

# #getcreative #givecreative Arts For Life Advocate Toolkit

## What is the #getcreative #givecreative Campaign?

#getcreative #givecreative 2017 is two-day Online Giving Campaign to support Arts For Life.

On November **2 & 3**, Arts For Life supporters, near and far, are sharing how they **#getcreative**. Because ART IS FOR EVERYONE, we believe that *everyone* has the ability to **#getcreative**! We want our supporters to share with the world how creativity influences their daily life so that others will be inspired and share, too! Not only do we want our supporters to share how they to **#getcreative** on November 2 & 3, but we're asking them to **#givecreative** by making a donation to Arts For Life.

**#getcreative #givecreative** is an event that we hope will inspire personal philanthropy, celebrate everyday creativity, and engage our local communities in our work with patients and families.

## How do I get involved?

Being an advocate is EASY and FUN.

1. Sign up for a personal fundraising page: <https://getcreativegivecreative.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, 67 lessons each day across NC. Maybe your goal is to sponsor a whole day of art lessons? (We did the math: that's \$1,139!).
  - **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. Join us on social media on **November 2 & 3** to show everyone how you **#getcreative** - and then challenge your friends and family to **#givecreative** by making a donation.

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

## #getcreative #givecreative Tools

This toolkit contains talking points about Arts For Life; a proposed schedule for social activity; suggested Facebook and Instagram posts and tweets (feel free to use them with your other social media outlets as well); and additional ideas that will make #getcreative #givecreative 2017 successful for us all.

## Connect

1. 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 and that you want to pass on to inspire others.

- [Facebook](https://www.facebook.com/artsforlifenc) [facebook.com/artsforlifenc]
- [Instagram](https://www.instagram.com/artsforlifenc) [http://instagram.com/artsforlifenc]

2. As you post, follow and use our hashtags, which we've created for our Online Giving Campaign:

- #getcreative
- #givecreative

Other hashtags related to our work you might want to follow and use include:

- #artsforlifenc
- #powerofart
- #artisforeveryone

3. Bookmark our online donation page to link to throughout your campaign:

- <https://getcreativegivecreative.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! Click the link above to create your page. The link above is for general donations to the #getcreative #givecreative campaign.

## Arts For Life Talking Points

In addition to raising money during our #getcreative #givecreative campaign, we want to:

1. **Raise awareness about our work with pediatric patients.** Awareness creates involvement in the form of volunteering, spreading the word, you name it - all things just as important and helpful to us as monetary donations!
2. **Remind our communities that #artisforeveryone.** We believe in the power of art to help people heal, cope, and bring hope and joy to any life circumstance.

Turn these talking points about us into posts throughout your social media ambassador 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.
- The organization began as a small project 16 years ago, in 2001, at Brenner Children's Hospital in Winston-Salem. It has since grown tremendously, and now helps children every day in four cities across North Carolina: Asheville, Charlotte, Winston-Salem, and Durham.

- Arts For Life's hands-on, dynamic art programs includes lessons in visual arts, creative writing, and music. In 2016, we brought the arts to more than 11,700 patients and family members, with more than 24,500 creative opportunities!
- Why art in children's hospitals? Arts For Life's programs help to decrease patient stress and anxiety, keep children active and engaged, and help families cope with the realities of illness. Programs are open and free of charge to pediatric patients, their siblings and family members, and sometimes hospital staff. Everyone is welcome at the art table!
- Why \$17?! A gift of \$17 provides one art lesson to a patient or family member in need. How many art lessons will YOU make possible today?

## A Timeline For YOU:

### As Soon As Possible:

Once you become an Advocate, announce to your social media followers that you plan to participate in this year's **#getcreative #givecreative Campaign** on **November 2 & 3**. Let your followers know specifically that you plan to **donate** to Arts For Life. Ask them to save the date and **join** you. Share **why** you plan to give, and let them know you'll share more about that leading up to the big day of giving.

Post to your Facebook, Instagram, and other sites using the messages below, or create your own (be sure to use the hashtags to be a part of the conversation).

### Starting Anytime (why not today?!):

- I'm proud to share that I'm a #getcreative #givecreative Advocate for #ArtsForLifeNC! I pledge to donate to the organization on November 2 & 3 and spread the word about their work in hopes you'll join me in giving. Stay tuned to my Facebook (or Instagram) page and follow @ArtsForLifeNC for pictures and stories about how their #artisforeveryone programs bring color, creativity, and joy into the lives of young patients facing serious illnesses across NC. [OPTIONAL: post the #getcreative #givecreative [save the date graphic](#).]
- I believe that #artisforeveryone. Save the date for November 2 & 3 for Arts For Life's #getcreative #givecreative Campaign. This year, I pledge to give to @ArtsForLifeNC, because I believe in the power of art to support children and teens facing serious illnesses and disabilities. Won't you do the same? [OPTIONAL: post the #getcreative #givecreative [save the date graphic](#).]
- @ArtsForLifeNC provides art education programs to young patients facing serious illnesses; the lessons enrich their lives, nurture their minds and spirits, and encourage positive healthcare experiences for kids and their families. On November 2 & 3 during the #getcreative #givecreative Campaign, I pledge to support #ArtsForLifeNC, and I'm asking you to join me. Just \$17 supports one art lesson for a patient or family member. Save the date! #artsforlifenc #artisforeveryone [OPTIONAL: post the #getcreative #givecreative [save the date graphic](#).]
- You don't have to be a world leader or a billionaire to give back: #getcreative #givecreative is about ordinary people coming together, showing that #artisforeveryone and doing extraordinary things. On November 2 & 3, I pledge to give to @ArtsForLifeNC. Just \$17 supports one art lesson

