



**AUG 7-8**

 **columbia ABILITY ALLIANCE**

**GIVING BLITZ**

**IGNITE CHANGE, MAXIMIZE IMPACT.**



**GIVING BLITZ TOOLKIT**



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Columbia Ability Alliance is embarking on a mission to raise \$50,000 in just 48 hours! Starting at 12:01 am on Wednesday, August 7th, our Giving Blitz will be a dynamic, community-wide effort filled with excitement and generosity. We are rallying our community to raise funds for employment services, social enrichment activities and vocational culinary training for individuals with disabilities and life barriers. We can't do it alone; supporters and ambassadors like you are key to igniting change and maximizing our impact! We invite you to join us in making a real difference for those who need it most.

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# ESSENTIAL INFORMATION



## REFERENCE THIS ESSENTIAL INFORMATION THROUGHOUT THE GIVING BLITZ CAMPAIGN.

### Giving Blitz 2024

A Giving Blitz is an all-out 48-hour push to raise critical philanthropic dollars for a worthy cause (in this case, life-enriching programs for individuals with disabilities and barriers). The clock starts ticking at 12:01 am on Wednesday, August 7, and it's game on after that! Our message will be broadcast loudly and intensely across the Tri-Cities, rallying the community to support and help sustain our impactful initiatives.

### Giving Blitz Webpage

[columbiaabilityalliance.com/giving-blitz](http://columbiaabilityalliance.com/giving-blitz)

### Giving Blitz Social Media Headquarters

We are your primary resource for the Giving Blitz's social media activity! We encourage you to directly copy or draw from this toolkit's sample posts and emails. Follow us now and get ready to share! Download social media graphics at [columbiaabilityalliance.com/giving-blitz/toolkit/](http://columbiaabilityalliance.com/giving-blitz/toolkit/).

**[Facebook.com/columbiaabilityalliance](https://www.facebook.com/columbiaabilityalliance) | [Instagram.com/columbiaabilityalliance](https://www.instagram.com/columbiaabilityalliance)**

**[Linkedin.com/company/columbiaabilityalliance](https://www.linkedin.com/company/columbiaabilityalliance)**

### Giving Blitz Hashtag

#### #CAAGivingBlitz

If you're personalizing your messages, be sure to include the #CAAGivingBlitz hashtag.

### Text-to-Give

Making a donation to the Giving Blitz is super easy! Supporters can donate through the main website or by texting **BLITZ** to **44834**.

### Ambassador Crowdfunding Link: [https://onecau.se/\\_5rmhp1](https://onecau.se/_5rmhp1)

You can create and manage your own personal fundraising page to send to your network at the link above by clicking "Become a Fundraiser." Your link can be included in all your communications, and your network can donate directly to your link for easy tracking. More info can be found on page 13.

### Questions?

If you have questions about our Giving Blitz, please contact our Philanthropy Officer at [chasew@ourcaa.com](mailto:chasew@ourcaa.com).



# FREQUENTLY ASKED BLITZ QUESTIONS



## **What is the Giving Blitz?**

The Giving Blitz is a new 48-hour fundraising blitz event to support Columbia Ability Alliance. We aim to mobilize our community to raise \$50,000 to help fund our diverse mission programs. The event begins at 12:01 am on Wednesday, August 7, and ends at 11:59 pm on Thursday, August 8.

## **What do donations go towards?**

Gifts made during the Giving Blitz support Columbia Ability Alliance's mission of empowering individuals with unique abilities and life barriers as they achieve independence and personal success. Donors can direct where their donations go – you can choose to support any of our listed programs or projects specifically, or put it towards the area of greatest need.

## **What are challenges and how do they work?**

By partnering with generous community sponsors, we have the potential to garner extra support for our nonprofit programs. We have a slate of nine partners lined up, ready to give big, but only if our community helps us "unlock" these gifts by meeting their specific donation goals.

