

DSANV Board of Directors
Meeting continuation to further discuss 2020 Buddy Walk® planning
Tuesday January 14, 2020 @ 8:30pm
Teleconference

Participating via Phone: Justin Knapp, Samantha Fredieu, Amanda Hunt, Andrew Humes, Marcela Souaya, Erin Thompson, Rob Di Brienza, Anita Phares, Mary Ford

Overview

Members decided at the July 12, 2020 Board meeting to schedule a follow on meeting to continue discussion of plans for the 2020 Buddy Walk®.

Disposition of 2020 Buddy Walk Planning document (reviewed at July 12 Board meeting)

The group discussed the pros and cons associated with promoting fundraising ideas prior to the October 4, 2020 Buddy Walk ®. The group also discussed the pros and cons of assigning a group to consider variables and decide whether the October 4, 2020 Buddy Walk ® should be “in-person” or a virtual event. After discussion the group decided on the following:

- Making the Oct 4 event virtual only
- Establishing a traditional Buddy Walk committee with support from Board members and requesting support from DSANV members
- Consider using precursor fundraising ideas, and recently proposed Development Committee fundraising ideas, to help populate a *BW Team Captain's Fundraising Toolkit* that would be distributed to each BW Team Captain who registers a team

Additional discussion included:

- Focusing efforts on social media posts promoting the Oct 4 virtual event
- Counting on DSANV members to help DSANV help the Down syndrome community in Northern Virginia by forming teams and registering for the event
- Potentially adding no cost incentives such as access to Listserv or Facebook groups formed on the basis of geography, age of individual with Down syndrome, or interests (e.g., medical, social, behavioral, educational, etc.)

Initial List of BW Committee Volunteer Positions

- Social Media plan and detailed timeline
- Silent auction/raffle plan, solicitation of awards and method of administering
- Sponsor development (already have one volunteer intern identified)
- BW Team Incentive Package (and items for sale?)
- Fundraising Tool Kit to be distributed to BW Team Captains
- Event Tee shirt design and distribution plan
- Imagine the Possibilities video concept/methodology
- Day-of Virtual Program (Board and Grand Marshall speeches, recognition of top fundraising teams, other announcements to include raffle winners, show video of top fundraising teams precursor events; kickoff of virtual BW); plan to encourage Instagram posts of virtual BWs held all over NOVA
- Creating slideshow of top fundraising teams, other teams conducting precursor fundraising events to be shown on Oct 4

Actions

- Staff will issue a call for volunteers as soon as possible
- Mary will prepare a detailed list of traditional BW committee volunteer positions

- (expanding on the above list) for distribution prior to the BW Committee kickoff mtg
- Mary will schedule the 2020 BW Committee kickoff meeting for Tuesday July 21 2020 at 8:30 pm and forward the meeting invitation to the full board
 - Mary will cancel the venue and equipment rental contracts (executed in Jan-Feb) ASAP to ensure 100% refunds
 - Staff will open registration for the 2020 BW ASAP after the July 21 meeting

Next Full Board Meeting: 13 September 2020 @ 6:00PM

Remaining 2020 Board Meeting schedule: 15 November