



# **North Texas Giving Day Social Media Toolkit**

**#PlayYourPartTWC**

**On September 23, help  
The Warren Center provide  
life-changing therapy to  
children with special needs.**

# Follow us on Social Media

You can follow The Warren Center on your favorite social media sites to stay up to date on our North Texas Giving Day #PlayYourPartTWC campaign.



Facebook: @TheWarrenCenter  
[www.facebook.com/TheWarrenCenter](http://www.facebook.com/TheWarrenCenter)



Twitter: @TheWarrenCenter  
[twitter.com/TheWarrenCenter](https://twitter.com/TheWarrenCenter)



Instagram: @TheWarrenCenter  
[www.instagram.com/thewarrencenter](http://www.instagram.com/thewarrencenter)



LinkedIn: @TheWarrenCenter  
[www.linkedin.com/company/the-warren-center](http://www.linkedin.com/company/the-warren-center)

Make sure to include [#PlayYourPartTWC](#) and [#NTxGivingDay](#) in your posts so we can like and share them. Be sure to also share our posts throughout the campaign with your friends and family.

# #PlayYourPartTWC Unselfie

Show your support for The Warren Center and share why you #PlayYourPartTWC on North Texas Giving Day with an Unselfie! An Unselfie is a creative and fun way to highlight a cause you support. Follow the steps below to learn how.

1. Print out The Warren Center Unselfie template on page 4.
2. Write why you #PlayYourPartTWC (or support the children we serve) on the template.
3. Take a photo of yourself holding your sign up.
4. Post the photo on Facebook, Twitter and Instagram and tag @TheWarrenCenter. Don't forget to also include #PlayYourPartTWC and #NTxGivingDay plus our donate page link: <https://bit.ly/2MJAN8> (or a link to your FUNdraising page).



**#PlayYourPartTWC**  
**because...**

**#PlayYourPartTWC**

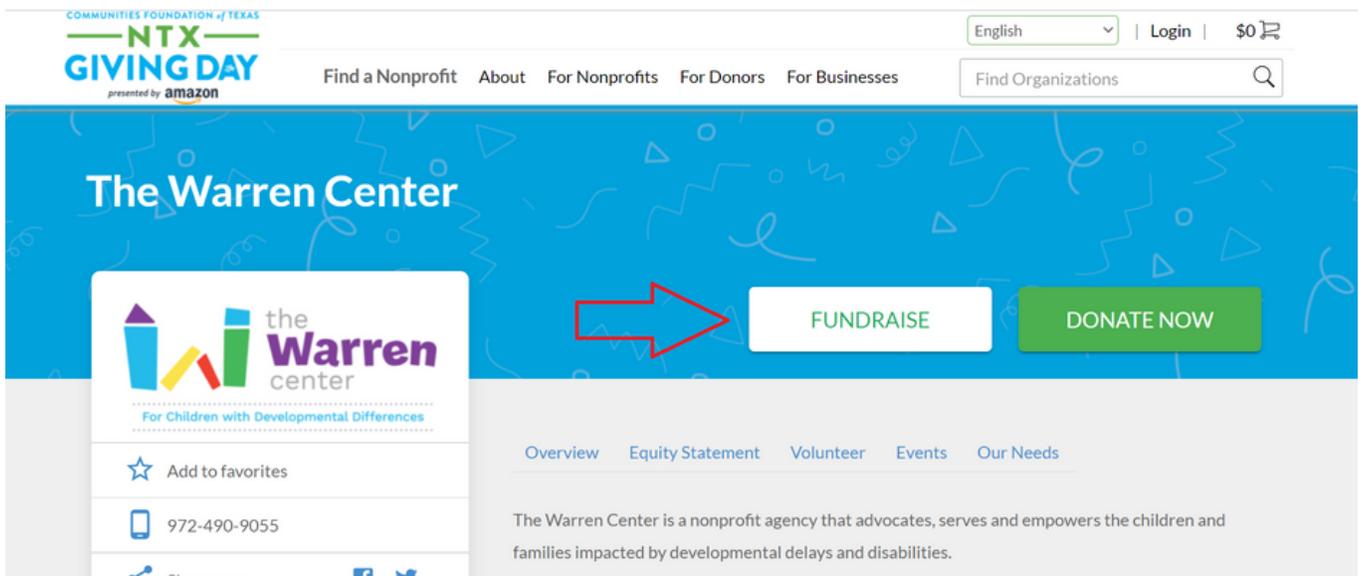


# Create a FUNdraising Page

You can raise awareness of our #PlayYourPartTWC campaign and help us provide life changing therapy on North Texas Giving Day by creating a personal FUNdraising page on behalf of The Warren Center now through September 23rd. You can also share it with everyone you know!