## **Is there a minimum gift?**

Short answer, no! Ever heard of the ripple effect? The ripple effect underscores the idea that every donation, no matter the size, has the potential to create a ripple of positive change that extends beyond the initial act of giving. Every gift matters, so encourage your networks to give at a level that resonates with them.

## **Is a Giving Blitz contribution tax-deductible?**

The deductibility of any contribution for tax purposes is limited to the amount that exceeds the value of any goods and services donors are entitled to receive in return. Donors will not be receiving any goods or services in exchange for their donations. Please consult with a financial advisor if you have any questions. Donors will automatically receive an emailed receipt.

## **Do donors have to donate online, or can they contribute in another way?**

Please direct your networks to contact our Philanthropy Department, and we would be happy to assist them with an offline donation.

Chase Wharton, Philanthropy Officer: [chasew@ourcaa.com](mailto:chasew@ourcaa.com) or (509) 430-5987



# QUESTIONS YOU MAY BE ASKED



## **What does Columbia Ability Alliance do?**

Columbia Ability Alliance is a 501(c)(3) nonprofit organization dedicated to supporting and empowering individuals with unique abilities and life barriers as they achieve independence and personal success. They provide life-enriching services that promote diversity and inclusion for all abilities, with a vision of creating a more accessible and equitable community.

Columbia Ability Alliance provides a variety of employment services, specialized job and life skills training, career opportunities, a social enrichment center, and connection to vital community resources. The agency has proudly been serving the Tri-Cities community for over 60 years.

## **Who does Columbia Ability Alliance serve?**

Columbia Ability Alliance is a leading provider of services that support individuals with developmental or physical disabilities. The agency also serves individuals experiencing mental health diagnoses, individuals with unstable housing situations, men and women reentering society post-incarceration, individuals overcoming addiction, and those escaping domestic violence. By addressing these unique barriers, they aim to provide a pathway to stability, self-sufficiency, and a brighter future for all served.

## **Besides making a financial contribution, are there other ways to get involved with Columbia Ability Alliance and the Giving Blitz?**

Yes! Other ways to get involved:

- You can create a personalized donation link to share with your networks, encouraging others to support. Put your name on it and set a goal. More info is on page 13.
- Share, comment, and like CAA's social media content between July 15th and August 9th. This helps build awareness of the fundraiser, increasing the potential for success.
- Join Columbia Ability Alliance in person during the Giving Blitz!
  - Wednesday, August 8: 4-8pm @ Round Table Pizza Leslie Road, Richland
    - Pizza specials and fun! 20% of proceeds will be donated to the Giving Blitz
  - Thursday, August 9: 5-9pm @ The HUB of Kennewick
    - Celebrate with food, music, interaction with clients, sponsors, and all those that supported!



# SOCIAL MEDIA TIMELINE

This calendar outlines CAA's social media communications leading up to and during the Giving Blitz. Please use it as a reference to help guide your own communications calendar. Any and all interaction with our social channels is welcomed and encouraged!

Please make sure to follow us @ColumbiaAbilityAlliance on Facebook, Instagram and LinkedIn as applicable. Use the hashtag #CAAGivingBlitz in any posts and make sure to tag us!

