

# FUND-A-FUTURE 2020 COMMUNICATIONS TIMELINE

Since March, when Covid-19 forced sudden school closures, Boys & Girls Clubs of Bellevue made a commitment to fill the gaps in accessible youth care, food scarcity, and academic support by keeping our doors open for families in need. This fall, sites are operating as full-day remote learning centers and combating food insecurity by providing breakfast, lunch, and snacks to all members. With out-of-school learning, food insecurity increases, and educational gaps widening, support during our Fund-A-Future campaign ensures every child has equal access to resources, trusted mentors, and safe learning environment.

## OCTOBER

- Follow BGCB on Facebook and Instagram (@BGCBellevue).
- Make a post letting your followers know Champions of Youth Gala is one week away!

## OCTOBER 15

- Announce you are participating in Fund-a-Future campaign. You can use sample social media posts provided in this toolkit, create your own message, or share BGCB's posts
- Email your networks using the template we've provided as a guide. Ask them to join you in making a gift during the campaign.

## OCTOBER 16-30

- Post throughout the campaign, using the #FundGreatFutures hashtag and sample social media posts.
- Tag your friends, and encourage them to make a gift. You can also tag friends who you have given to say thank you!

## OCTOBER 31

- Thank your followers for participating. We couldn't have done it without them!

# FUND-A-FUTURE 2020

## SOCIAL MEDIA POSTS

### Pre-Event Posts

Mark your calendar! October 15 is #BGCBellevue's Champions of Youth Gala. After which, I will be participating in a two-week fundraising campaign. Together, we can make a huge impact on the children and teens @BGCBellevue serves each day.

From October 15-30, join me in support the thousands of children, teens, and families that rely on external support every day. #FundGreatFutures

October 15 @BGCBellevue's virtual gala kicks off a two-week fund-a-future campaign, where every dollar is matched! Together we can make a difference. Are you in?

### Campaign Sample Posts

I gave to @BGCBellevue today. Will you join me in support the thousands of children, teens, and families that rely on your generosity?

I just gave to @BGCBellevue. Boys & Girls Clubs of Bellevue is so special to me because \_\_\_\_\_.

### Post-Event Sample Posts

We did it! Thanks to your support during #FundGreatFutures, we were able to raise \$XX! Thank you, again, your support ensures all children will have access to the resources they need.

I just gave to @BGCBellevue. Boys & Girls Clubs of Bellevue is so special to me because \_\_\_\_\_.

# FUND-A-FUTURE EMAIL TEMPLATES (1/3)

## OCTOBER 8-15: PRE-EVENT EMAIL TEMPLATE

Subject: This October, we can ensure great futures

### WHO TO TARGET?

Start with who you know—friends, family, mentors—those who may be personally invested in your success. Then, expand your thinking to those within your personal network—colleagues, like-minded peers, or those who may have a passion for the community/youth development.

### WHEN TO SEND?

#### Before the campaign

Let friends know you're participating and, most importantly, what's motivating you to do so. Provide clear ways for them to help.

#### During the campaign

Announce you are participating!

#### Whenever you hit a fundraising milestone

Build off your momentum and excitement by reengaging those who have yet to participate. Seeing others contribute to your success may encourage your friends to make donations too.

#### Time-sensitive reminders

Giving deadlines, match challenges, or time-frames can provide urgency.

Dear [name],

I hope you are doing well! [personal anecdote]

This year, Boys & Girls Clubs of Bellevue is extending their annual Fund-a-Future campaign for two full weeks. During this time, our BGCB community will come together to support the children and teens who need us most.

From October 15-30, I will be raising money for \_\_\_\_\_. [Explain why you're raising funds for the Club—why is it personally meaningful to you? What impact does it have on you, those around you, kids, communities, etc.]

The best part? Every dollar raised is matched dollar for dollar up to \$100,000!

I hope I can count on your support! Please let me know if you have any questions.

Best,  
[your name]

P.S. I'll be using my social media to help promote #FundGreatFutures! Feel free to follow along on my pages or follow @BGCBellevue on Facebook and Instagram.