## Follow these simple steps:

Step 1: Visit [www.northtexasgivingday.org/thewarrencenter](http://www.northtexasgivingday.org/thewarrencenter) and click "FUNdraise" to get started.



Step 2: Use the editing tool on the left side to add your FUNdraiser title, goal and an image or video. There is an option to add a #PlayYourPartTWC graphic (see page 11 on where to find this graphic) or a link to one of the videos on The Warren Center's YouTube page. You can also share why The Warren Center is important to you under Fundraiser story (see pages 8 - 9 for sample messages).

Step 3: Click Save and Publish. You will then need to create a Neon Raise account. Once you create an account, you can edit your Fundraising page, personalize your URL and view gifts made to your page.

Step 4: Share you FUNdraising page with your friends and family! You can use your FUNdraising Page URL to share it on social media, text or email now through September 23.

For more information or tips on creating FUNdraising pages, visit <https://vimeo.com/582259870> to watch the North Texas Giving Day FUNdraising video.

# FUNdraising Page Tips and Tricks

## Key Dates:

- September 1: Early giving begins, so your page can accept donations! You can start promoting your FUNdraising page, and your network can donate to The Warren Center.
- September 23: North Texas Giving Day!

## Tips and Tricks:

1. Share your story: Share why you #PlayYourPartTWC! Why do you choose to FUNdraise for the Warren Center? How has The Warren Center impacted you? You can use the #PlayYourPartTWC Unselfie to share your story!
2. Reach out directly: Reach out to family members or close friends to help your FUNdraising page get started and build momentum.
3. Share socially: Share your page on social media, including Facebook, Instagram, Twitter, and LinkedIn. Don't forget to include the URL link to your direct FUNdraising page, and use #PlayYourPartTWC and tag us @TheWarrenCenter so we can share your post! You can find graphics here: [thewarrencenter.org/north-texas-giving-day/](http://thewarrencenter.org/north-texas-giving-day/)
4. Provide updates: Let your supporters know when you reach a milestone or hit a goal. Invite them to ask other friends and family to support your campaign.
5. Thank your supporters: Always thank supporters, so they feel appreciated. This makes them more likely to support you in the future!

TIP: You can see who has donated to your fundraiser and their email address by logging into your fundraiser profile, selecting FUNdraising Pages at the top, clicking the FUNdraising Page name and clicking Donations on the right. You will also receive an email each night letting you know the list of donors who gave to your page that day.

# Sample Messages

**Below are sample messages that you can use in your posts on Facebook and Twitter. Please include the purple link below with each message you share or add the link to your personal FUNdraising page. Feel free to personalize these sample messages, write your own or share the ones that we have provided below.**

## **Before North Texas Giving Day (Sept. 1-22):**

- In honor of #NTxGivingDay, we invite you to support The Warren Center as we advocate, serve and empower the children and families impacted by developmental delays and disabilities. #PlayYourPartTWC and make you gift early: <https://bit.ly/2MJAN8> [or a link to your FUNdraising page]
- #PlayYourPartTWC to help children receive life-changing therapy by contributing to The Warren Center during this #NTxGivingDay. Make you gift early to help us reach our goal of \$50,000: <https://bit.ly/2MJAN8> [or a link to your FUNdraising page]
- Your gift for #NTxGivingDay helps makes it possible for The Warren Center to provide the therapy services and resources children and their families need. More importantly, these children receive the hope and support they deserve. Are you ready to #PlayYourPartTWC? <https://bit.ly/2MJAN8> [or a link to your FUNdraising page]
- Thanks to the support of our community, The Warren Center helps children with developmental delays and disabilities reach their full potential. Make your gift early for #NTxGivingDay and #PlayYourPartTWC in helping children meet their goals: <https://bit.ly/2MJAN8> [or a link to your FUNdraising page]