## July 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15 <b>CAA Socials:</b> Blitz Teaser Reel <b>Partners:</b> Like /share/ comment as you see fit	16	17 <b>CAA Socials:</b> Giving Blitz launch <b>Partners:</b> Like /share/ comment as you see fit	18 <b>CAA Socials:</b> Sponsor Shoutout - HMIS <b>Partners:</b> Share your sponsor post and add your reason for supporting the Blitz	19 <b>CAA Socials:</b> Sponsor Shoutout - Eric & Laurie Martuscelli <b>Partners:</b> Share your sponsor post and add your reason for supporting the Blitz	20 <b>CAA Socials:</b> 3 Ways to Be Involved <b>Partners:</b> Like /share/ comment as you see fit
21	22 <b>CAA Socials:</b> Sponsor Shoutout - HAPO <b>Partners:</b> Share your sponsor post and add your reason for supporting the Blitz	23 <b>CAA Socials:</b> Become an Ambassador <b>Partners:</b> Like /share/ comment as you see fit	24 <b>CAA Socials:</b> Sponsor Shoutout - CPCCo <b>Partners:</b> Share your sponsor post and add your reason for supporting the Blitz	25 <b>CAA Socials:</b> Client Testimonial Video <b>Partners:</b> Like /share/ comment as you see fit	26 <b>CAA Socials:</b> Sponsor Shoutout - HighStreet Insurance <b>Partners:</b> Share your sponsor post and add your reason for supporting the	27 <b>CAA Socials:</b> Dust Devils Inclusion Night Promotion
28	29 <b>CAA Socials:</b> Sponsor Shoutout - Peterson Hastings <b>Partners:</b> Share your sponsor post and add your reason for supporting the Blitz	30 <b>CAA Socials:</b> Sponsor Shoutout - Marsh McLennan <b>Partners:</b> Share your sponsor post and add your reason for supporting the Blitz	31 <b>CAA Socials:</b> One Week Away! <b>Partners:</b> Like /share/ comment as you see fit	01	02	03

## August 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	01 <b>CAA Socials:</b> Sponsor Shoutout - 360 Automotive <b>Partners:</b> Share your sponsor post and add your reason for supporting the Blitz	02 <b>CAA Socials:</b> Any donation helps / How to setup a fundraising link <b>Partners:</b> Like /share/ comment as you see fit	03 <b>CAA Socials:</b> Client Testimonial Video <b>Partners:</b> Like /share/ comment as you see fit
04 <b>CAA Socials:</b> Blitz on-site events	05 <b>CAA Socials:</b> Dust Devils Inclusion Night Promotion + Blitz reminder <b>Partners:</b> Like /share/ comment as you see fit	06 <b>CAA Socials:</b> Blitz kicks off tomorrow + on-site events <b>Partners:</b> Like /share/ comment as you see fit	07 <b>CAA Socials:</b> Content all day - updates, FB livestreams, sponsor shares <b>Partners:</b> Like /share/ comment as you see fit	08 <b>CAA Socials:</b> Content all day - updates, FB livestreams, sponsor shares <b>Partners:</b> Like /share/ comment as you see fit	09 <b>CAA Socials:</b> Final update, thank you message, sponsor thanks <b>Partners:</b> Like /share/ comment as you see fit	10
11	12	13	14	15	16	17

# SOCIAL MEDIA GUIDANCE



## Social Accounts

Follow Columbia Ability Alliance on Facebook, Instagram and LinkedIn (@columbiaabilityalliance)

## Hashtag and best practices

*The main hashtag is #CAAGivingBlitz.*

- Please use #CAAGivingBlitz in all social media posts related to the Giving Blitz.
- Hashtags allow people to search for related content and connect with others. They also allow the team to pull related posts for reporting.
- Don't put spaces within the hashtags. Capitalize the hashtags as shown above for readability.
- When posting to Instagram, change the link in your profile to direct users to the Giving Blitz project you would like to promote and add **\*\*Link in bio\*\*** to the posts.

## Posting Schedule

A detailed calendar of CAA's scheduled social media posts leading up to and during the Blitz can be found on the preceding page. Below are other ideas and ways you can promote the Blitz on your personal or business social accounts.

## July 15-31

- Announce that our Giving Blitz is happening August 7-8. You can use the sample pre-event, one-week reminder social media posts provided in this toolkit, create your own social media post using the sample posts as a guide, or share CAA's posts from our social accounts.
- Email your networks using the sample email messages we've provided as a guide. Ask them to join you in making a gift to our upcoming Columbia Ability Alliance Giving Blitz.
- Re-share Giving Blitz content from CAA's social pages.
- Download the social media Giving Blitz graphics at [columbiaabilityalliance.com/giving-blitz/toolkit](https://columbiaabilityalliance.com/giving-blitz/toolkit), and change your Facebook, Instagram, and LinkedIn profile pictures and your cover photos.
- Using the pre-event post samples as a guide, make a post or two letting your followers know about our Giving Blitz on August 7-8.



