



# Ambassador Handbook



May 8-12, 2026

<https://causematch.com/1in6support>

## DEAR FRIENDS,

Thank you for signing up to be an Ambassador for our upcoming campaign. We're really glad you're part of this.

By stepping into this role, you're helping more parents and caregivers in our community find support, guidance, and connection when they need it most.

A lot of this work happens quietly. Families reach out when they're overwhelmed, trying to manage systems, decisions, and day-to-day realities on their own. This campaign helps make sure there is always somewhere for them to turn.

## AS AN AMBASSADOR, YOUR ROLE INCLUDES

- Setting a personal fundraising goal: whether ambitious or modest, it's up to you! If your campaign includes a match, your impact may be automatically multiplied. You can adjust your goal at any time throughout the campaign.
- Sharing the campaign with your network. Friends, family, colleagues. A few honest messages can go a long way.

## THIS HANDBOOK IS YOUR GO-TO RESOURCE. INSIDE, YOU'LL FIND:

- Tools to help you build a list of people to reach out to
- Email and text templates
- Social media graphics and example posts

We'll be right beside you throughout the campaign, with support, guidance, and content to make this as easy as possible.

Campaigns like this one succeed because of passionate, dedicated leaders like you. With your help, we'll rally support, raise essential funds, and remind every donor that their gift truly matters.

Every voice counts. Every effort counts. Every gift counts.

Thank you for stepping up, for caring, and for helping us build something impactful.

**With gratitude,  
Alma and Iris**

[info@1in6support.org](mailto:info@1in6support.org)



# Table of Contents (clickable!)

**4** [Case for Support](#)

**5** [Peer-to-Peer Fundraising](#)

**6** [Payment Methods](#)

**7** [Who You Should Ask](#)

**8** [How to Reach Out](#)

**9** [Campaign Week Toolkit](#)

**10** [Social Media Posts](#)

**12** [Emails](#)

**13** [SMS & WhatsApp Messages](#)



# BEHIND EVERY CAREGIVER IS A NEED FOR SUPPORT

## There was never just one moment.

It was a series of moments – conversations with parents who were exhausted, overwhelmed, and carrying more than anyone could see. Families navigating complex systems alone. Caregivers showing up every day with strength and love, yet without a place where they could simply be understood.

Again and again, we saw the same thing: incredible families doing everything they could – and still feeling isolated.

## 1in6 Support was born from that reality.

Not from a business plan, but from a need. A need for connection. For practical support. For a community where caregivers of individuals with disabilities could exhale, be seen, and find one another.

What began as a grassroots effort to help parents breathe and connect has grown into a national nonprofit serving more than 1,500 families. Our mission is simple: caregivers should no longer have to navigate this journey alone.

## We offer:

- For families: 1:1 consultations, support groups, social outings, equipment exchange, and a growing online forum
- For communities: education, guest speakers, and training

From large communal parades to small, intimate gatherings – everything we do is grounded in one belief: when caregivers receive the support they need, entire families thrive.

And still, every week, new families reach out. We are not finished. We are just beginning. And we need you.

## Why Now?

This May 8–12, we are launching our first-ever community-wide campaign with a goal of \$125,000. Every dollar goes toward one urgent mission: ensuring that families raising children with disabilities never have to face that journey alone.

With your support, we will:

- Open new support groups for fathers, parent-baby caregivers, and grandparents – so more families find connection in spaces that reflect their lived experience
- Grow our international online community, providing real-time support for families who cannot access in-person services
- Expand our durable medical equipment lending library, reducing financial strain and improving daily quality of life
- Amplify caregiver voices through our podcast, producing content that shares knowledge, builds awareness, and strengthens community
- Strengthen our infrastructure and refine internal systems, so we can scale responsibly and sustainably
- Build data and evaluation systems to deepen our understanding of family outcomes and continuously improve our work
- Expand community partnerships to increase education, awareness, and inclusion across schools, organizations, and communities
- Keep every service completely free, equitable, and accessible – always

The connection is direct. Families in crisis reach out – and on the other end are professional, dedicated staff members who are experts in the field who know how to help. Sustaining that team requires resources. When those resources fall short, calls go unanswered and families are left without support. Your gift ensures our people are there when it matters most.

For 18 years, we have built something extraordinary: quietly, we made sure that no family in the disability community faces isolation without a support network. What began as a volunteer project has grown into a national nonprofit, led by a small team determined to ensure that no family is left behind.

This campaign is our community's chance to make that promise permanent. Please give today – and help us be there for every family, from every community.

**No Family Navigates Alone.**



# SUCCEEDING WITH PEER-TO-PEER FUNDRAISING

Peer-to-Peer Fundraising is a powerful, community-driven approach that allows individuals like YOU, our Ambassadors, to drive forward a cause they care about personally. Every share, post, call, or text introduces someone new to the campaign. You are opening doors that we could never reach alone.

