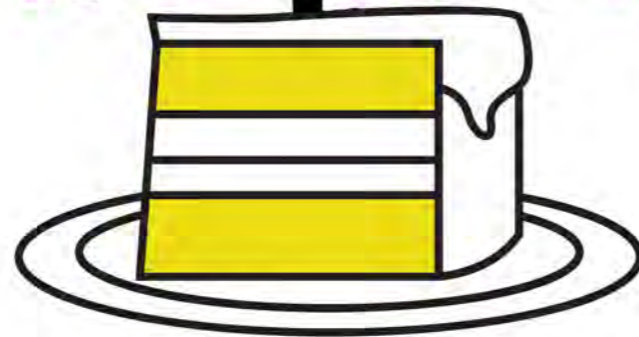


CELEBRATE *with*
CAKE IN THE FACE!



APRIL 23

Support Children's Theatre of Charlotte
Give and watch someone get caked.
Donating has never been so delicious.

#GetCaked





OVERVIEW

CELEBRATE WITH CAKE IN THE FACE

On Friday, April 23rd we're taking to social media to Celebrate with Cake in the Face! This virtual grassroots fundraising effort will highlight friends and family getting caked in the face while encouraging their networks to join the fun and to give. You see, celebrating is still fun and it's simple: What would you give to see someone get cake in the face?

Celebrate with us as we raise money to support Children's Theatre of Charlotte.

OFFICIAL SPONSORS

Many thanks to our wonderful matching sponsors who've each committed to match donations, dollar for dollar, up to \$10,000 total. *How sweet is that?*





SOCIAL MEDIA POSTS

Post between
April 19 and 23

FACEBOOK / LINKEDIN

What will you give to see someone get cake in the face? This week, help raise money to support @CTCharlotte and Celebrate with Cake in the Face - where they get caked for your dollars! Giving has never been so delicious. [Link]

#GetCaked #Celebrate #CakeintheFace

INSTAGRAM

What will you give to see someone get cake in the face? This week, help raise money to support @CTCharlotteNC and Celebrate with Cake in the Face - where they get caked for your dollars! Giving has never been so delicious. Visit the Linktree in their bio for more information.

#GetCaked #Celebrate #CakeintheFace

TWITTER

What will you give to see someone get cake in the face? This week, help raise money to support @CTCharlotte and Celebrate with Cake in the Face - where they get caked for your dollars! Giving has never been so delicious. [Link]

#GetCaked #Celebrate #CakeintheFace

HASHTAGS

#GetCaked #Celebrate #CakeintheFace





WAYS TO CELEBRATE WITH US

VOLUNTEER TO GET CAKED AT iMAGiNON

We'd love for you to participate in the pre-recorded 'cake in the face' segments for our social media takeover. Below you'll find dates and times for you and/or your kids to get caked in the face at ImaginOn.

Wednesday, March 31st: 4pm – 6pm

Thursday, April 1st: 4pm – 6pm

Sign up [here](#) or contact Alex Aguilar if you need to schedule a different date: alexa@ctcharlotte.org

WHAT TO EXPECT

- Wear a shirt you don't mind getting dirty
- Bring a towel and face wash (if desired)
- Wear a face mask (you'll remove before getting caked)
- Complete the HealthCheck via the app prior to arriving. *It's easy!*
Download the app in the [Apple App Store](#) or the [Google Play Store](#)





WAYS TO CELEBRATE WITH US

START YOUR OWN FACEBOOK CAMPAIGN

SUGGESTED COPY

You might think celebrating is tough nowadays, but is it? I'm fundraising for Children's Theatre of Charlotte and would love to have you celebrate with me! If I reach my goal of XXX to support the kids we serve, me (or my kids) will get caked in the face. Please consider making a delicious donation and I'll follow up with our #GetCaked video! (cake emoji)

HOW TO SET UP A FACEBOOK CAMPAIGN

These are instructions for our friends and families who want to participate at home by starting their own Facebook campaign and selecting us as their Nonprofit. **We ask you start your campaign April 19 and complete it April 23.** On April 23, post a picture or video of you getting caked when your goal is met and tag us.

Step 1: Visit <https://www.facebook.com/fundraisers>

Step 2: Click on "Select Nonprofit"

Step 3: Search and Select "Children's Theatre of Charlotte"

Continued on next page





WAYS TO CELEBRATE WITH US

HOW TO SET UP A FACEBOOK CAMPAIGN CONT'D

Step 4: Fill Out Details on the Sidebar

- a. How much money do you want to raise? Enter whatever goal you want to personally reach.
- b. Select Currency. Select the currency for your country.
- c. When should fundraiser end? April 23
- d. What's the title of your fundraiser? Support Children's Theatre of Charlotte and Celebrate with Cake in the Face
- e. Why are you raising money? What will you give to see me get cake in the face? This week, help me raise money to support @CTCharlotte and Celebrate with Cake in the Face - where I will get caked for your dollars on April 23! Giving has never been so delicious. #GetCaked #Celebrate #CakeintheFace

Step 5: Add "Cover Photo" provided in social media kit [PNG graphic: 1200x628 (2:1 ratio)]

Step 6: Click "Create"

