



Thank you again for taking on the **25x25 Challenge**! From all of us at Arts For Life, we deeply appreciate your support and eagerness to share your passion for Arts For Life with your friends and family.

In this toolkit are a few graphics you can use next week during your campaign:

- The **Profiles Pics & Badges** are meant to be used as your profile picture or as a status update.
- The **Social Media Signs** are to PRINT off, take a selfie with, and post on social media during the campaign week.
- The **Logos** are all purpose; you can use these wherever you like!

But **1<sup>st</sup> Things 1<sup>st</sup>!** Have you set up your personal fundraising page yet?? If not, go here to do so before Monday, April 11: [classy.org/25x25challenge](http://classy.org/25x25challenge) and click on the green button that says "Become a Fundraiser." (Remember, 25 lessons sponsored translates to a goal of \$625! Be the first to sponsor a donation, and your friends and family will be more likely to join you in your quest.)

As for Facebook and Twitter updates, your **fundraising page** comes pre-loaded with some suggestions, as well as a template for an email you'd shout out to your friends and family.

Here's the schedule of tweets + posts we suggest for your 25x25 campaign:

### Monday 4/11 - Day One!

- **Send an email** via your fundraising page to your friends and family, explaining what you're doing next week and inviting them to get involved. They can sponsor one art lesson (or more!) to help you to get to 25 lessons. I'd encourage you to personalize the email template - tell **your** Arts For Life story, and why it's important to you.
- **Change your Profile Pics** on Facebook and Twitter and post a link to your fundraising page on your social media account, to reach your friends on social media who may not have received your email.

### Tuesday 4/12 - Friday 4/15

- Update your social media each day with reminder status updates (posting the link to your fundraising page each time)! Here are some ideas:
  - Have you sponsored an #ArtsForLifeNC art lesson yet today?  
#ArtsForLife25x25 <link to your fundraising page>

- Join me in making a big difference - bring creativity, discovery, and joy to kids in children's hospitals. #ArtsForLife25x25 <[link to your fundraising page](#)>
- \$25 makes a world of creativity and imagination possible for one young patient - help make it happen here <[link to your fundraising page](#)>
- Make up your own! Have fun with it.
- Send another email during the week, to remind folks about your Challenge.
- Use the images provided in the toolkit to provide a different visual each day, OR you can scroll back through our Facebook or Twitter timeline to repost a past status or tweet that you particularly like – just add your own #ArtsForLife25x25 message to it.
- Be sure to thank your donors promptly and personally!

### **Saturday 4/16 – FINAL DAY!**

- In the a.m., send one more email to your group, letting them know it's the last day to sponsor an art lesson and help you meet - *maybe exceed!*- your goal. You may want to let your fans know where you are in your goal (there's a handy-dandy "thermometer" on your fundraising page that let's you know how close you are!).
- Update your Facebook and Twitter account with the same message, like:
  - Last day! to make a big difference for a pediatric patient. \$25 is all it takes #ArtsForLife25x25 <[link to your fundraising page](#)>

Let me know if you need ANYTHING at all next week; if you have any questions or ideas. I'm here to help! and I'm rooting you on.

One last thing to remember: ***be sure to provide the link to your fundraising page every time*** you post/email about it! It'll probably take some folks a few reminders from you to take the plunge and click the link to donate - make sure they have somewhere to go when they're ready to support you!

**You're amazing.** Thank you for giving *your* all to all of our awesome kids!

Mary Margaret Fulk  
 Program Director + 25x25 Coordinator  
**[marymargaret@artsforlifenc.org](mailto:marymargaret@artsforlifenc.org)**