucson, AZ. 1:00 p.m. - 5:00 p.m.

Featuring loved ones with Down syndrome

- No Registration Fees • Fun for the Whole Family • All Abilities Welcome
- Live Entertainment • Food Trucks • Games • Raffle • Silent Auction
- Exhibitor/Resource Booths • Short Fun Walk • Local and National Guests • Face Painting • One Heck of a Good Time

Email: [buddywalktucson@gmail.com](mailto:buddywalktucson@gmail.com) • Phone: 520-477-2929  
[www.ds-stride.org/tucsonbuddywalk](http://www.ds-stride.org/tucsonbuddywalk)

The proceeds benefit the Southern Arizona Network for Down Syndrome and the Tucson Down Syndrome Community.

**Omaha Buddy Walk**

We have so many new things planned for Buddy Walk this year! Come to our kick-off party on August 6th at Godfather's Pizza to learn more. Dinner's on us!

<https://dsamidlandsorg.presencehost.net/.../buddy-walk-kick-o...> ✓

CONNECT, ADVOCATE, EDUCATE, SUPPORT.  
**BUDDY WALK®**

## Team Recruitment

### LANGUAGE:

- Our 2016 [insert walk name] will be here before you know it! Form a team and start fundraising today. LINK/PHOTO
- Shout out to the [#] of teams who registered for the walk this week. If you haven't registered yet, now is the time! LINK/PHOTO
- We have [x] walk teams registered so far for the walk. Think we can hit [amount] by [date]?
- Cheers to [insert team name], who recruited [amount] new members to their team so far. Let's see how many teams can register five or more members by [date]!

### EXAMPLES:



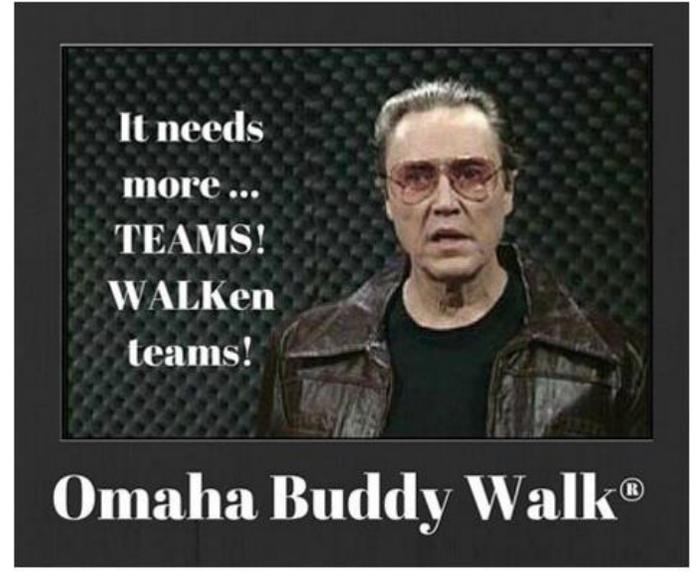


## Central Arkansas Buddy Talk

Shout out to our new teams! We have Alivia's Awareness Angels, Brinley's BeYOUtiful Buddies, Jerah's Jedis, All in with Ellie Mae, Miles for Miles and The Buddy Show with Lila and Ethan! Have you registered yet? Click on the link below to register and check out all of our awesome teams!  
<https://www.ds-stride.org/centralarkansasbuddywalk> ✓



## Omaha Buddy Walk added a new photo.



## SANDS with Steven C. Freeman and 14 others at Native Grill and Wings.

Have you registered your 2015 Tucson Buddy Walk team? The committee met last night to finalize more details. Registration is free to all! Go to [www.sandsaz.org](http://www.sandsaz.org). ✓ We now have 75 teams registered and we are only 25 away from our goal of 100.

The walk will be held on Sunday, November 15th from 1-5 PM.



## Team Incentives

### LANGUAGE:

- INCENTIVE! Any team who registers before [date] will be entered to win [prize]! Register your team today for the chance to win! LINK/PHOTO
- Don't forget about our walk incentives! Every team who does [describe terms of incentive] has the chance to win [prize]. Form a team today: LINK/PHOTO.
- Have you heard about our [incentive]? [Share terms of incentive] Form a team today!
- Are you a fan of [prize]? Great news, you can win one! [Describe terms of incentive]
- Flash Incentive! Any team who does [Share terms of incentive] before [date] will be entered to win a [prize].

