



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

03.26.24

Day of Giving

Social Media Toolkit

Templates

USE THE TEMPLATES BELOW TO SEND AN EMAIL TO FAMILY/FRIENDS OR TO POST ON YOUR SOCIAL MEDIA PLATFORMS ON MARCH 26TH

Email: Copy & paste this email to send to friends and family!

Personalize the email where you see the red text.

Dear [insert friend or family name],

Please join me in supporting Children's TherAplay today for their annual Day Of Giving. Day Of Giving is an important way Children's TherAplay raises funds for their transformational services provided to kiddos with disabilities every single day.

Children's TherAplay is a non-profit, pediatric outpatient facility specializing in physical, occupational, and speech therapy for kiddos with disabilities and/or unique needs. Kiddos participate in hippotherapy, which uses the movement of a horse as a treatment tool. Many kiddos learn to walk, jump, write, ride a bike and more here at TherAplay! Children's TherAplay is especially important to me because [include your personal reasons].

Our goal is to raise \$85,000 today. Please consider making a gift here [insert your personal fundraising link] to support life-changing therapies!

Thank you so much,
YOUR NAME

Social Media: Copy & paste this in a Facebook, Instagram, or LinkedIn post, and personalize where you see the red text. Don't forget to add a photo!

Please join me in supporting Children's TherAplay today for their annual Day Of Giving. Day Of Giving is an important way Children's TherAplay raises funds for their transformational services provided to kiddos with disabilities every single day. Children's TherAplay is near and dear to our family because [insert your personal reasons]. You can make a gift here [insert your personal fundraising link]. Thank you for your support!

Templates

USE THE TEMPLATES BELOW TO SEND AN EMAIL OR TEXT TO FAMILY/FRIENDS OR TO POST ON YOUR SOCIAL MEDIA PLATFORMS ON MARCH 26TH

Text: Copy & paste any of these texts to send to friends and family!
Personalize the text where you see red, or as you see fit.

Hello [insert family or friend name]! Today is Children's TherAplay's annual Day of Giving. This important day helps us raise funds to continue serving our kiddos. Can I count on you to support our cause? [insert your personal fundraising link]

Hi [insert family or friend name]! I am raising funds for Children's TherAplay's annual Day of Giving because [personal reason/story]. Your donation, no matter how small can create a significant impact. Thank you for your support! [insert your personal fundraising link]

Hey [insert family or friend name]. Today is Children's TherAplay's Day of Giving and it would mean a lot to me if you donated to my page because [personal reason/story]. I appreciate your support! [insert personal fundraising link]

Good morning [insert family or friend name]! Today is Children's TherAplay's annual Day of Giving! Help support our kiddos (and help me raise more than my coworkers 😊) by donating to my page today. Thanks for your contribution! [insert your personal giving link]

Fundraising Tips:

- The more personal the better! Feel free to change these up to fit who you are asking.
- Offer an incentive! For example, "if you donate to my page I will tell you which TherAplay horse you remind me of!"
- Brainstorm how you will thank your donors. Examples include:
 - Sending a quick text message of thanks
 - Posting a photo with that person thanking them on social media
 - Giving them a "heart" or responding directly on your fundraising page

Social Media Graphics

COPY & PASTE THE GRAPHICS BELOW TO POST ON YOUR SOCIAL MEDIA PLATFORMS

Facebook Cover Photo



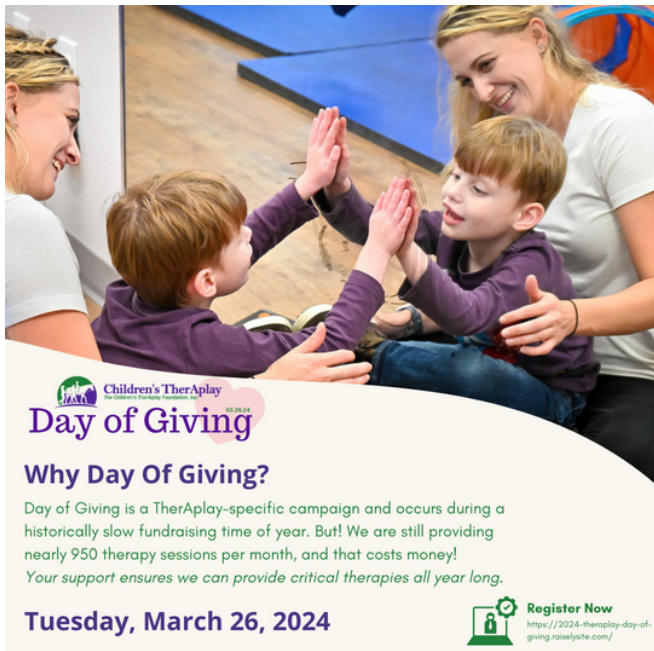
Facebook/LinkedIn/Instagram Graphics



Social Media Graphics

COPY & PASTE THE GRAPHICS BELOW TO POST ON YOUR SOCIAL MEDIA PLATFORMS

Facebook /Instagram/LinkedIn Graphics (cont.)