Friends and family are much more likely to give when they hear about a cause from someone they know. Your voice is what makes the difference. By publicly supporting this effort, you're showing others that this cause is worthy of their investment.

## **YOUR PERSONAL FUNDRAISING PAGE:**

You'll have your own page that you can share with your network. Through your page, you can:

- Track your personal fundraising progress
- See who has donated
- Receive messages from supporters
- Share, in your own words, why 6n1 Support matters to you

## **WHAT YOUR OUTREACH MAKES POSSIBLE:**

By sharing this campaign, you help:

- Reach families who may not know where to turn for support
- Bring new people into this community
- Grow awareness of the challenges parents and caregivers are navigating every day
- Ensure this support remains available and accessible

This is the power of peer-to-peer fundraising. It's not about reaching everyone. It's about reaching the right people through relationships and trust. A few messages, a few conversations, and a few shares can go a long way.



# PAYMENT METHODS

## ONLINE — FAST. EASY. INSTANT.

Encourage your donors to give online via your personal CauseMatch page. This ensures the donation is processed immediately, counted toward your goal, and no follow-up is needed.

### How it works:

- Donors click your personalized link to access the campaign
- They fill in their donation amount and credit card info
- They receive an instant email receipt (with a tax-deductible confirmation)
- Their name and donation appear on your page, unless they choose to remain anonymous

## OFFLINE DONATIONS

### We gladly accept offline donations by:

- Check
- Donor Advised Fund
- Stock Transfer

Please mail checks to:

**1in6 Support**  
**72 High Street**  
**Montclair, NJ 07042**

**Questions? Need help? Please email:**  
**[info@1in6support.org](mailto:info@1in6support.org)**



# WHO YOU SHOULD ASK

Not sure who to reach out to? Start with the people who know you.

This isn't about cold outreach. It's about sharing something you care about with people who are already part of your life. Most people give because someone they trust asked them. Your role is simply to open that door.

Here are a few places to start:

## ♥ FAMILY & EXTENDED FAMILY

- Parents & in-laws
- Siblings & siblings-in-law
- Grandparents
- Aunts, uncles, cousins
- Adult children, nieces, nephews

## 👯 FRIENDS FROM ALL STAGES

- Childhood friends
- Camp friends
- College roommates
- School friends
- Friends from shul or synagogue
- Friends from your kids' schools

## 🏠 COMMUNITY & NEIGHBORHOOD

- Current & former neighbors
- Local business owners
- Babysitters, tutors, coaches
- Friends from your gym, book club, etc.

## 👥 PROFESSIONAL CONTACTS

- Colleagues (past & present)
- Business partners or vendors
- Clients or loyal customers
- Board members or donors from other causes

## 💬 DIGITAL NETWORKS

- People who follow you on Instagram, Facebook, and LinkedIn
- People you're in touch with on WhatsApp
- Group chats you're part of

You don't need to reach out to everyone. A small group of the right people can make a real difference. **When you share why 1in6 Support matters to you, it gives others a reason to care too.**



# HOW TO REACH OUT

## SET A GOAL

Choose a fundraising goal that feels right for you. It can be big or modest. What matters is that it feels meaningful and gives you something to work toward.

## SHARE WHY THIS MATTERS TO YOU

A few honest sentences go a long way. People are much more likely to respond when they understand why you care about this work.

## KEEP IT PERSONAL

When you can, tailor your message. It doesn't need to be long. Just clear, direct, and personal. Always include your link so it's easy to take action.

## START WITH A CALL OR TEXT

A quick call or a personal message is often the most effective way to reach people. It doesn't have to be formal. Just start the conversation.

## USE SOCIAL MEDIA

Post once or twice during the campaign. A simple post about why you're supporting 1in6 Support can go a long way.

## EMAIL AND TEXT

Send personalized emails and texts to your closest contacts. \*Something to consider: most texts are responded to, while other modes of communication are ignored.

## FOLLOW UP

People are busy. A gentle follow-up or reminder is completely okay and often necessary.

## SAY THANK YOU

Always thank your donors. A quick message, whether public or private, makes a difference and helps people feel appreciated.



# CAMPAIGN WEEK TOOLKIT

Everything you need to reach out, follow up, and close strong during May 8 to 12. You do not need to use all of it.

Pick what feels right for you and the people you are contacting.



## SOCIAL MEDIA POSTS

Pick one that fits your audience and personalize it. Refer to pages 10–11 below.



## EMAILS

A few honest sentences go a long way. People are much more likely to respond when they understand why you care about this work. Refer to pages 12 below.