### EXAMPLES:

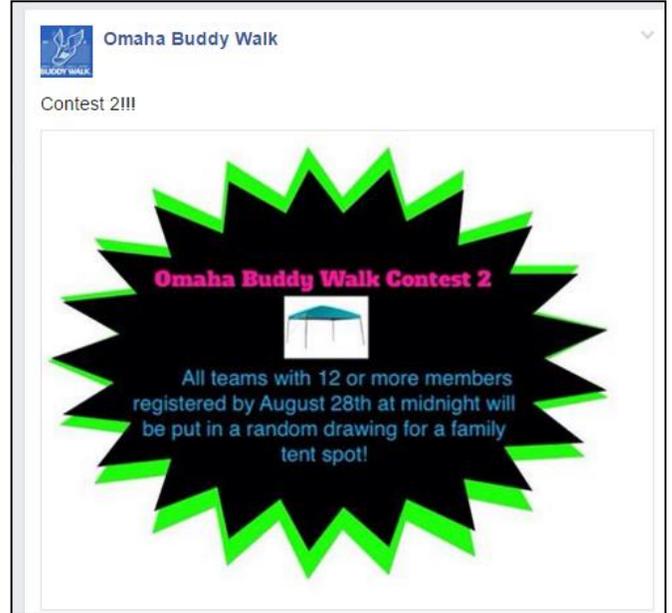
**dsaco** **DSACO: Down Syndrome Association of Central Ohio** added 2 new photos. Like Page

Do you know what day it is? It's the day we kick off this year's Columbus Buddy Walk! We are rolling out our first incentive: All teams that register TODAY (11:59PM- EST) will be entered to win one of these beautiful Serefina jewelry pieces (sold at retailers like Anthropologie & Urban Outfitters) ranging in retail value from \$48-\$104. Auction it off, give it away, or keep it for yourself, but you'll only have a chance to win if you visit [columbusbuddywalk.org](http://columbusbuddywalk.org) and register your team today! Team Captains will be notified tomorrow.

THANK YOU FOR YOUR SUPPORT

We have a hard time letting go of beautiful things from the past. It is our purpose and responsibility to give new meaning to what our industry has left behind. Serefina Diamond cut brass chains, vintage glass channels, hand-loomed tribal fabrics, fringe and beautiful findings that we use we once made to reflect the unique story of its time. We hunt around the globe for these abandoned treasures and carefully incorporate them into one-of-a-kind design for the modern customer. We believe in responsible production where we minimize new waste and maximize reusing, upcycling and re-designing of vintage materials. We call this aesthetic, spirit and cycle 'Urban Vintage'.

serefina



## Team Recognition

### LANGUAGE:

- Congrats to Team [insert team name] who has reached [1/2] of their goal through [networking on social media, holding a team fundraiser, etc.]. Keep up the great work! LINK/PHOTO
- Team [insert team name] is holding a [insert team fundraiser] for their walk team on [date]. Details on how to participate: LINK.
- Shout out to Team [insert team name], who raised [amount] for their walk team through a [name team fundraiser]. Way to go!

### EXAMPLES:

**SANDS**

Tomorrow is the big day!!!!

Hope everyone is ready to have fun and play for a good cause. You don't have to have a partner and you don't have to rsvp to come have a great time!!!!

RSVP and LIKE US/Follow us on Facebook: <https://www.facebook.com/events/1475111209484951/>

**CORNHOLE TOURNAMENT**

**2<sup>nd</sup> Annual Triple Play**

Family Fun for All!  
All Ages & Skill Levels are Welcome!!!

**Win!!!!**  
Raffle for Custom Cornhole Boards  
Raffle Tickets \$5 Each or 5 for \$20.00

**WHEN:**  
Sunday Oct. 11<sup>th</sup>  
2-pm to 6pm

**Where:**  
Triple Play  
1970 W. Duval Mine Rd  
Green Valley, AZ 85614

**Prizes:**  
Victory Cup  
Bragging Rights!  
Free Admission  
Into Grudge Match  
Oct 25<sup>th</sup>.

**\$5.00 Buy-In-Tournament**

**\$7.00 All Access Wrist Bands**

**CORNHOLE**

© 2012 Skybacher Ministries Inc. Skybacher's Locker

**For Down Syndrome**

October 11<sup>th</sup>, 2pm -6pm

Raffle Prizes to Dream About!  
Car Detail, Golf Passes, Personal Training, 31 Purses, Hundreds of dollars in Gift Cards and SO MUCH MORE!

Can't make it but still want to donate?  
[ds-stride.org/tucsonbuddywalk/profiles/team/84](https://ds-stride.org/tucsonbuddywalk/profiles/team/84)

**Family Connection Columbia Buddy Walk**

Who has the CURRENT Largest Team....

...its Team Emily Jane (the next time we announce this will be at the Awards Ceremony at #ColaBuddyWalk!)

