

VIRTUAL CELEBRATION OF COURAGE

Thursday, June 25, 2020 | 12 p.m.

Communications Toolkit



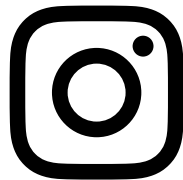


@CourageKennyAH

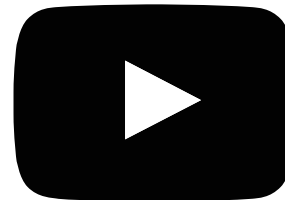


@CourageKennyRehabilitation
Institute

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Email

To help spread the word, start with an email. Send all the information about this year's newly virtual Celebration of Courage to your friends, family, coworkers. Use the sample email below as a place to start. Personalize this email or create your own by accessing the word template [here](#).

Dear friends of Courage Kenny,

Mark your calendars for the 7th Annual Celebration of Courage on June 25th at 12 noon! This event looks a little different this year, but Courage Kenny Sports and Recreation programs need your support more than ever. Athletes with disabilities are having an especially hard time remaining active and finding social connection during the COVID-19 pandemic. We can support Courage Kenny as they offer virtual options for activity, and ensure these valuable programs are ready and waiting for athletes when it is safe to resume in person session. This half hour virtual event presents an awesome opportunity to share our love of Courage Kenny with even more people since it is online! I would love for you to join me to have fun, be inspired, and benefit adaptive sports and recreation activities for athletes with disabilities.

What can you anticipate?

The Celebration will be emceed by, Courtney Godfrey, an inspirational Minnesotan and reporter with Fox 9 News. You will hear inspiring stories illustrating the impact of adaptive sports and recreation programs have on the lives of youth and adults. The program will be 30 minutes and shared online at allinahealth.org/CelebrationofCourage.

How can you help?

- Invite family, friends and coworkers from anywhere in the nation to tune into this event! They can register starting May 29 at allinahealth.org/CelebrationofCourage.
- Share this event on your social media today and let others know how to register and tune in. Remember to use #CelebrateCourageKenny
- We would love to hear from you about why YOU love Courage Kenny Sports and Recreation! Create a short video and tag us on Instagram@[CourageKennySportsRec](https://www.instagram.com/CourageKennySportsRec)
- Encourage friends and family to make a gift today at allinahealth.org/CelebrationofCourage
- Indicate you are attending on our [Facebook Celebration of Courage event page](#) and invite your friends to that page as well.

Thank you for the part each of you plays in making Courage Kenny a place where we celebrate all abilities! Together, we can make a difference this year and support the programs we love.

It's time to Celebrate!

Tweet

4 Weeks Out Sample Tweet

Mark your calendars! The Celebration of Courage is going virtual on 6/25/2020. This events supports CKRI Sports & Rec. Learn more at: allinahealth.org/CelebrationofCourage #CelebrateCourageKenny

3 Weeks Out Sample Tweet

"The @CourageKennyAH Celebration of Courage is a fundraising event for Courage Kenny Sports and Rec. This year's event is going virtual just like our programs! Learn more & how you can help at allinahealth.org/CelebrationofCourage #CelebrateCourageKenny

2 Weeks Out Sample Tweet:

Courage Kenny is important to me because... Help support Courage Kenny Sports and Rec by joining us virtually at the Celebration of Courage on June 25 at noon! Register at allinahealth.org/CelebrationofCourage #CelebrateCourageKenny

1 Week Out Sample Tweet:

"The virtual Celebration of Courage is ONE week away! Like our programs, this year's Celebration is virtual! Join us on June 25 at Noon and support AND celebrate Courage Kenny Sports and Rec! allinahealth.org/CelebrationofCourage #CelebrateCourageKenny

Share on Facebook

Get your friends and family in your Facebook network excited about Celebration of Courage! Some ideas include: create posts each week like the samples below, post a video of why you like or are involved with Courage Kenny, share posts from The Courage Kenny Rehabilitation Institute page, and RSVP to the Celebration of Courage Facebook Event! Be sure to include #CelebrateCourageKenny to all posts!

- #CelebrateCourageKenny is the hashtag for this year's Virtual Celebration of Courage! Our programs, activities AND fundraiser have all gone virtual! Join me on June 25 at Noon to support AND celebrate Courage Kenny Sports and Rec. Help us raise funds for the programs we all love! allinahealth.org/CelebrationofCourage
- Join me! The 2020 virtual Celebration of Courage is June 25th at noon! I am proud to be <a/an athlete/supporter/volunteer> Courage Kenny Sports and Rec and want to share this Celebration with you! Visit allinahealth.org/CelebrationofCourage to register and learn more!
- Celebration of Courage is a chance to support the Courage Kenny Sports and Rec programs and activities that we all love - whether they are virtual or in person! And now, more than ever, we need to share our love and support for Courage Kenny! See my video for why I love Courage Kenny! And register so you too can tune in on June 25! Register at: allinahealth.org/CelebrationofCourage
- My favorite thing about Courage Kenny Sports and Rec is <insert your favorite thing!>. Join me in celebrating and supporting all the programs and activities Courage Kenny makes possible on June 25th at noon! allinahealth.org/CelebrationofCourage
- Athletes with disabilities are having an especially hard time staying active at home, and Courage Kenny Adaptive Sports and Recreation is getting creative with keeping athletes moving. I'm proud to support them now more than ever. Join me virtually on June 25th at noon! allinahealth.org/CelebrationofCourage

