GET CREATIVE GIVE CREATIVE

#GET
#CREATIVE

2018

CAMPAIGN TOOLKIT

What is #GETcreativeGIVEcreative?

#getcreativegivecreative is a movement that **celebrates everyday creativity**, **inspires personal philanthropy**, and **spreads the word far and wide** about how Arts For Life's art and music lessons helps young patients and families.

By being a part of this online fundraising campaign launching on **Friday, July 27**, you'll be helping to bring Arts For Life's art and music lessons to pediatric patients and family members. We're asking you to first **get creative** by showing how you exercise your "creative muscle" on Facebook and Instagram, and then encourage friends and family to **give creative**, by making a gift to bring art lessons to pediatric patients and families.

GET creative, then **GIVE** creative!

During the campaign, Arts For Life supporters, near and far, will be sharing how they get creative, and working together to give creative to the tune of **$21,000**! That'll deliver 1,000 art and music lessons to patients' bedsides and clinic waiting room in 2018. We want **YOU** to share with the world how creativity influences your daily life, so that others will be inspired to share and give, too! We'll keep the campaign going until we reach our goal - but let's see if we can do it in **a single day**: Friday, July 27!

How will YOU #getcreative??? Painting, drawing, sculpting, dancing, singing, playing, writing, cooking, gardening... the sky's the limit to your creative expression! YOU decide what getting creative means to you.

How do I get involved?

DIY FUNDRAISING!
Be a CHAMPION

Being a fundraiser is EASY and FUN.

1. GO AHEAD! Create your own fundraising page TODAY:
getcreativegivecreative2018.causevox.com

- You'll get a **special link** to your personal fundraising page that you can plug into your social media posts.
- **Set a goal** for your campaign! How many lessons do you want to get sponsored?
  - Here's a suggestion: we teach, on average, 70 lessons each day across NC. Maybe your goal is to sponsor a whole day of art lessons? (We did the math: that's $1,470!).
  - Or maybe however many years old you are? That's how many lessons you want to get sponsored. (Take your age, multiply it by $21, and you'll get your goal!)
  - Try this on for size: what's your lucky number? A special date? Pick a number, any number! **Every dollar makes a difference.**
- **Add a photo** to your profile! Makes it more personal when your friends and family see your beautiful face when they go to make a donation.

2. On Friday, July 27, join us on Facebook and Instagram to show everyone how you **#getcreative -** and then challenge your friends and family to **#givecreative** by making a donation.

AMPLIFY OUR CAMPAIGN!
Be a MEGAPHONE

Want to help (without the extra steps of setting up a fundraising page)? We've got you covered:

- Mark your calendar for **Friday, July 27**, and start planning how how you'll **#getcreative** and share on social media.
- On the Big Day:
  - **Make your own gift first!** (Studies show that your loved ones are more likely to give if you've already made your own personal gift. That way, they're truly joining you in your quest to bring more art lessons to more kids!)
  - Then:
  - **SHARE** photos, videos, and updates about how you #getcreative, tag friends and family members, and invite everyone to #givecreative along with you
  - **- or -**
  - Just **REPOST** what you see on our Facebook + Instagram feeds and invite your friends to **#givecreative and join you in making a gift.** Could not be any easier!

NOT ON SOCIAL MEDIA?

That's OK!

You can still create a personal fundraising page and **EMAIL** your campaign to your friends and family. Some of our most successful fundraisers do this option.

Resources below on how to make the most of your #getcreativegivecreative campaign!

FAQs

When does the campaign start and end?
The campaign *officially* starts on **Friday, July 27!**

BUT - for you early birds who are chomping at the bit - you can start fundraising EARLIER than that if you like! Do it now by email and word of mouth (this is like a "quiet phase"), and save your social media posts for Friday (the "public phase"). Studies show that people like to give to campaigns that already have some support. So go ahead: "seed" your campaign with some early donations!

We'll keep the campaign going until we meet our goal of raising **$21,000.** (That's 1,000 lessons for kids and families in the hospital!)

What if I haven't met my fundraising goal by the time we reach $21,000?
If you haven't hit your own personal fundraising goal, don't worry: we'll keep your fundraising page up for a little while longer until you do! Best case scenario is that we exceed our goal - so you can help us do that!

Where do all these funds go?
100% of the funds raised will go to bring art lessons to pediatric patients and their family members.

All in, it costs Arts For Life about $21 to deliver an art lesson. That includes all the art materials, sure, but also the hardworking staff members, who devised a "toolbelt" of art lessons to train our amazing volunteers and interns - and don't forget about the light bill for our office! We work hard to stretch each dollar as far as it can go to make the most impact for our amazing kids and teens.

One of our doctors recently said that **"his patients come to the clinic for chemo - but they stay for the art!"** Isn't that amazing? Your $21 does that.

I have a question that wasn't answered here!
Drop us a line anytime with questions or suggestions: rachel@artsforlifenc.org

Tools, Tips + Tricks

This toolkit includes:

- First things first! GET CONNECTED
- TALKING POINTS about Arts For Life
- A TIMELINE of the Big Day for social media activity
- Facebook and Instagram SAMPLE POSTS

CONNECT with Arts For Life

Before you start talking, tweeting, and posting, be sure you're connected with us! Then, in addition to your own social activity, you'll be able to share and repost any messages that inspire you:

Find us on Facebook [facebook.com/artsforlifenc]
Find us on Instagram [instagram.com/artsforlifenc]

Every time you post, use our campaign hashtag (this way, we can keep up with how you're getting creative, and vice versa!)

