

Sometimes All It Takes Is 18 People

It's easy to forget how important our individual actions can be, but if you look around Alexandria closely, you can see people making an impact in the lives of people in need in our community everyday. That is what ACTion Alexandria is all about—helping individual acts make a big impact in our community.

Last week, I heard about ImagineDesign, a Manassas-based design firm giving away a website design to a DC area charity. All you had to do was nominate your favorite charity using their Facebook form.

I also knew that the Center for Alexandria's Children was trying to figure out how they could afford a redesign of their current website to better meet it's needs. It was a perfect storm if you will—a local nonprofit needed a website and a local design firm was donating a website to a worthy nonprofit. All we had to do was make sure the Center for Alexandria's Children was selected as the winner by ImagineDesign.



The Center for Alexandria's Children is a worthy organization if there ever was one. Their purpose is the elimination of child abuse in the City of Alexandria. The CAC works collaboratively through a public-private partnership to protect children and strengthen families by coordinating the investigation, prosecution, treatment and prevention of child abuse in one safe, child-friendly facility.

So, using email and Facebook to quickly mobilize supporters, 18 people nominated the Center for Alexandria's Children to win ImagineDesign's contest, making sure to include personal testimonials describing why they support the CAC.

Thanks to good timing, a great organization, and some help from loyal supporters, The Center for Alexandria's Children was selected by ImagineDesign as the contest winner, and is well on it's way to getting the new website it needs.

An important take away from the Center for Alexandria's Children's good fortune is that it doesn't always take hundreds or thousands of people to vote for your project or organization, or thousands of dollars in donations. Sometimes it only takes 18 people to make all the difference in the world.

About Tracy Viselli: Tracy Viselli is the Community Manager for ACTion Alexandria. Learn more about ACTion Alexandria at <http://www.actionalexandria.org/>.