



#giveABLE2019 Social Media Kit

A.B.L.E. - Artists Breaking Limits & Expectations is kicking off the holiday season on #GivingTuesday with a monthlong crowdfunding campaign to support the creation of theatre and film projects for individuals with Down syndrome and other developmental differences. The campaign, #giveABLE2019 will **launch at the stroke of midnight on #GivingTuesday December 3rd, and end on December 31st at 11:59pm with a minimum goal of \$15,000 to offset expenses for our teen and adult ensembles' spring productions.**

We need your help to make this campaign a success! This packet includes social media tips as well as sample e-mails and social media posts you can use to mobilize your networks on Giving Tuesday and beyond!

*If you would like our formal **press release** about this campaign, or if you would like additional guidance from A.B.L.E.'s **Practice Guidelines for Preferred Language** or **Social Media Policy**, these are available upon request.*

Important Links

Campaign Page:	bit.ly/giveable2019
Website & Blog:	www.ableensemble.com
Facebook:	www.facebook.com/ableensemble
Instagram:	@ABLEensemble
YouTube:	bit.ly/abletube
Hashtags:	#giveABLE2019 #ableensemble #everyoneisABLE

Donations via Check

Of course, A.B.L.E. is happy to accept contributions by check from those who do not wish to process a donation online. Checks should be made out to **A.B.L.E.** and can be mailed to:

A.B.L.E. - Artists Breaking Limits & Expectations
% Katie Yohe
2139 N. Hudson Ave #2
Chicago IL 60614



Social Media Tips

- **Tip #1:** Share the story of why A.B.L.E. matters to you and why you are passionate about our mission. **People respond better to someone's personal experience than a generic ask.** Pull at their heartstrings and show why this is a cause worth caring about! Some ideas for things to include:
 - How/when did you first hear about A.B.L.E.?
 - Why did you decide to get involved with A.B.L.E.?
 - Why do you continue to support A.B.L.E.?
 - What's your favorite thing about the A.B.L.E.?
 - What is one thing you wish others knew about the A.B.L.E.?
- **Tip #2:** Put your money where your mouth is! **If you are already planning on donating to A.B.L.E. during #giveABLE2019, consider setting some of that money aside to motivate your network to take part in the fun.** Offer to donate \$5 for every share one of your social media posts gets - or for every new donor that makes a donation! Get creative!
- **Tip #3** When A.B.L.E. posts something on social media, it is only seen by those who already follow us. **You can help our posts go the extra mile by liking, commenting, or sharing.** It's a quick and easy way to make sure more people are seeing those messages and learning how they can support our mission.
- **Tip #4:** Collaborate with each other! **Interacting with other actors, A.B.L.E. supporters and participants on social media can be a great way to spark conversation** that also promotes our cause #giveABLE2019!
- **Tip #5:** Don't forget to use #hashtags in your posts! **Hashtags are a great way to be a part of the conversation and help more people see our content.** Our hashtags for this event are **#giveABLE2019** and **#ableensemble**. You can also use other hashtags like **#downsyndrome** or **#extrachromosomeextraawesome** that help draw attention to the wider community with developmental differences.



Sample Emails

E-Mail Subject Lines (choose your favorite):

- ***A.B.L.E. needs your support for #giveABLE2019***
- ***Help A.B.L.E. make theatre & film for people like [INSERT ACTOR'S NAME]***
- ***A.B.L.E. is important to me. Can you help?***
- ***Give a little. Give a lot. Give what you are A.B.L.E.***

Sample E-Mail #1 (to send on Giving Tuesday):

[Salutation],

I need your help! As you may know, I am involved with A.B.L.E - Artists Breaking Limits & Expectations. They are a non-profit organization that creates theatre and film projects for, with, and by individuals with Down syndrome and other developmental differences. Today, A.B.L.E is launching a crowdfunding campaign at bit.ly/giveable2019. They hope to raise \$15,000 to offset the cost of rehearsal and performance space this season. A donation of \$35 can cover 1 hour of rehearsal time.

A.B.L.E. is important to me because **[your story: How long have you been involved with A.B.L.E.? How has it impacted you/your family?]**

Please join me in helping A.B.L.E. by visiting their fundraising page bit.ly/giveable2019. Any amount makes a difference and contributions are tax deductible. The campaign will run until midnight on December 31st. If you can't donate, I hope you'll consider sharing the page with your friends and family on social media to help get the word out about A.B.L.E.

If you'd like to learn more about A.B.L.E. please visit their website: www.ableensemble.com You can also follow them on [Facebook](#) and [Instagram](#) to see more of the great work they do.

Here is the fundraiser link one more time: bit.ly/giveable2019

Give a little. Give a lot. Give what you are A.B.L.E.

Thanks in advance for your support,
[your name]



Sample E-Mail #2 (to send after Giving Tuesday):

[Salutation],

You might know I am involved with A.B.L.E. - Artists Breaking Limits & Expectations - a nonprofit in Chicago that creates theatre and film projects for, with, and by individuals with Down syndrome and other developmental differences. A.B.L.E. is currently running a [crowdfunding campaign](#) to cover the costs of renting rehearsal space, which accounts for about 30% of their programming budget. They have already raised **[\$ amount raised]** and still have **[# days remaining]** left to reach their fundraising goal.

