

#raiseyourhand

Media Kit

What Is The #RaiseYourHand Campaign?

#RaiseYourHand is an all-hands on deck appeal to the community to help support Community Living Central York during the COVID-19 pandemic.

Community Living Central York frontline staff are working non-stop to ensure the wellbeing of those with developmental disabilities, and with your community donations, they can ensure the delivery of healthy meals, PPE supplies, and art supplies.

CAMPAIGN WEBSITE

<https://clcy.ca/raise-your-hand/>

What are we trying to achieve?

The main goal of the **#RaiseYourHand** campaign is to get Community Living Central York's message out in front of as many people as possible.

The secondary goal of the **#RaiseYourHand** campaign is to receive monetary donations via Canada Helps and TEXT to donate -- which will improve the lives of those with developmental disabilities.

How can I get in touch?

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Ways You Can Help

1 Monetary Donations

We are always open to receiving donations to help our members. We are currently looking for donations of **\$50, \$75, and \$100**. With these donations, you can:

- Provide a member of your community with the gift of connection through arts and activities.
- Be the reason a member of your community has a healthy meal delivered safely — right to their door.
- Help equip the CLCY team with the PPE supplies they require to support each individual they work tirelessly to serve.



<https://www.canadahelps.org/en/charities/id/24323/>



TEXT: HAPPY to 20222 to donate

2 Tell Your Friends

Conversation Starter #1:

Did you know that Community Living Central York has to source and provide PPE supplies for all of their staff each day? As a charity, the cost of these supplies has huge implications.

Conversation Starter #2:

The pandemic has been isolating for many people. Have you considered how those with developmental disabilities have been impacted by COVID-19?

Conversation Starter #3:

How do you think those with developmental disabilities are staying hopeful, connected, and nourished as Community Living Central York had to close their building to the public?



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3 Social Posts & Sharing

VISUALS TO USE:



DOWNLOAD THIS IMAGE 



DOWNLOAD THIS IMAGE 



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CAPTION:

Community Living Central York needs YOUR help to ensure those with developmental disabilities remain safe, healthy, and thriving in the year ahead. Your generous donations go a long way, and this winter, you have the power to give the gift of HOPE.

Will you #RaiseYourHand to support CLCY? Donate today!

TAGGING:

@communitylivingcentralyork



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4 Send An Email To Your Network

SUBJECT LINE:

Will You #RaiseYourHand For Community Living Central York?

CONTENT:

Hello **Name**,

Community Living Central York needs your help in getting the word out about their mission to improve the lives of those with developmental disabilities.

I hope you'll join me in supporting both their team, who are in need of immediate PPE supplies, and their members, who are currently living in isolation from their community.

Will you #RaiseYourHand to help Community Living Central York?

How You Can Help:

1. Visit clcy.ca and contribute financial support for the campaign
2. Follow @CommunityLivingCentralYork on social media
3. Tag a friend (or ten) in one of our posts
4. Share a #RaiseYourHand post on your own account

Here is the website: <https://clcy.ca/raise-your-hand/>

You can also contact them at 905-868-0809.

With Gratitude,

Name



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5 Host A Virtual Fundraiser

Should you wish to host a virtual third party fundraising event to help support our cause, we would love to hear from you! Please contact Colleen Zakoor at colleen.zakoor@clcy.ca.

