



## Move for Mobility Fundraising Toolkit

# Talking Points

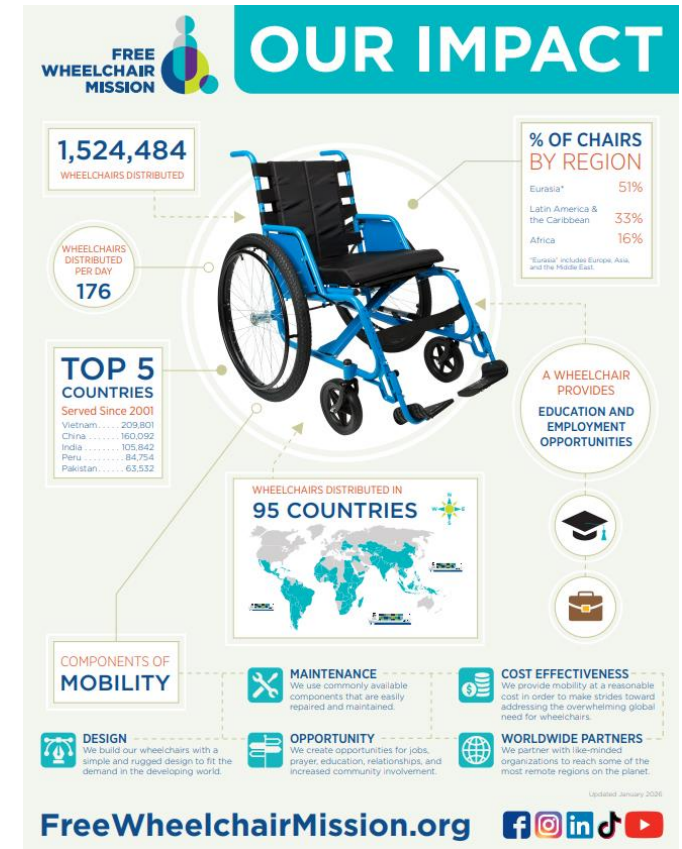
Free Wheelchair Mission is a humanitarian organization that provides the transforming gift of mobility to people with disabilities in developing countries.

Since 2001, our worldwide network has distributed over 1.5 million wheelchairs in 95 countries. Yet, there are still an estimated 80 million people in the world who need a wheelchair but cannot get one on their own.

For people with disabilities in the developing world, the gift of mobility means renewed dignity, independence, freedom, and joy. Without mobility, they may be hindered from pursuing an education, making a living, or participating in community. The gift of a new wheelchair would empower them with new opportunities.

Get involved today and you will bring transformation that opens doors for individuals around the world!

Click the image below to download *Our Impact*



# Our Story

Learn more about how  
Free Wheelchair Mission  
first got started in 2001.



Watch and download at  
<https://vimeo.com/1117620240>

# Social Media

## Sharing on social media is an easy way to grow your fundraiser!

Post pictures and videos of yourself training, along with pictures of wheelchair recipients from our downloadable toolkit. Show how and why you are moving for the cause of mobility.

Help spread the word about Free Wheelchair Mission by tagging [@freewheelchairmission](https://www.facebook.com/freewheelchairmission) on Facebook, [@fwmission](https://www.instagram.com/fwmission) on Instagram, or [@freewheelchairmission](https://www.tiktok.com/@freewheelchairmission) on TikTok.

Don't forget to include your fundraising link in your post!

## Hashtags:

Our campaign hashtags are: #MoveForMobility, #MoveForMobility2026, #MFM26, and #TeamMobility.

You can also include: #GiftofMobility #disability #mobility #wheelchair #nonprofit #charity

# Social Media Posting Roadmap

## Week(s) Before at Signup:

“I joined Move for Mobility...here’s what I’m doing”

## Week Before with Move Shirt:

“Next week I’m doing [X] to Move for Mobility”

## Week 1: Outline your wheelchair goal.

“Help me reach my goal of providing [X] wheelchairs”

## Week 2: Tell a story about why you’re involved.

“I got involved because of [X]”

## Week 3: Share a recipient story.

“I’m doing [X] for people like [Recipient Name]...”