# Sample Messages

## On North Texas Giving Day (September 23):

- #PlayYourPartTWC on #NTxGivingDay to make life-changing therapy services a reality for children with special needs. You can make a difference. Donate now: <https://bit.ly/2MJAN8> [or a link to your FUNdraising page]
- We're so close! Help The Warren Center reach our goal of raising \$50,000 to change the lives of children who need it most. With your donation on #NTxGivingDay, together we can help children reach their full potential. Donate today to #PlayYourPartTWC: <https://bit.ly/2MJAN8> [or a link to your FUNdraising page]
- Your generous support makes it possible for us to continue our mission of serving children and families impacted by developmental delays and disabilities. Every piece counts. To #PlayYourPartTWC this North Texas Giving Day, donate now: <https://bit.ly/2MJAN8> #NTxGivingDay [or a link to your FUNdraising page]
- It is The Warren Center's goal not to turn away a child due to lack of insurance or an inability to pay. This North Texas Giving Day, we count on you to advocate and empower children with developmental differences. #PlayYourPartTWC by donating today: <https://bit.ly/2MJAN8> [or a link to your FUNdraising page]

## Below is a sample message that you can use on LinkedIn.

This #NTxGivingDay, I am honored to make a difference in a child's life by supporting The Warren Center, a nonprofit agency that champions for children with special needs. As a [volunteer, supporter, board member, committee member], I am stunned by the generous and life-changing impact their therapy services have on children and their families. Today, our goal is to raise \$50,000 for the children in need of help. By offering support, we can all play our part to advocate and provide resources for children with developmental differences and delays. The need for support is great, but our hearts are greater. #PlayYourPartTWC and give today: <https://bit.ly/2MJAN8> [or a link to your FUNdraising page]

# Email Template

**Feel free to personalize this sample email, write your own or share the one that we have provided below.**

Hi [First Name],

I hope this finds you well. I'm reaching out about The Warren Center, an organization that is close to my heart, and ask that you help support their mission in any way you can. The Warren Center is a nonprofit organization that are our local champions for children with special needs. With the collective help from me, you and our community, we can truly make a difference in a child's life.

As a [volunteer, supporter, board member, committee member], I am stunned by the generous and life-changing impact their therapy services have on children and their families. Many of the families in North Texas are not able to afford the costs associated with supporting a child with special needs. It is The Warren Center's goal not to turn away a child due to lack of insurance or an inability to pay. I ask you to join me in helping these families.

This year, The Warren Center is participating in North Texas Giving Day, an online giving event for people in North Texas to come together and raise funds to support the mission of local nonprofits. For The Warren Center, every donation of \$25 helps provide an hour of life-changing therapy. For these children, every gift counts.

The Warren Center's goal is to raise \$50,000 to provide therapy services for children in our community. By offering support, we can all play our part to advocate and provide resources for children with developmental differences and delays. The need for support is great, but our hearts are greater.

North Texas Giving Day officially occurs this September 23, 2021. You can begin giving to The Warren Center's #PlayYourPartTWC campaign early starting September 1, 2021 here: <https://bit.ly/2MJAN8> [or a link to your FUNdraising page]

Thank you in advance for your generosity. Every child and family we serve thanks you as well.

Sincerely,  
[Your name]

# Graphics and Frames

**Graphics:** We have created graphics that you can share along with the sample messages on social media. These graphics will be available to download at [thewarrencenter.org/north-texas-giving-day/](http://thewarrencenter.org/north-texas-giving-day/).

**Frames:** You can also add the #PlayYourPartTWC frame to your Facebook profile picture for North Texas Giving Day. This frame is available now. Follow the steps below to learn how to add The Warren Center frame:

- Go to [www.facebook.com/profilepicframes](http://www.facebook.com/profilepicframes)
- Search "The Warren Center"
- Select The Warren Center's "North Texas Giving Day - The Warren Center 2021" frame from the menu
- Click "Use as Profile Picture" to save
- Or click the picture below to add directly to your profile image