# SOCIAL MEDIA GUIDANCE



## August 1-6

- Share your personal or organization's reason behind your sponsorship and involvement with the Giving Blitz. Why does the Columbia Ability Alliance mission matter to **you**?
- Make another post reminding your network to get ready to Blitz!
- Invite your network to attend the Giving Blitz's on-site celebrations on August 7 and 8.

## August 7-8: Giving Blitz!

- Post on social media throughout the day, using the #CAAGivingBlitz hashtag and our sample day-of-event social media posts as a guide. For example, you can copy and paste from our samples, or you can post your own Columbia Ability Alliance giving story on Facebook, post a selfie on Instagram using #CAAGivingBlitz, etc. Don't forget to share social media posts from @columbiaabilityalliance social media accounts.
- Tag your friends, and encourage them to make a gift during our Giving Blitz. If you know someone who made a gift to our Giving Blitz, you can thank them on social media!

## August 9

Thank your followers for participating. You can use the post-event social media samples verbatim or as guides. We couldn't have done it without them!





# SOCIAL MEDIA POSTS



## Facebook and Instagram: Sample Posts

**Be sure to include the donation link: [columbiaabilityalliance.com/giving-blitz](https://columbiaabilityalliance.com/giving-blitz) or your own personal donation page link if you are crowdfunding on behalf of CAA.**

### PRE-EVENT SAMPLES

The first ever Giving Blitz supporting Columbia Ability Alliance kicks off on August 7-8! Join me in making a donation to support critical services for individuals with disabilities and life barriers, like job coaching and job placement, social enrichment and vocational culinary training. Together, we can ignite change and maximize our impact! #CAAGivingBlitz

The countdown is on! We're just a few days away from the Giving Blitz. Starting August 7, join us for 48 hours of impact and help Columbia Ability Alliance raise \$50,000 to help individuals with disabilities achieve independence and personal success. Get ready to give, share, and inspire! #CAAGivingBlitz

### DURING THE GIVING BLITZ SAMPLES

Today kicks off the Columbia Ability Alliance Giving Blitz! Will you join me in making a donation to support individuals with disabilities and barriers? When we come together, our impact is amplified. Every gift, large or small, helps unlock additional funds from generous sponsors. Make your gift and become an ally today! #CAAGivingBlitz

Did you know that your donation during the Columbia Ability Alliance Giving Blitz helps provide job placement, socialization opportunities and vocational food service training for individuals with disabilities and barriers? Your contribution today can change lives. Let's make every hour count! Donate and share now. #CAAGivingBlitz

Join me in a movement to create a more inclusive community by making a donation during the Columbia Ability Alliance Giving Blitz, happening now! Our community can rally together to maximize impact by making a donation and unlocking larger sponsorships - every gift counts! #CAAGivingBlitz

### POST-EVENT SAMPLE

Thank you for igniting change during the first ever Columbia Ability Alliance Giving Blitz! Our passionate community came together to support programs for individuals with disabilities and barriers like never before! See the full impact by visiting [columbiaabilityalliance.com/giving-blitz](https://columbiaabilityalliance.com/giving-blitz). Thank you so much for being an ally! #CAAGivingBlitz



# SAMPLE EMAILS



**July 31**

**Subject Line: Columbia Ability Alliance's Giving Blitz is August 7-8!**

Dear \_\_\_\_\_ ,

Ignite Change. Maximize Impact.

The 2024 Giving Blitz is a time for the Tri-Cities to come together to help support Columbia Ability Alliance, a local non-profit that supports and empowers individuals with disabilities and other life barriers. Gifts of every size enable Columbia Ability Alliance to play its part in creating a better community for us all.

We are playing our part by being a catalyst in this movement and connecting our network to a mission that is changing lives in our community. Please consider making a donation on August 7-8 to help Columbia Ability Alliance reach their goal of \$50,000 raised to support their enriching programs. When we all come together to Blitz, we become Allies for individuals with unique abilities and life barriers.

