



2023

Fundraising Toolkit

Social Media

Suggested Posts:

- 1 I have pledged to move 800 minutes of exercise this summer in celebration of Turnstone's 80th Birthday! I'm trying to raise \$100 for Turnstone's comprehensive programs and services for individuals with disabilities. Will you consider supporting me in this endeavor? Today, I will be **[running, walking, pushing, biking...]**, cheer me on by donating **[\$X]!** ***insert link***
- 2 Did you know that a \$30 donation provides an individual with a disability a membership to Turnstone's adaptive Fitness & Aquatic Center? This weekend, I will be **[kayaking, cycling, pushing]** as I work toward my goal of moving 800 minutes throughout the summer! Make a donation to create possibilities for individuals with disabilities at ***insert link***
- 3 I will be logging 800 minutes of movement this summer to support the possibilities created for individuals with disabilities at Turnstone. Turnstone aspires to a world that accepts and values people based on their abilities. Join me in supporting Turnstone's vision by making a donation on my page, ***insert link***
- 4 I am **[halfway, close, almost]** to my goal of raising \$100 for Turnstone's comprehensive services and programs for individuals with disabilities. Will you make a donation to help me reach my goal? I love Turnstone because **[insert why you love Turnstone]**. Consider supporting Turnstone and my goal of 800 minutes of movement this summer by making a donation at ***insert link***
- 5 I am completing a total of 800 minutes of movement by September 1st because **[tell your friend and family why you want to support Turnstone]**. You can make your gift at ***insert link***

Other Social Media Suggestions:

Live stream your daily miles asking people to donate as you exercise, post updates about your mileage and/or minutes of movement on your stories, tell your friends and family about the fun time you had putting in your minutes for the day, ask followers to donate a dollar each time you complete a day.

Emails

Suggested First Email:

Hello, ***insert name***.

This summer, I will be logging a total of 800 minutes of movement to create possibilities for individuals with disabilities at Turnstone. Turnstone empowers individuals with disabilities to achieve their highest potential by providing comprehensive services and programs.

I am choosing to accept this challenge because **[tell why you want to support Turnstone]**.

I am also asking my friends and family to come alongside me in raising \$100 for Turnstone. Would you consider helping me reach my \$100 goal by making a donation at ***insert link***?

Thank you for cheering me on in this endeavor!

Suggested Follow-up Email:

Hello, ***insert name***.

Throughout this summer, I have been working hard to reach 800 minutes of movement! During this journey, I have also been asking my friends and family to cheer me on my donating to Turnstone.

I am currently **[xx]%** of the way to my goal of raising \$100. As I continue to conquer this movement challenge, would you consider supporting me? ***insert link***

Your support will create possibilities for children and adults with disabilities at Turnstone. Turnstone aspires to a world that accepts and values people based on their abilities.

Thank you!

Text Messages

Suggested Texts:

Hey, ***insert name of recipient***! This summer I will be moving a total of 800 minutes to support Turnstone's mission of empowering individuals with disabilities. I'm also trying to raise \$100 to further support Turnstone. I've included the link in this text if you're interested in cheering me on! ***link***

Hello! I have a goal to [push, cycle, run, walk, etc.] for a total of 800 minutes this summer in an effort to raise \$100 for Turnstone. I love Turnstone because **[share why Turnstone is important to you]**. Would you consider making a donation of just \$25 at ***link***?

Hey, you may have seen my post online, I've been challenged to push, pedal, or paddle for 800 minutes from June 5th – September 1st! I am asking my friends to cheer me on by making a small gift to Turnstone. If you're interested in helping, you can visit my page at ***insert link***.