Post on Instagram

#CelebrateCourageKenny

Help share why people should tune into Celebration of Courage by posting a video or picture on Instagram:

- Your favorite CKRI Sports and Rec activity
- Why you like Courage Kenny
- Why you participate in Courage Kenny Sports and Rec
- Why you are tuning in on June 25th at Noon

Make sure to tag us at @couragekennysportsrec
AND use #CelebrateCourageKenny



Film

Celebration of Courage is a great opportunity to tell your story about your involvement with Courage Kenny Sports and Rec and one of the most powerful ways to tell a story is done through video. Here are a few tips to share your #CelebrateCourageKenny message:

- We recommend recording :15 and :30 videos to share on Facebook, Instragram, Twitter or even TikTok! Make sure to tag us on Instragram @CourageKennySportsRec.
- Film yourself doing a Courage Kenny Sports and Rec activity! Show off your new cycle, yoga moves, or power soccer chair skills! All you need is your phone and a friend to get footage of you in action and help us get others ready to Celebrate Courage Kenny Sports and Rec!
- Use Facebook Live to share Celebration of Courage on June 25th at Noon! You can hold your very own #CelebrateCourageKenny watch party! Just make sure to visit allinahealth.org/CelebrationofCourage to register!



Ideas

Get creative and experiment with new ideas, especially on social media. Here's a few ways to get started:

- Invite a Sports and Rec staff member, volunteer or fellow athlete to takeover your social media account for an hour and they too can share why they look forward to Celebrating Courage Kenny on June 25.
- Host a contest for people to get involved with Celebration of Courage. Create a quiz about your involvement at Courage Kenny. Use the built in Facebook polls and other tools to engage your followers.
- Organize a Twitter Chat or Ask Me Anything and share your experiences with Courage Kenny Sports and Rec and why you are excited to #CelebrateCourageKenny on June 25.

We encourage you to make Celebration of Courage your own!



Suggested Timeline



Four Weeks Out (May 25)

Start posting on social media and sending emails to your friends and family to drum up excitement for June 25th!

- Send out a save the date email or text message for June 25 along with the website info: allinahealth.org/CelebrationofCourage
- Make a general announcement about your involvement with Celebration of Courage.
- Send a dedicated social media message or email at least once this week to inform people to register for this fun event!

Three Weeks Out (June 1)

- Start ramping up your social media with at least 2 messages this week.
- Ask your friends and family to RSVP to the Celebration event on Facebook and to register online! Remind them it is free to attend!



Suggested Timeline



Two Weeks Out (June 8)

- Starting now, message/post/email at least 3 times this week. This is a great time to announce why Courage Kenny Sports and Rec is important to you and why others should join in and support!
- Best practices are 1-2 posts on Facebook and Instagram, with 3+ Tweets a day.

Two Weeks Out (June 8)

- Starting now, message/post/email at least 3 times this week. This is a great time to announce why Courage Kenny Sports and Rec is important to you and why others should join in and support!
- Best practices are 1-2 posts on Facebook and Instagram, with 3+ Tweets a day.



Day of Social Media

Day of - June 25



- GO BIG! Don't be shy about posting and sharing updates throughout the day! Aim to post 2-3 times on Facebook and Instagram, and every 2 hours on Twitter. Focus on the early morning, right before noon and even right after for those folks that maybe couldn't tune in.
- During the live streaming of the program, make sure to send updates about what is going on and how people can support!
- Use lots of images, GIFs, videos, and materials to get your messages to stand out.
- Before, during and after the event, ask your network to tune in to the event, share your posts and/or make a donation.
- Make sure people know about the website!
allinahealth.org/CelebrationofCourage

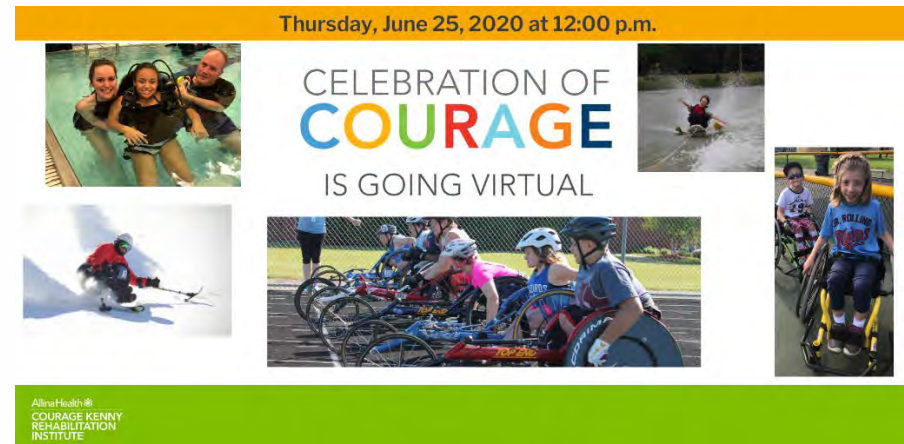
Use these graphics in your posts and emails!

Click to download

Facebook & Instagram Image



Twitter Image



Questions? Email us at
CKFoundation@allina.com