[Recommended Personal Story: How long have you been involved with A.B.L.E.? How has it impacted you/your family?]

Here is how you can help:

1. Donate! Every \$35 donated will cover one hour of rehearsal!
2. Spread the word! Follow A.B.L.E. on [Facebook](#) and [Instagram](#) and share their fundraising posts! #giveABLE2019

If you'd like to learn more about A.B.L.E. please visit their website: www.ableensemble.com

Any dollar or time you give is greatly appreciated!

Here is the campaign link one more time: <http://bit.ly/giveable2019>

Give a little. Give a lot. Give what you are A.B.L.E.

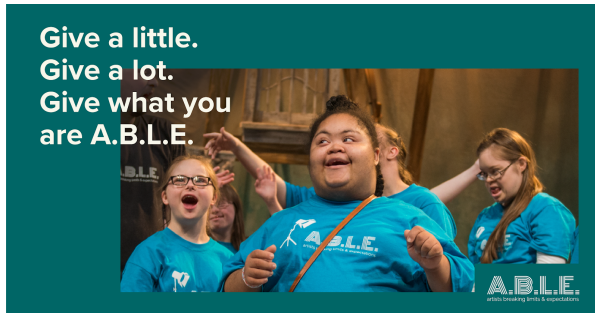
Thanks so much,

[your name]

Social Photos

We have created a range of photos you can download and share across various social media platforms. You can [click here to view all of our Social Sharing content](#). Or, you can click the links below to see the images for your favorite platform, and download them for use on your accounts:

Facebook Cover Photos



Twitter



Instagram Feed



Instagram Stories





Sample Social Media Posts

Before Giving Tuesday

- Have you liked **@ABLE ensemble** on Facebook yet? If you haven't you're missing out! With #GivingTuesday right around the corner you'll want to check out their page to see the impact supporters will have on the community with Down syndrome and other developmental differences. #giveABLE2019
- Still don't know which organizations to support on #GivingTuesday? Check out **@ABLE Ensemble** to see all of the incredible work they do with individuals with Down syndrome and other developmental differences. On December 3rd, show a little love for their Crowdrise campaign #giveABLE2019
- Save the date! December 3rd is #GivingTuesday and I can't wait to support **@ABLE Ensemble** and all of the great work they do. Will you join me? #giveABLE2019

On Giving Tuesday

- It's #GivingTuesday and **@ABLE Ensemble's** campaign #giveABLE2019 launches TODAY. A.B.L.E. is important to me because **[insert a sentence about how you are connected to A.B.L.E.]** This year, they hope to raise \$15,000 to offset the cost of renting rehearsal and performance spaces. It costs \$35/hour just to use the space. Now through 11:59pm on December 31st, they are accepting donations of any amount. We'd love your help! Please click on the link below to make a difference **bit.ly/giveable2019**
- A.B.L.E. is so excited for the launch of #giveABLE2019 today! You can support the campaign by visiting **bit.ly/giveable2019**

During the Campaign

- Friends, will you join me in supporting **@ABLE Ensemble's** campaign #giveABLE2019? Every dollar makes a difference as they work to build creative and social outlets for individuals with developmental differences. Help out at **bit.ly/giveable2019**
- Give a little. Give a lot. Give what you are A.B.L.E. **bit.ly/giveable2019**
- A.B.L.E.'s Crowdrise is still going strong! You can support the campaign by visiting **bit.ly/giveable2019**
- Wow! ABLE has already raised **[X AMOUNT]** during #giveABLE2019! Thanks to my family and friends who have contributed so far. There are still **[X Amount]** of days left to get involved! These funds will allow them to rent rehearsal studios so they can continue offering theatre workshops and programming for individuals with Down syndrome and other developmental differences. The campaign is open until 11:59PM on December 31st. Every contribution makes a difference! **bit.ly/giveable2019**

And of course, you can always share A.B.L.E.'s posts on your feed!



Talking Points

If you'd like to write your own posts or e-mails, here are some important points to include:

- The link to the campaign page **<http://bit.ly/giveable2019>**
- Why A.B.L.E. is important to you
- Donations will be accepted from **December 3rd through 11:59pm on December 31st**
- All donations are tax deductible to the fullest extent allowed by law
- Our campaign slogan: **Give a little. Give a lot. Give what you are A.B.L.E.**
- Our campaign hashtag: **#giveABLE2019**
- A.B.L.E.'s goal with this campaign is to raise a minimum of **\$15,000 to cover the ensembles spring productions.**
- Rental fees for rehearsal studios cost an average of **\$35/hour**
- If we raise more than \$15,000, additional funds raised will help allow the program to offer specialty workshops, guest artist classes, and professional development sessions.
- A.B.L.E.'s mission is to provide performing arts opportunities through which individuals with Down syndrome and other developmental differences develop the confidence and skills to share who they are and all they are A.B.L.E. to do.

Questions?

Thank you for your help in making #giveABLE2019 a success. If you have any questions or concerns about the campaign, ideas for matching sponsors, or any other comments, please contact

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