



Children's TherAplay
The Children's TherAplay Foundation, Inc.

Giddy Up and Grow Capital Campaign Fundraising Tool Kit

Sample Social Media Post

"Children's TherAplay has made a difference in my life by [insert your reason here]. They are currently undergoing a major capital project to expand and renovate their facilities to better serve more children with special needs. Please consider donating to the campaign here: <https://secure.qgiv.com/event/capcampaignhub/>. Your gift makes a difference, especially for families like mine"

Social Media Tips:

- Include a photo with your post to boost engagement!
- Post in the evening—this is a proven time for social media activity
- Keep it short and sweet, but make it personal. You never know who you might resonate with.

Sample Email For Friends & Family

Dear [insert name],

Since 2001, The Children's TherAplay Foundation has changed the lives of countless children with special needs through physical and occupational therapies on horseback. I have seen firsthand the effects of these treatments, and am enthusiastic about the potential TherAplay has to impact even more families in the future. [Insert 2-3 sentences about your own TherAplay experience].

In the last five years, the number of therapy treatments TherAplay provides has nearly doubled. TherAplay is embarking on a multi-million dollar capital project to expand and renovate their facilities in order to continue keep up with the growth and continue best serving kiddos with special needs. We are just under \$800,000 away from fully funding the project, and need your help.

Please consider donating to the Giddy Up & Grow Capital Campaign. You may make a secure, tax-deductable donation here: <https://secure.qgiv.com/event/capcampaignhub/>



Children's TherAplay
The Children's TherAplay Foundation, Inc.

Thank you in advance. Your gift impacts the lives of so many, including [name of someone you know affected by TherAplay].

[Your Name]

Email Tips:

- Include a photo if applicable
- Try to send personalized emails rather than bulk emails
- If someone donates, promptly thank!