for a patient or family member. Together, how many lessons can we give?! Save the date to join me in this celebration of the power of art! #artsforlifenc #artisforeveryone [OPTIONAL: post the #getcreative #givecreative [save the date graphic](#).]

## Days of the Campaign // November 2 & 3

If you'd like, you can change your social media profile photos to indicate that you're a #getcreative #givecreative Arts For Life Advocate. You can download and use our logo or get creative with your own graphic design! Find all the downloadable images (Arts For Life logo, Save-The-Date graphic, etc) for the Campaign here: <http://www.artsforlifenc.org/getcreative/>

Feel free to repost updates we'll 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 two-day giving period.

You can also take a photo of yourself with a DIY sign sharing your pledge (how many lessons, why art is important to you, etc). Whether you post a picture of yourself, or merely a caption, we hope you'll tell your followers HOW you #getcreative and WHY you're choosing to #givecreative to Arts For Life! Don't forget to challenge and ask your friends (it's helpful if you directly link their names and/or accounts in your post) to do the same. Most importantly, don't forget to link your fundraising page as you call on friends and family to follow your lead and share how they #getcreative and then encourage them to #givecreative to Arts For Life, too!

On November 2 & 3 feel free to share the following messages (or create your own!) on your social media accounts.

And make sure you include in EACH message: **your donation page link and hashtags:**  
#getcreative #givecreative #artisforeveryone #artsforlifenc

### On Facebook + Instagram [Substitute in your own personal fundraising page link]

- Today (like every day), I believe that #artisforeveryone. I #getcreative by \_\_\_\_\_ and I'm pledging to #givecreative by donating to @ArtsForLifeNC . A donation of just \$17 sponsors a lesson for a pediatric patient or their family member. Every dollar helps bring them creativity, color, and joy! [SHARE a photo of you doing your creative thing!]
- Last year, @ArtsForLifeNC brought the arts to more than 11,000 pediatric patients and their family members. When you #givecreative – you are helping to nurture minds and spirits and provide transformational experiences in hospitals and clinics. #getcreative #artsforlifenc
- Each 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.
- My goal is to sponsor 67 art lessons for young patients and family members. That's a whole DAY of fun, engaging, educational, and creative experiences for kids who need them most. I'm already up \_\_\_ lessons sponsored - how many will YOU make happen?!

## Any Social Media Channel [Substitute in your own personal fundraising page link]

- I just gave to @ArtsForLifeNC, and I hope you'll do the same!  
<https://getcreativegivecreative.causevox.com/> #getcreative #givecreative #artisforeveryone
- I just gave the gift of color, creativity, & joy to kids in children's hospitals! Join me?  
<https://getcreativegivecreative.causevox.com/> #getcreative #givecreative #artisforeveryone
- I just brought discovery, life, & light into the lives of NC pediatric patients and families. Join me:  
<https://getcreativegivecreative.causevox.com/> #getcreative #givecreative #artisforeveryone
- I believe that #artisforeveryone. Do you? Donate to @ArtsForLifeNC and join me in bring hope, discovery and healing to patients and families when they need it most!  
<https://getcreativegivecreative.causevox.com/> #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 \$17 sponsors one art lesson. Join me today by giving here: <https://getcreativegivecreative.causevox.com/> #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 \$17 sponsors one art lesson. Join me today by giving here: <https://getcreativegivecreative.causevox.com/> #getcreative #givecreative #artisforeveryone

Reuse any of the suggested graphics, posts, tweets, or talking points from earlier in this toolkit.

Stay tuned to our Facebook and Instagram pages, as we'll share updates about our campaign and our #getcreative #givecreative successes that you can then share with those you've encouraged to give and become part of the Arts For Life family.

## Some Final Thoughts:

- **Consider hosting your own #getcreative gathering on November 2 or 3!** Plan a fun, social creative activity, invite friends to join you, serve snacks (a MUST), and be sure to take lots of snapshots to post how you #getcreative with friends!
- **Plan ahead!** Start thinking NOW about what creative activity you'll be doing and sharing on November 2 & 3. (Remember: most *anything* counts as creative!) "Bonus points" for actually practicing your creative thing in advance of the campaign.

Thank you for being a part of our amazing and generous community.

## Let's #getcreative!

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