



## Roots to Rise

# ROOTS TO RISE

Launch: January 23, 2017

Hashtag: #RootsToRise

IndieGoGo Campaign: <https://igg.me/at/rootstorise>

Engagement: Support APANO & Jade District in sharing this campaign via social media and asking followers to give

Photos available for use along with social media message. [Find them in this Google Folder](#)

### Sample Posts

#### February 26: One Month To Go!

Facebook	Our partner APANO has one month left to raise the funds they need to plant roots in the Jade District! Support their once-in-a-generation campaign to build a Cultural Center at 82nd and SE Division: <a href="https://igg.me/at/rootstorise">https://igg.me/at/rootstorise</a>
	Our friends at APANO have one month to raise the funds needed for a multicultural community center in the Jade District! Support their once-in-a-generation campaign to build a cultural center to anchor the community and provide a space for organizing, healing, civic engagement, arts, and more! <a href="https://igg.me/at/rootstorise">https://igg.me/at/rootstorise</a>
Twitter	Friends @APANONews have 1 month left to raise funds for a cultural center in the @JadeDistrict. Let's make it happen: <a href="https://igg.me/at/rootstorise">https://igg.me/at/rootstorise</a>

#### February-March: General Message

Facebook	We depend on strong ROOTS for our future generations to RISE and thrive. Contribute to ROOTS TO RISE and help transform the Jade/APANO Multicultural Space into a new 5,000 square foot Cultural Center, public plaza, and permanent home for APANO. Spread the word and GIVE NOW: <a href="https://igg.me/at/rootstorise">https://igg.me/at/rootstorise</a>
	We're proud to support APANO's Roots to Rise campaign to build a Cultural Center in the Jade District, at 82nd and SE Division! Together we can build a place for generations to thrive: <a href="https://igg.me/at/rootstorise">https://igg.me/at/rootstorise</a>
Twitter	Help make the @APANONews Cultural Center happen! Support APANO in planting ROOTS to rise by giving today: <a href="https://igg.me/at/rootstorise">https://igg.me/at/rootstorise</a>

	Our friends @APANONews are raising funds to build a community center in the @JadeDistrict! Support this opportunity: <a href="https://igg.me/at/rootstorise">https://igg.me/at/rootstorise</a>
	Support @APANONews #RootsToRise campaign for a Cultural Center. Fight displacement & anchor communities in the @JadeDistrict: <a href="https://igg.me/at/rootstorise">https://igg.me/at/rootstorise</a>

### **ThunderClap**

Sign up and link your Facebook or Twitter profile with our ThunderClap campaign before March 19th. When we reach 100+ supporters, our social media platforms will push a simultaneous message asking for support for Roots to Rise, effectively boosting our campaign without paying for Facebook Ads. It takes 5 seconds - sign up here: <http://thndr.me/DMhS8F>