

2022 Digital White Cane Walk Toolkit

Help us spread the word about our first Annual White Cane Walk on Saturday, October 15, 2022 at Al Lopez Park in Tampa! 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 Lighthouse for the Blind & Low Vision in Tampa on Facebook, Twitter, LinkedIn and Instagram and use #WhiteCaneWalkTampa

Sample Facebook and LinkedIn Posts:

- Help support The Lighthouse's First Annual White Cane Walk! We are all walking for the same reason - to empower people with vision loss to realize their full potential. Participants can show their support by registering to walk, and starting their own fundraising team. Learn more at: <https://secure.ggiv.com/event/tampawcw2022>. #WhiteCaneWalkTampa
- The First Annual White Cane Walk will be held on Saturday, October 15, 2022 at Al Lopez Park in Tampa! The White Cane Walk will be an annual fundraiser that raises awareness and support for the blind and visually impaired community. Learn more at: <https://secure.ggiv.com/event/tampawcw2022>. #WhiteCaneWalkTampa
- Please join the Lighthouse this year by donating, registering to walk and/or creating your own fundraising team. If you are walking, a \$15 per person donation will get you registered and you will receive your link to start your fundraising! Walkers can register at <https://secure.ggiv.com/event/tampawcw2022>. #WhiteCaneWalkTampa

Sample Twitter and Instagram Posts:

- Help support the Lighthouse's Annual White Cane Walk for the blind and visually impaired community by walking, donating or starting their own fundraising team. Learn more: <https://secure.ggiv.com/event/tampawcw2022>. #WhiteCaneWalkTampa
- The Lighthouse for the Blind & Low Vision's First Annual White Cane Walk will be held on Saturday, October 15, 2022 at Al Lopez Park in Tampa! Learn how you can raise awareness and support the blind and visually impaired in our community: <https://secure.ggiv.com/event/tampawcw2022>. #WhiteCaneWalkTampa

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Sample Email:

The Lighthouse for the Blind & Low Vision's First Annual White Cane Walk will be held on Saturday, October 15, 2022 at Al Lopez Park in Tampa. This Walk will be an 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 people, of all ages, that need the cane to thrive.

Please consider supporting the White Cane Walk in Tampa this year by donating, registering to walk and/or creating your own fundraising team. Learn more at: <https://secure.qgiv.com/event/tampawcw2022>. #WhiteCaneWalkTampa

A fee of \$15 is required upon registration for all adults 18 and up. Children walk for free. If a registrant raises \$100 (including their \$15 registration fee), they will receive a White Cane Walk t-shirt!

Learn more about the Lighthouse for the Blind & Low Vision, a non-profit agency dedicated to empowering the blind and visually impaired community located in Tampa, Florida:
<https://www.lighthouseblv.org>.