



Thank you for registering for the Carroll Center for the Blind's Walk for Independence! The next step is to share your fundraising page with your family, friends, and business colleagues to ask them to support you. Remember, people are very happy to support someone they know for a cause as worthy and transformational as the Carroll Center, especially when someone asks them. Utilize multiple communication channels, such as email, social media, and blog posts. This toolkit provides step-by-step instructions for three popular channels. If you have questions, please contact the development office at 617-969-6200 x237 or development@carroll.org.

Email:

1. Make a list of individuals from your email account, address book, and holiday card list.
2. Write your letter (you can use one of the examples we provide below!); make sure your letter includes the link to your Walk team/individual page, so people have an easy way to donate.
3. Open a new email, copy, and paste your letter into the body of the email. Enter all the emails from your list into the bcc line of that email; hit send and you will reach everyone on your list in one email.
4. Tip #1: Send your first email out 1-2 months before the Walk (early April – early May); send a second email (AKA a friendly reminder or nudge) to those who have not given yet about two weeks before the Walk (early-mid May).
5. Tip #2: Make your list of contacts in an excel spreadsheet. This format is helpful in many ways. First, you can include a column where you write in the person's donation amount when they make a gift – an easy way to keep track of who gives! Second, you can simply copy and paste the emails directly from the excel list into the bcc line. Third, this list will be ready for you to repurpose when you fundraise for the Walk next year!

LinkedIn:

1. Go to your LinkedIn profile and click on the "Start a post" button
2. Write your post in the space that asks, "What do you want to talk about?" You can copy and paste the sample social media message provided below; make sure your post includes the link to your Walk team/individual page, so people have an easy way to donate.
3. Hit the "Post" button and you are done!
4. Tip #1: When you paste the link to your Walk page into the body of your post, LinkedIn will automatically insert a "pretty" link to your fundraising page with the photo that is on your page. You can then physically remove the actual link to your page from the body of your post, but the pretty link will stay put.

5. Tip #2: To tag the Carroll Center in your post, select the words 'the Carroll Center for the Blind' and then start typing in '@the Carroll Center for the Blind' and by the time you get to the second word, the Carroll Center for the Blind will pop up below where you are typing; click on our name and we will be hyperlinked to your post.

Facebook:

1. Go to your Facebook page and click on the "What's on your mind?" area
2. Write your post in the space that asks, "What's on your mind?" You can copy and paste the sample social media message provided below; make sure your post includes the link to your Walk team page, so people have an easy way to donate
3. Hit the "Post" button and you are done!
4. Tip #1: When you paste the link to your Walk team page into the body of your post, Facebook will automatically insert a "pretty" link to your fundraising page with the photo that is on your page. You can then physically remove the actual link to your page from the body of your post, but the pretty link will stay put.
6. Tip #2: To tag the Carroll Center in your post, select the words 'the Carroll Center for the Blind' and then start typing in '@the Carroll Center for the Blind' and by the time you get to the second word, the Carroll Center for the Blind will pop up below where you are typing; click on our name and we will be hyperlinked to your post.

TEMPLATES FOR EMAILS AND SOCIAL MEDIA POSTS

SAMPLE EMAIL MESSAGE #1

Imagine losing your sight, whether gradually or suddenly. Now imagine losing your sight in the middle of your educational pursuits, career, family responsibilities, or retirement. You might sink into the depths of despair and retreat physically and emotionally. But then a lifeline is extended, and you begin to understand that you can learn skills and tools to live well, even thrive, with little or no vision.

That lifeline is the Carroll Center for the Blind, the world's top leader in vocational rehabilitation training for the blind and visually impaired. Through a multitude of programs for people of all ages at all stages of vision loss, the Carroll Center offers a path back to independence and engagement. I have heard story after story from clients on how they arrived at the Newton campus in a dark place but left with hope and optimism for their futures.

I would be so grateful for your support in the upcoming Carroll Center Walk for Independence to be held on June 1. But the real beneficiaries are the children and adults who are rejuvenated after their training with Carroll Center staff. Your gift has such an immeasurable and transformational effect on this largely underserved community. I invite you to join me in supporting this truly inspirational organization by donating to my Walk page: [INSERT LINK TO YOUR WALK TEAM HERE](#)

This annual event brings together hundreds of community members from near and far with or

without visual impairments who can connect, meet new people, enjoy some food and activities, learn about the center, and so much more. Your donation will go towards their continued mission to serve people in all ages and all stages of vision loss. Thank you in advance for your generosity!

SAMPLE EMAIL MESSAGE #2

I am once again participating in a great event, the Walk for Independence, in support of The Carroll Center for the Blind.

The organization is near and dear to my heart, and I have been involved as a (INSERT AFFILIATION HERE i.e. client, staff member, parent, sponsor, etc). I hope you will support my team, INSERT TEAM NAME, and help me raise \$INSERT TEAM GOAL for The Carroll Center.

Miracles take place there every day. Folks whose lives have been turned upside down due to a catastrophic eye injury, illness, or disease, learn how to get their life back. They learn braille, personal management, correct use of the white cane, advocacy, how to get around independently and how to be self-sufficient. It is a difficult process and I have seen clients change from being shy, inhibited, and scared to confident, poised individuals. I want to do whatever I can to ensure that those who are blind and visually impaired get the services they need and deserve.

This annual event, held on Saturday June 1, brings together hundreds of community members from near and far with or without visual impairments who can connect, meet new people, enjoy some food and activities, learn about the center, and so much more. Your donation will go towards their continued mission to serve people in all ages and all stages of vision loss.

I hope you will consider donating to support my efforts. You can visit my team page to donate via this link: INSERT LINK TO YOUR WALK TEAM HERE. Thank you very much.

SAMPLE SOCIAL MEDIA POST MESSAGE

I am participating in the Carroll Center for the Blind's Walk for Independence on Saturday; June 1 and I hope you will support my efforts. The Walk raises funds to support the Carroll Center's mission of empowering those who are blind or visually impaired to achieve independence and lead a fulfilling life. Please consider joining me by donating on my fundraising page below to help me raise \$ INSERT TEAM GOAL for the Carroll Center. Funds raised support all the Carroll Center's offerings, including residential rehabilitation, orientation and mobility instruction, technology training, youth summer programs, and vocational training, allowing them to provide more than 3,600 services to visually impaired and blind children, adults, and seniors annually. INSERT LINK TO YOUR WALK TEAM HERE