

White Cane Walk: 2021 Digital Toolkit

Help us spread the word about our 16th Annual White Cane Walk on Saturday, June 5! This toolkit is designed for you to be able to copy and paste text directly into your own social media platforms, emails, texts - or whatever platform you use to connect with your networks!

If you are registered to walk, made a donation, are a team captain or simply want to share the event information - feel free to use any of the content below and make sure to tag Cleveland Sight Center on Facebook, Twitter, LinkedIn and Instagram and use the the hashtag #WhiteCaneWalkCleveland.

Sample Facebook and LinkedIn Posts:

- Help support Cleveland Sight Center's 16th Annual White Cane Walk! While we won't be together physically, we all still walk for the same reason - to empower people with vision loss to realize their full potential. Participants can show their support by walking virtually, donating or starting their own fundraising team. Learn more: Whitecanewalk.org #WhiteCaneWalkCleveland
- Cleveland Sight Center's 16th Annual White Cane Walk will be held virtually on Saturday, June 5, 2021! White Cane Walk is CSC's annual fundraiser that raises awareness and support for the blind and visually impaired community. Please join CSC this year by donating, registering to walk and/or creating your own fundraising team. If you are walking, a \$15 per person donation will qualify you to receive a pre-event box in the mail that includes a t-shirt and materials for our exclusive blindfolded activity! Walkers must register by Friday, May 21 to receive their pre-event box: Whitecanewalk.org #WhiteCaneWalkCleveland

Sample Twitter and Instagram Posts:

- Help support Cleveland Sight Center's 16th Annual White Cane Walk and the blind and visually impaired community by walking virtually, donating or starting their own fundraising team. Learn more: Whitecanewalk.org #WhiteCaneWalkCleveland
- Cleveland Sight Center's 16th Annual White Cane Walk will be held virtually on Saturday, June 5, 2021! Learn how you can raise awareness and support for the blind and visually impaired community: Whitecanewalk.org #WhiteCaneWalkCleveland

Sample Email:

Cleveland Sight Center's 16th Annual White Cane Walk will be held virtually on Saturday, June 5, 2021! White Cane Walk is CSC's annual fundraiser that raises awareness and support for the blind and visually impaired community. The event plays a critical role in educating the community about the life-changing impact a white cane has on the lives of the people who need it to thrive.

(continued on reverse)

Please consider supporting CSC this year by donating, registering to walk and/or creating your own fundraising team.

If you are walking, a \$15 per person donation will qualify you to receive a pre-event box in the mail that includes a t-shirt and materials for our exclusive blindfolded activity! Walkers must register by Friday, May 21 to receive their pre-event box. Enjoy a 1-mile on June 5 in support of CSC's clients at a destination of your choice.

Learn more about White Cane Walk: Whitecanewalk.org

Learn more about Cleveland Sight Center, a non-profit agency dedicated to empowering the blind and visually impaired community located in Cleveland, Ohio: Clevelandsightcenter.org

Event Image:



June 5, 2021

CSC's annual fundraiser that raises awareness and support for the blind and visually impaired community.