**Team Emily Jane**

**Omaha Buddy Walk** added a new photo.

**#TshirtTuesday**  
Every week in September

Send your photo with team name to [info@dsamidlands.org](mailto:info@dsamidlands.org)

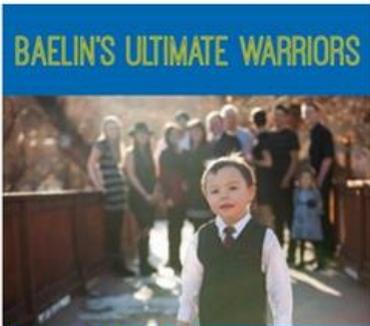
Every pic will be posted! This can be a photo from a previous walk or a design of the shirt you are going to wear this year.

**Down Syndrome Network of Northern Nevada (DSNNT)**

We are kicking off our #TeamTuesday for Buddy Walk with this cutie pie Baelin from Team Baelin's Ultimate Warriors! If you would like to see YOUR Buddy Walk team on Facebook to share with your friends and family, make sure to register your team and fill out your team questionnaire today!

<http://www.ds-stride.org/renobuddywalk>

#TeamTuesday #RenoBuddyWalk



**BAELIN'S ULTIMATE WARRIORS**

AGE: 5 Years Old  
 FUN FACT: Loves Music!  
 FAVORITE QUOTE: "Life is a journey of a thousand miles and it must be taken one at a time"

**Down Syndrome Network of Northern Nevada (DSNNT)** with Jonah Vandever and 2 others.

Ian's future is so bright you will be seeing his team wearing shades at the #RenoBuddyWalk! We just love all that this #TeamTuesday star has set to accomplish and can't wait to see him and our friends on Saturday, September 26th!

If you haven't signed your teams up yet, head on over to <http://www.ds-stride.org/renobuddywalk> and register today!



**TEAM IAN**

AGE: 18 Years Old  
 FAVORITE ACTIVITY: Loves baseball and roots for the Giants!  
 ACCOMPLISHMENTS: In Continuing Education classes at UNR and graduates from McQueen High School in Spring!

**Family Connection Columbia Buddy Walk**

The Special Buddy of the Week this week is...

**Columbia Buddy of the Week**  
**MEDORA TRONDSON**



**What is Medora's favorite food?**  
 Strawberries and Pizza

**What is Medora's favorite animal?**  
 My dog MILO

**What does Medora like to do for fun?**  
 Sing and dance

**What does Medora like to do with her family?**  
 Medora loves to play in the sand at the beach with her family.

**Who is Medora's hero?**  
 My Mommy and Daddy

**What is Medora's favorite thing about Buddy Walk?**  
 To see friends and to meet new friends

**Tell us more about Medora.**  
 Medora is our HERO. She came into this world with a whirlwind of emotions from her Mommy, Daddy, and family. She has showed us many times over that she is and will always be a fighter. She loves to learn and is almost always a willing participant of her therapy sessions. She loves music and loves to dance!

 **SANDS** with Tony Hansen and 9 others.

Top 10 Tucson Buddy Walk Teams as 9/15/15! There is still time to start your team and earn some great prizes. Go to [www.sandsaz.org](http://www.sandsaz.org) ✓

Amount Raised	Team Name	Team Captain
\$ 965.00	The Jaywalkers	Tamara Varga
\$ 705.00	Anderson's Co-Pilots	Andrew Benfield
\$ 605.00	Team Emma Payne	Christopher Payne
\$ 555.00	Jacob's Jets	Allyson Schug
\$ 410.00	Bentley's Dream Team	Bentley Crawford
\$ 290.00	Mary Walkers	Kelly Lagunas
\$ 280.00	Jaxson's Joyride	Ilea Berrios
\$ 225.00	Jack's Pack	Heidi LeBlanc
\$ 210.00	Bekah's Brigade	Chelsea Hansen
\$ 195.00	THE BUDDY TORCH TEAM	VANESSA HOTCHKISS

 **Family Connection Columbia Buddy Walk**

Here are our Top Fundraisers thus far...share ideas for your Team's fundraising goals

Top Teams	
Team Emily Jane	\$470
Vandy Stone	\$430
Taylor's Troops	\$350
Emma's Entourage	\$325

- Columbia, 2749 Middle...

 **Buddy Walk of the High Country**

Welcome aboard Steppin' with Stephanie...our most recent team to register as a Buddy Walk of the High Country team. Love to see them back this year. That is Stephanie having fun in the wagon in the photo posted last week and playing in the mud in this photo.