## SMS & WHATSAPP MESSAGES

A few honest sentences go a long way. People are much more likely to respond when they understand why you care about this work. Refer to pages 13 below.



# SOCIAL MEDIA



[Click Here to Download Graphics](#)

## Instagram Post

Keep it simple. A single post with a photo and a short caption is more than enough. You can use a personal photo, one of the campaign graphics, or both. If you want to do a carousel, you can include a personal photo followed by a campaign graphic, but this is completely optional. Instagram posts don't allow clickable links, so be sure to add your campaign link to your bio and share it in your stories so people can tap directly.

We've uploaded sample graphics to a [Google Drive folder](#) if you'd like something ready to use or adapt.



### Ready-to-Use Post Text:

**Behind every strong caregiver is a need for support.**

I'm raising funds for 1in6 Support, which helps parents and caregivers of individuals with disabilities find guidance, connection, and a community that understands what they're going through. From May 8–10, we're raising \$125,000 to reach more families and keep this support free and accessible.

You can find the link to donate in my bio. ❤️

## Facebook / LinkedIn Post

When you include your campaign link in a Facebook / LinkedIn post, it will automatically generate a preview of the page. Because of that, you don't need to add a separate graphic unless you want to.

### Ready-to-Use Post Text

**Behind every strong caregiver is a need for support.**

I'm raising funds for 1in6 Support, which helps parents and caregivers of individuals with disabilities find guidance, connection, and a community that understands what they're going through.

More families are reaching out every week, often overwhelmed and unsure where to turn. This work makes sure they don't have to figure it out on their own.

From May 8–10, we're raising \$125,000 to reach more families and keep this support free. If you're open to it, I'd really appreciate your support: [Insert your campaign link]



# SOCIAL MEDIA STORIES



[Click Here to Download Graphics](#)

## + Instagram/Facebook Stories

Stories are a great way to share your campaign because they allow you to include a clickable link and often reach people who may not see your posts. You can use one of our campaign graphics or a photo of your own, and add your personal campaign link directly to the story. A simple line is enough, for example:

- “Support this if you can ❤️”
- “Sharing something that matters to me ❤️”
- “Learn more here”

If you need help setting this up, feel free to reach out. We’re happy to walk you through it.

## 🎲 Instagram Story Bingo

Some people like to use a “bingo board” on Instagram Stories to encourage small donations. This can be a fun way to engage your network, especially if you’re comfortable running something a bit more interactive. If this isn’t your style, feel free to skip it.

How it works:

- Add your payment method (if relevant) or direct people to your campaign link
- Post the bingo board to your story
- Invite people to choose an amount and send it
- As donations come in, update the board and repost
- Transfer the total amount to your campaign page



# EMAIL TEMPLATE

**Subject:** A quick note about something I'm part of

Hi [\[First Name\]](#)!

I don't usually send emails like this, but this is something that means a lot to me.

I'm serving as an Ambassador for 1in6 Support, which helps parents and caregivers of individuals with disabilities find support, guidance, and a community that understands what they're going through.

[\[Copy the blurb you wrote for your page\]](#)

A lot of this work happens quietly, but more families are reaching out every week, often overwhelmed and not sure where to turn.

From **May 8–12**, we're running a campaign to help reach more families and keep this support free and accessible. My personal fundraising goal is [\[insert personal goal\]](#) and every little bit helps us get closer.

If you're able, a gift of any amount would make a huge difference. Here's a link to donate: [\[Insert your campaign link\]](#)

If donating isn't possible, even sharing this with someone who might care would mean a lot.

Thanks so much for reading this and for being part of my circle.

With gratitude,  
[\[Your Name\]](#)



# SMS & WHATSAPP TEMPLATES

It's always best to write in your own voice. A short, personal message will go further than something long or formal.

If you need a place to start, you can copy and paste these templates below, or adjust them to sound like you.:

## DIRECT ASK MESSAGE

Hi [Name]! I hope you're doing well. I wanted to share something I'm part of. I'm supporting 1in6 Support, which helps parents and caregivers of individuals with disabilities find support, guidance, and community. We're running a campaign from May 8–12, and I set a personal goal of [goal]. Would you consider making a small donation?

Here's my link: [\[Insert your campaign link\]](#)

## FINAL DAY MESSAGE

Hey [Name], quick note that today is the last day of the 1in6 Support campaign. I'm still [amount] away from my goal, and every donation helps more families get the support they need. If you're open to it, here's the link: [\[Insert your campaign link\]](#)

## SHARE REQUEST MESSAGE

Hey [Name]! we're in the final hours of the 1in6 Support campaign. If you're not able to donate, would you be open to sharing this with a few people or posting it? It really helps us reach more families.

Here's the link: [\[Insert your campaign link\]](#)



LET'S DO THIS TOGETHER

 1in6 Support



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