

Atlanta BeltLine Partnership

Light the Line Social Media Packet

**Thanks in advance for your help with Light the Line! Let us shed a little light on the subject:**

Our goal is to raise $1.1M towards the cost of lighting the 22-mile Atlanta BeltLine corridor. The campaign, titled Light the Line, is the latest in a series of fundraising initiatives to support the development of the Atlanta BeltLine. Light the Line is the first crowd-funding capital campaign launched by the Atlanta BeltLine Partnership.

Atlanta BeltLine, Inc., the agency charged with building the 22-mile loop of parks, trails and transit, has designed a lighting plan that calls for 14 foot-high, energy efficient LED path lights placed about every 90 feet along the trail. The lights will be equipped with automatic dimmers that reduce brightness late at night, and motion sensors that raise the brightness levels when the trail is in use.

**Why light the Atlanta BeltLine?**

Lighting this major transportation corridor will make it easier for passing cyclists to spot pedestrians, help pet owners as they pick up after their dogs, brighten the path for children on their early morning walk to school, illuminate trail signage, and help with wayfinding.

**Some ways you can help:**

* Help us promote the campaign and direct your audiences to [LightTheLine.org](file:///C:\Users\Chuck\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\GEG1F01K\lighttheline.org)
* When promoting via social medial, use the hashtag #LightTheLine
* Purchase/Promote [Light the Line t-shirts](http://shop.beltline.org/product/light-the-line-atlanta-beltline-t-shirt/) available at: <http://shop.beltline.org>
* Promote the campaign via emails to your networks, employees or constituents
* Follow the Atlanta BeltLine on social media
  + Facebook: <https://www.facebook.com/atlantabeltline/>
  + Twitter: <https://twitter.com/atlantabeltline>
  + Instagram: <https://www.instagram.com/atlantabeltline/>

**Suggested Postings for Facebook:**

Help us Light the Line! Support the @Atlanta BeltLine campaign to fund pedestrian-scaled LED lighting on the 22-mile loop. Every little bit helps – donate and spread the word! #LightTheLine <http://lighttheline.org/>

Your donation to the @AtlantaBeltLine #LightTheLine campaign will help bring pedestrian-scaled LED lights to the 22-mile Atlanta BeltLine corridor. Learn how you can help: <http://lighttheline.org/>

We are proud to support the @Atlanta BeltLine’s #LightTheLine campaign! Join us in our effort to help bring pedestrian-scaled LED lights to the 22-mile corridor by donating today: <http://lighttheline.org/>

**Suggested Postings for Twitter:**

Help bring light to the @AtlantaBeltLine - Support #LightTheLine! <http://lighttheline.org/>

Have $5? Donate to @AtlantaBeltLine’s #LightTheLine campaign, every little bit helps: <http://lighttheline.org/>

We are proud to support @AtlantaBeltLine’s #LightTheLine! Join us in shedding some light on the 22-mile corridor: http://lighttheline.org/

@AtlantaBeltLine is raising $ to light the 22-mile corridor. Help them hit their goal - donate to #LightTheLine: http://lighttheline.org/

✔ Buy a tee ✔ #LightTheLine 💡

100% of proceeds from these tees help @AtlantaBeltLine light the 22-mile corridor! http://shop.beltline.org

**Suggested Postings for Instagram:**

Do you have $5 to help a great cause? The @AtlantaBeltLine is currently raising $1.1 million to help towards the cost of lighting the 22-mile Atlanta BeltLine corridor. Every little bit helps, donate today! #LightTheLine <http://lighttheline.org/>

We are proud to support the @AtlantaBeltLine’s #LightTheLine campaign! Join us in shedding some light on the 22-mile corridor by donating today: <http://lighttheline.org/>

✔ Buy a tee ✔ #LightTheLine 💡

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