Children's TherAplay Logos



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

Fundraising Page

TIPS ON HOW TO PERSONALIZE YOUR RAISELY FUNDRAISING PAGE

Create your fundraising page by visiting this link:
<https://2024-theraplay-day-of-giving.raiselysite.com/signup>

Profile Picture:

Add a profile picture of yourself to your page



WHY I'M DOING IT

While I've only been at Children's TherAplay for about 3 weeks, I have come to absolutely love the program and the mission is so important to me. Getting to hang out with amazing horses and people who spend all day helping kiddos? Sign me up!

MY ACHIEVEMENTS

6 / 6



Your first donation



Reached 50% of your goal



Reached 100% of your goal



Raised over \$500



Joined a team

MY TEAM



TherAplay Staff
\$12,408

Day of Giving

A screenshot of the fundraising page showing a goal of \$2,480.00 raised of a \$2,000.00 goal. Below the goal, there are options to sponsor with one-time or monthly payments of \$30, \$50, \$100, \$200, or \$500, plus an 'Other' option. A 'Next' button is at the bottom. The 'MY DONORS' section shows a 'TOP DONOR'.

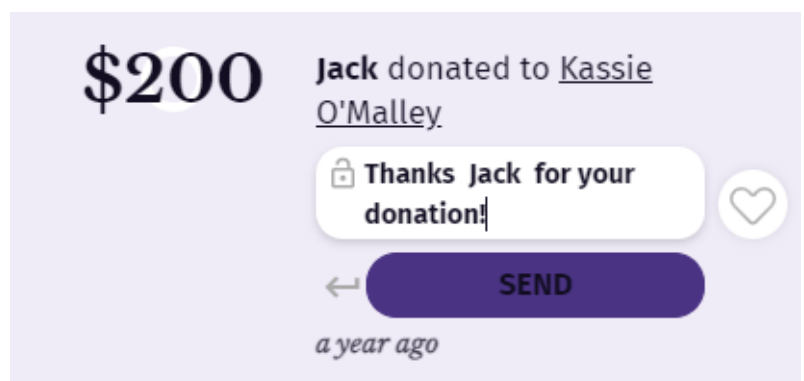
Goal:
Set a fundraising goal

Fundraising Bio:

Share your story of why it is important to support Children's TherAplay

Thank your donors directly from your Raisely page!

1. Go to "my donors" and hover over the right side of a donation.
2. A heart button will appear.
3. Click the heart and you can type a message to thank your donor!
4. Hit send and your donor has been thanked!



Learn More About TherAplay

USE THE INFORMATION BELOW TO INCLUDE IN MESSAGING TO FRIENDS AND FAMILY



Who We Are

At Children's TherAplay, licensed therapists provide **skilled physical, occupational, and speech therapy using the movement of a horse as a tool to accelerate physical, emotional, and behavioral development** for children with disabilities and/or unique needs.

The combination of our child-centered clinic and the sensory-rich practice of utilizing equine movement helps make children's dreams of independence a reality.

23

years in operation

17

horses provide
therapy to kiddos

950

therapy sessions
every month

Who We Serve

We provide individualized skill development through PT, OT, or ST for children ages 18 months to 13 years. The wide variety of diagnoses we treat include:

- Down syndrome*
- Autism spectrum disorder
- Cerebral palsy and PVL
- Developmental delays
- Sensory disorders
- Genetic abnormalities
- Traumatic brain injury
- Learning or language disabilities
- Spinal cord injuries
- Attention deficit disorder
- Spina bifida

**treatment begins at age two and older*



Benefits Of Equine Movement

- Therapy that feels like play
- Core and overall strength
- Gross and fine motor skills
- Balance and coordination
- Body awareness
- Sensory processing
- Social skills
- Emotional regulation

Insurance & Resources

Children's TherAplay accepts **all major insurance providers, including Indiana Medicaid.**

Scholarships and transportation options are available for families needing additional assistance.

Getting Started

Contact our office or visit www.childrenstheraplay.org to complete a New Patient Form.

Please note:

As a medical facility, we require a prescription from your child's physician to schedule an initial evaluation.



THANK YOU FOR YOUR SUPPORT!

If you have any questions, please reach out to
Director of Development Kassie O'Malley at
komalley@childrenstheraplay.org



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9919 Towne Road
Carmel, IN 46032
317.872.4166

www.ChildrensTherAplay.org