## Fundraising Goal Updates

**LANGUAGE:**

- We're [X Months/Weeks] away from our walk and we're at [X%] of our fundraising goal. Let's keep our momentum going! PHOTO/LINK
- We only need [X] more [registrants/donations] to reach [goal]. We can do this! LINK/PHOTO
- If [x] people donated, [x], amount, we'd reach our [insert next fundraising milestone]. LINK/PHOTO

**EXAMPLES:**



## Countdown to the Walk (creating urgency)

### LANGUAGE:

- Our [Insert Walk Name] is right around the corner! Don't delay. Form a team and start fundraising! LINK/PHOTO
- Walk is almost here and we're [X amount] away from our goal! Help us reach it by making a donation today. LINK/PHOTO
- Only a few weeks left until the [Insert Walk Name]! We need your help to reach our goal. Register/donate: LINK. PHOTO
- Walk teams! As we close in on walk day, sending one more email or making a few more phone calls can help you reach your fundraising goal! #FundraisingTips LINK/PHOTO
- Only [X] more days until the walk! Register/donate today: LINK/PHOTO
- Hurry! Online registration closes on [date] at [time]. Don't delay, register today! LINK/PHOTO
- Online registration for the [Insert Walk Name] closes TONIGHT at [time]. Donations will still be accepted online. Register: LINK. PHOTO
- Our walk is [x] days away and we're at [x] amount of our goal. A tremendous thank you to all who have helped us get this far. We're so close and appreciate your continued fundraising efforts! LINK/PHOTO

### EXAMPLES:





## Central Arkansas Buddy Walk

Online registration for the 4th Annual Central Arkansas Buddy Walk will close at midnight Thursday, October 15th. You can still register in person on the day of the walk Saturday, October 17th. Join us for a great celebration with friends old and new!  
<https://www.ds-stride.org/centralarkansasbuddywalk>



## Reach for the Stars-Celebrating Down Syndrome in Berks County

Haven't registered yet for the #RFTSBuddyWalk? Don't delay! Online registration closes Thursday (10/8) at midnight! <http://www.ds-stride.org/berksBuddywalk> ✓



## Down Syndrome Network of Northern Nevada (DSNNN)

Jordan is letting us know that the #RenoBuddyWalk is only 9 days away! We just can't wait!! Thanks for the cute pic, Eilish Kelderman!



## Week of the Walk Posts

### LANGUAGE:

- Our [Insert Walk Name] is this [Saturday] at [time] at [location]. There's still time to donate! LINK/PHOTO
- Team Captains! As we close in on walk day, sending one more email or making a few more phone calls can help you reach your fundraising goal! #FundraisingTips LINK
- Join us tomorrow at [location] for the [Insert Walk Name]! Registration opens at [time] and the event kicks-off at [time]. See you there!

### EXAMPLES:



 **Chattanooga Down Syndrome Society**

Buddy Walk FAQ: Coleson's Crazies want to know, "Where does the fundraising money go?" All money stays within the DS Community, 7% is sent to the National Down Syndrome Society with the rest staying right here in our area. These funds are used to provide activities grants and scholarships to individuals with DS to attend post-secondary education programs and financial assistance for medical hardships. The CDSS provides social events for individuals with DS and their peers throughout the year, as well as periodic mini-conferences. For more information about the walk, click here: <https://www.ds-stride.org/chattanoogabuddywalk>



 **Chattanooga Down Syndrome Society**

BUDDY WALK FAQ! Hey girlfriend, how long is this course? It's the same course as 2014, approximately 5-6 city blocks. For more information: click here: <https://www.ds-stride.org/chattanoogabuddywalk>



 **Chattanooga Down Syndrome Society**

BUDDY WALK FAQ: Hope says, "What hashtag should I use when I post my adorable Buddy Walk pics on Facebook, Twitter and Instagram?" It's easy, Hope! Just use #NoogaBuddyWalk so you can connect with all the other walkers!



 **Down Syndrome Family Alliance of Greenville, SC**

COME ONE, COME ALL! The Buddy Walk is THIS Sunday!

Bring your tailgate tents and lawn chairs...and don't forget money for raffle tickets! We have some amazing raffle packages to give away!

Onsite registration opens at 10:30 am. There will be fun for the kids to enjoy, food, and a DJ playing music until the walk at 1:30 pm. Stick around after the walk for more fun and raffle giveaways! The event will run til 4:30 pm.

It's going to be FUN for the whole family! (and only a 10% chance of rain!)

**\*\*VOLUNTEERS STILL NEEDED\*\*** If you or someone you know would like to serve, please comment below!



Greer City Park  
2015 Buddy Walk  
hosted by  
The Down Syndrome Family Alliance  
of Greenville

- Restrooms
- Playground
- Food / Shelter
- Inflatables
- DJ / Music
- VIP Parking
- Tailgating
- Restrooms

## Sponsor Recognition

**LANGUAGE:**

- Thank you @sponsorname for your support of the 2016 [Insert Walk Name]. We appreciate your commitment to our mission! LINK/PHOTO
- Welcome back @sponsorname! Thanks for supporting the 2016 [Insert Walk Name]. LINK/PHOTO
- Shout out to @sponsorname for sponsoring the 2016 [Insert Walk Name]. #ThankYou LINK/PHOTO