#getcreativegivecreative

Other hashtags you might want to follow and use include:

#getcreative #givecreative #artsforlifenc #powerofart #artisforeveryone

Bookmark our online donation page or **your OWN page** to link to throughout your campaign:

getcreativegivecreative2018.causevox.com

NOTE: If you create a personal fundraising page and set a goal, you'll have a **special link** of your own to share! Follow the link above to create your own page. The link above can be also be used for **general donations** to the #getcreativegivecreative campaign. (If you're a MEGAPHONE and amplifying the campaign without a personal fundraising page, you'll copy+paste the above link!).

TALKING POINTS

Turn these talking points about Arts For Life into posts throughout your campaign, or simply use in conversation with friends, family, and coworkers.

Arts For Life is a nonprofit dedicated to supporting pediatric patients and families through arts education and engagement. By providing educational art programs, we enrich patients' lives, nurture their minds and spirits, and encourage positive healthcare experiences for children and their families.

Arts For Life began as a small project 17 years ago, in 2001, at Brenner Children's Hospital in Winston-Salem. It has since grown tremendously due to demand from patients, parents, and healthcare providers. Arts For Life now helps children every day in four children's hospitals and communities across North Carolina: Asheville, Charlotte, Winston-Salem, and Durham.

Arts For Life's hands-on, dynamic art programs includes lessons in visual arts, music, and creative writing. In 2017, we brought the arts to more than **13,000** patients and family members, delivering more than **25,000** creative experiences!

THE BIG DAY! Friday, July 27: The Campaign Kicks Off

Show us how you #getcreative! We recommend posting periodically throughout the day (morning, lunchtime, and evening); that way, you'll catch all your friends no matter when they check their feeds.

IMPORTANT! Each and every post should have **THREE key ingredients:**

1. **Your special donation page link** (or the main page, if you're a Megaphone)

2. **Hashtag it up**: #getcreativegivecreative #getcreative #givecreative

3. **Tag us!** @artsforlifenc + your most creative friends and family

Feel free to REPOST updates Arts For Life will be posting all day long on our Facebook and Instagram! We've got some great pictures and videos from the art tables, and of our network of supporters as they #getcreative. We'll be posting regularly throughout the campaign.

Don't forget to **challenge your friends to participate with you!** It's helpful if you directly **tag them** and link their names and/or accounts in your posts. Most importantly, don't forget to link your personal fundraising page as you call on friends and family to follow your lead - share how they #getcreative and then encourage them to #givecreative to Arts For Life, too!

During the campaign, feel free to share the following messages - or create your own! - on your social media accounts. (Even though we only use Facebook and Instagram, feel free to use other channels to share your message!)

SAMPLE POSTS
Copy + paste, tweak, or write your own!

[**SHARE** a photo of you doing your creative thing!] Watch me #getcreative with [**MEDIUM**]! Today, I'm getting creative in honor of some very special patients and families and pledging to #givecreative by donating to @artsforlifenc [**LINK: your fundraising page**]

A donation of just $21 sponsors a lesson for a pediatric patient or their family member. Every dollar helps bring them creativity, color, and joy! #getcreativegivecreative #getcreative #givecreative @artsforlifenc [**LINK: your fundraising page**]

I challenge YOU, my most creative friends **@friend1 @friend2 @friend3** to show how YOU get creative and join me in giving creative by making a gift today [**LINK: your fundraising page**] #getcreativegivecreative #getcreative #givecreative @artsforlifenc

Last year, @artsforlifenc brought the arts to more than 13,000 pediatric patients and their family members across NC. When you #givecreative by making a donation, you're helping to nurture kids' minds and spirits and provide transformational experiences in hospitals and clinics. #getcreativegivecreative #artsforlifenc [**LINK: your fundraising page**]

Every week, @artsforlifenc provides 280+ hours of life-changing visual arts, creative writing, and music lessons! #givecreative today so that we can continue to be there: encouraging positive hospital and clinic experiences for these brave children and their families. #getcreativegivecreative #artsforlifenc @artsforlifenc [**LINK: your fundraising page**]

My goal is to sponsor 70 art lessons for young patients and family members. That's a whole DAY of fun, engaging, educational, and creative experiences for kids across NC who need them most. I'm already up to [**REAL-TIME #**] lessons sponsored - how many can YOU make happen?! Join me and GIVE CREATIVE today [**LINK: your fundraising page**] **@bff @bestie @uncle @auntie @dearmom @goodoldad @workwife @longlosthighschoolbuddy @neighbordownthestreet** @artsforlifenc #getcreativegivecreative

I just gave the gift of color, creativity, & joy to kids in children's hospitals across NC! You can, too! [**LINK: your fundraising page**] #getcreativegivecreative #getcreative #givecreative #artisforeveryone

My favorite way to #getcreative is _____. I support @artsforlifenc and will #givecreative by donating _____ art lessons to patients and families! A gift of just $21 sponsors one art lesson. Join me today by giving here: [**LINK: your fundraising page**] #getcreativegivecreative #getcreative #givecreative #artisforeveryone

I believe in Arts For Life because _____. I support @artsforlifenc and will #givecreative by donating _____ art lessons to patients and families! A gift of just $21 sponsors one art lesson. Join me today by giving here: [**LINK: your fundraising page**] #getcreativegivecreative #getcreative #givecreative #artisforeveryone

Stay tuned to our Facebook and Instagram pages, as we'll share updates about our campaign and our #getcreativegivecreative successes!

Thank you for being a part of our amazing and generous community, making this magic happen.

Let's #getcreative!