



## Recommended Messaging

### Share your experience as a virtual walker on social media.

“I’m walking to prepare children with visual impairments for a life of independence, and I need your support. Join my efforts at [Include a link to your personal fundraising page.] and let’s virtually walk together to build a world where any individual is equipped to live a successful life. #DIWALK2020”

“Today, I’m walking for independence. Join my efforts to support Blind Children’s Learning Center and make a donation at [Include a link to your personal fundraising page.]. #DIWALK2020”

“Help me make a supportive world for those with visual impairments. You can donate today to Blind Children’s Learning Center at [Include a link to your personal fundraising page.]. #DIWALK2020”

### Text a Friend to spread the word.

Hi [Friend’s Name], I’m walking in support of Blind Children’s Learning Center. I hope you can help me create more opportunities for children with visual impairments and other disabilities by joining my walk team or donating to my personal fundraiser. Here’s a link to my page to learn more and support: [Include a link to your personal fundraising page.]

### Send a Letter to request support.

Dear [Friend’s Name],

This year, I am walking to support the incredible children served through Blind Children’s Learning Center. I will be walking with Team [Insert Team Name] as I strive to raise [Personal Goal] for Blind Children’s Learning Center. I’m reaching out to request your support because I believe in potential of every child. Please consider donating to my personal walk page, or better yet, join me as a fellow walker! Your tax-deductible gift responds to the comprehensive effect that visual impairments have on a child’s healthy development, academic success, and the well-being on entire families. These children want to succeed, and with your help, they can!

It’s so easy to donate or join our team at [bclwalk.fundraise.org](http://bclwalk.fundraise.org). The “Fundraisers” link in the menu makes it easy to search for my team or page. [If emailing, you can also include a direct link to your personal fundraising page.] You can also mail a gift to Blind Children’s Learning Center’s address listed below. Just make sure to include the word “Walk” and my name in the memo section.

Blind Children’s Learning Center

18542-B Vanderlip Ave

Santa Ana, CA 92705

I appreciate anything you can give to support this worthwhile cause. Together, we can unite and overcome barriers imposed by visual impairments and other disabilities!

Sincerely, [Insert Name]