

#GivingTuesday

2020 Digital Toolkit



#WhyIBelieve Movement

What is the #WhyIBelieve Movement?

The #WhyIBelieve Movement is a social media campaign designed to help spread the word about Cleveland Sight Center and the blind and visually impaired community on #GivingTuesday. By asking our friends to participate in this movement, we hope to educate a broader audience about our clients and the mission of Cleveland Sight Center.

How to participate:

- Print the #WhyIBelieve sign and write why you believe on it. Why do you believe in the blind and visually impaired community?
- Take a picture of yourself holding the sign and share it on social media using #WhyIBelieve and #GivingTuesday.
- Make sure to tag Cleveland Sight Center!

Sample #WhyIBelieve Statement:

"I believe in the blind and visually impaired community because I believe that they can achieve anything a sighted person can. #WhyIBelieve #GivingTuesday @Clevelandsightcenter"

Questions? Contact Megan Sigler at msigler@clevelandsightcenter.org or 216-658-4568



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#WhyIBelieve

I believe in the blind and visually impaired community because...



GIVING
TUESDAY