More Giving Blitz information can be found at [columbiaabilityalliance.com/giving-blitz](https://columbiaabilityalliance.com/giving-blitz).

Let's do this! #CAAGivingBlitz

# SAMPLE EMAILS



**August 7**

**Subject Line: Today is Columbia Ability Alliance's Giving Blitz!**

Dear \_\_\_\_\_ ,

Today is the start of Columbia Ability Alliance's Giving Blitz! Please join us - and so many others - in supporting Columbia Ability Alliance by making a charitable donation today or tomorrow. Visit [columbiaabilityalliance.com/giving-blitz](https://columbiaabilityalliance.com/giving-blitz) to learn more and make a donation that's meaningful to you.

Review the different sponsor challenges to see how your single contribution can be amplified! No matter the size of your gift, you are truly making a difference in the lives of individuals with disabilities and life barriers.

We invite you to join us on social media @columbiaabilityalliance to stay up-to-date on the Giving Blitz, sponsor challenges, and more! #CAAGivingBlitz

Ignite Change. Maximize Impact.

**August 8**

**Subject Line: Let's Blitz On!**

Dear \_\_\_\_\_ ,

Columbia Ability Alliance is still blitzing, and we are too! Thanks to your support they have raised [check event homepage for total] so far and we are [update on your sponsor challenge].

Visit [columbiaabilityalliance.com/giving-blitz](https://columbiaabilityalliance.com/giving-blitz) to learn more and make a donation that's meaningful to you.

When we rally together to ignite change, our impact is amplified. Join me today by making a charitable donation today.



# SAMPLE EMAILS



**August 9**

**Subject Line: Thank You!**

Dear \_\_\_\_\_ ,

Thank you for making the first ever Giving Blitz a huge success for Columbia Ability Alliance! Their mission of supporting and empowering individuals with disabilities and barriers means a lot to me, and it means even more to see our community come together in a big way to raise funds to support employment services, social enrichment and vocational culinary training for these deserving individuals.

See the full impact by visiting [columbiaabilityalliance.com/giving-blitz](https://columbiaabilityalliance.com/giving-blitz). Forgot to make a gift? There is still time! Click the link above, and thank you so much for being an ally!

# AMBASSADOR CROWDFUNDING



## What is Ambassador Crowdfunding?

We need ambassadors like YOU to really maximize our reach with the Giving Blitz. It's easy to directly fundraise on behalf of Columbia Ability Alliance - all it takes is a few clicks to sign up! There is no obligation to create a personal fundraising page, but if you have any questions about participating, please reach out to our Philanthropy team.

1

Navigate to our event page: [https://onecau.se/\\_5rmhp1](https://onecau.se/_5rmhp1) or scan the QR code with your phone.

2

Click "Become a Fundraiser"

3

Input phone number or email address, then follow steps to verify

4

Personalize your page: Add a photo and a message about why you are raising funds for Columbia Ability Alliance

5

Add a personal fundraising goal

6

Click "Create My Page" and start sharing your link!



You'll receive a confirmation text or email, depending on which method you used to sign up, that includes your personal page's link. Use this link to share across your networks to raise funds. You can come back to your personal page any time to edit your information or view your stats!



# RESOURCES



## EVENT WEBSITE

[columbiaabilityalliance.com/giving-blitz/](https://columbiaabilityalliance.com/giving-blitz/)

## GRAPHICS / LOGOS

[columbiaabilityalliance.com/giving-blitz/toolkit/](https://columbiaabilityalliance.com/giving-blitz/toolkit/)

## AMBASSADOR CROWDFUNDING

[columbiaabilityalliance.com/giving-blitz/ambassadors/](https://columbiaabilityalliance.com/giving-blitz/ambassadors/)



**AUG 7-8**



**columbia ABILITY ALLIANCE**

**GIVING BLITZ**

**IGNITE CHANGE, MAXIMIZE IMPACT.**

**Thank you for being an ally.**

**Questions? Contact Chase Wharton**

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