## Week 4: The Final Push

“There’s one week left and I’m X wheelchairs away”

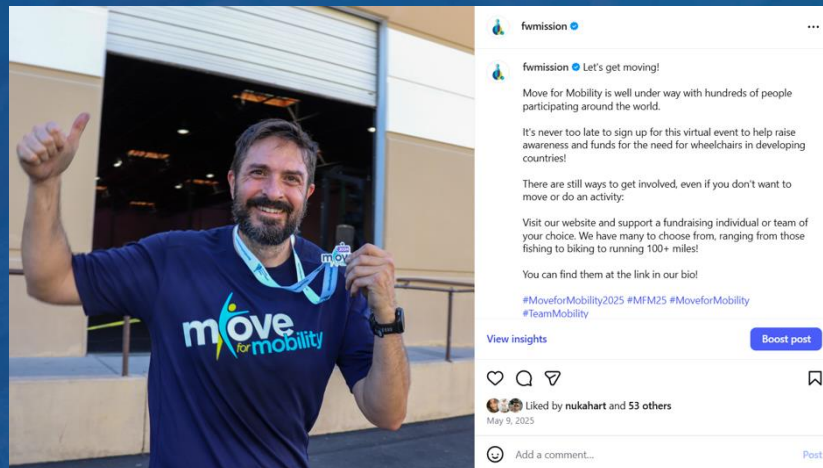
## Week After: Thank you / there’s still time

“Thank you for your support / help me finish my goal”

## Fundraising Calls to Action:

- “Help me reach my [X] wheelchair goal”
- “Every \$108 provides a wheelchair”
- “Donate through my link: [link]”

# Content Examples



- [https://www.instagram.com/p/DJd-RmMxHUx/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZ A==](https://www.instagram.com/p/DJd-RmMxHUx/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZ A==)
- [https://www.instagram.com/p/DleY7sxOs8e/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/DleY7sxOs8e/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- [https://www.instagram.com/p/DJVUuCHsUDg/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/DJVUuCHsUDg/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- [https://www.instagram.com/reel/DJuThdXv90k/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DJuThdXv90k/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- [https://www.instagram.com/reel/DKQXzRbygXr/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DKQXzRbygXr/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- [https://www.instagram.com/reel/DJ3BU-fJrrP/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DJ3BU-fJrrP/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- [https://www.instagram.com/p/Cs1kaespIN6/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/Cs1kaespIN6/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- [https://www.instagram.com/p/DIWgpVTRPOe/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/DIWgpVTRPOe/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- <https://www.facebook.com/reel/339079042535430/>
- <https://www.facebook.com/reel/715047817744609/>
- <https://www.facebook.com/ashermorrisette/posts/pfbid0MzEPfChNJ4X9ET1LQJrE29r9DT49XJxyZymtE9fzUwvgqC9yXXWG4T3hFv2czjB6l>
- <https://www.facebook.com/reel/720681780347867>
- [https://www.facebook.com/rebekah.roose/posts/pfbid04748qTxzggjl\\_kpeo2KSGHAff6AX691NpRPR4D1MJ6HMuQnca8UU7k8atmxnb39Sql](https://www.facebook.com/rebekah.roose/posts/pfbid04748qTxzggjl_kpeo2KSGHAff6AX691NpRPR4D1MJ6HMuQnca8UU7k8atmxnb39Sql)

# Logos & Images



You can download logos and images at <https://www.freewheelchairmission.org/movetools>.

Post them on your social media to help you fundraise and get the word out!

[Move for Mobility Image Download](#)

[Wheelchair Recipient Image Download](#)

# Sample Email to Supporters

Dear **Friend/Family Member/Colleague**,

Did you know that an estimated 80 million people with disabilities in developing countries need a wheelchair but cannot get one on their own? Without mobility, they may remain confined to their homes, hindered from getting an education or making a living. A new wheelchair would give them a renewed hope and freedom.

That's why I'm **<<Activity you're doing>>** with **<<Your company's name>>** for this year's Move for Mobility, a fundraiser for Free Wheelchair Mission. This humanitarian organization has distributed more than 1.5 million wheelchairs in 95 countries since 2001.

My goal is to raise **<<INSERT \$\$\$ goal here>>** to help Free Wheelchair Mission provide **<<INSERT number of lives here>>** wheelchairs to those in need.

**<<Add your personal/faith motivation here>>** Would you consider partnering with me? You can donate through my fundraising page here: **<<Place fundraising link here>>**. Every gift matters!

Thank you for your friendship and your willingness to listen to me share about this great cause!

For mobility,

**<<INSERT Your name here>>**



Questions?

Email: [info@FreeWheelchairMission.org](mailto:info@FreeWheelchairMission.org)

Call: (949) 273.8470