# FUND-A-FUTURE EMAIL TEMPLATES (2/3)

## OCTOBER 15-30: CAMPAIGN TEMPLATE

**Subject:** Help me ensure great futures

Dear [name],

I hope that you're doing well! [Insert a relevant or personal anecdote].

As you may have heard, today is Boys & Girls Clubs of Bellevue's Fund-a-Future campaign is extended for two weeks! During this time, the BGCB community is coming together to support the critical services the Club provides for thousands of children and teens each year.

I'm raising money for this great cause and I could really use your help. So far, this page has raised [amount], and we're trying our best to raise as much money as possible to [list out goals in as much detail as possible].

Every gift, big or small, counts! AND all gifts are DOUBLED up to \$100,000! You can make a donation on my page: [insert URL to campaign page].

Thank you in advance for your support. Please let me know if you have any questions.

Best,  
[Your name]

P.S. Feel free to share my campaign on your social media, too, with the hashtag #FundGreatFutures and tag me: Facebook: @YOUR NAME; Twitter: @YourHandle, Instagram: @YourHandle.

## SEPTEMBER 10: FUNDRAISING MILESTONE

**Subject:** Double your gift

Dear [name],

I'm excited to let you know that we have raised \$XX for Bellevue's children and teens during Boys & Girls Clubs of Bellevue's Fund-A-Future campaign so far!

There are XX days left in the campaign. We're so close to reaching our goal—can I count on you to help us make it a reality? With every gift matched dollar-for-dollar there has never been a better time to support your local Boys & Girls Club.

Every gift counts! You can make a donation on our project page: [insert URL to campaign page]. We plan to use the money to [list out goals in as much detail as possible].

Thank you in advance for your support. Please let me know if you have any questions.

Best,

[Your name]

P.S. Feel free to share my campaign on your social media, too, with the hashtag #FundGreatFutures and tag me: Facebook: @YOUR NAME; Twitter: @YourHandle, Instagram: @YourHandle.

# FUND-A-FUTURE EMAIL TEMPLATES (3/3)

## OCTOBER 28: TIME-SENSITIVE TEMPLATE

Subject: There's still time to give!

Dear [name],

I hope you are doing well! [personal anecdote]

Boys & Girls Clubs of Bellevue's fund-a-future campaign is still going on for three more days. For the last two weeks the BGCB community has come together to support the children and teens who need us most.

During those two weeks, I have been raising money for \_\_\_\_\_. [Explain why you're raising funds for the Club—why is it personally meaningful to you? What impact does it have on you, those around you, kids, communities, etc.]

I hope I can count on your support to help us get to the finish line! Please let me know if you have any questions.

Best,  
[your name]

P.S. I'll be using my social media to help promote #FundGreatFutures! Feel free to follow along on my pages or follow @BGCBellevue on Facebook and Instagram.

## OCTOBER 31: THANK YOU

Subject: Thank you!

Dear [name],

THANK YOU! Together we raised \$XX for Boys & Girls Clubs of Bellevue's life-changing programs. Your gift helps ensure every child has equal access to resources, trusted mentors, and safe learning environments.

It is truly inspiring to see the community come together around this cause that means so much to me. [personal anecdote]

Thank you again!

Please let me know if you have any questions.

Thank you,  
[your name]

# FUND-A-FUTURE PHONE SCRIPTS

## Sample Informational Call

"Hello, this is [Your Name] from Boys & Girls Clubs of Bellevue. In today's ever-changing world, BGCB has remained a constant in our community. Through the COVID crisis, school closures, and inconsistent schedules, The Club has not missed a beat and kept its doors open to those who needed the most. From October 15-30, the Club is holding a two-week fundraising campaign to ensure every child has equal access to resources, trusted mentors, and safe learning environments. I have created my own page and you can too!"

## Sample Appeal Call

"Hello, this is [Your Name] from Boys & Girls Clubs of Bellevue. We know this is a challenging time for everyone. As part of our Club family, we want you to be aware of what we are doing about the thousands of kids out of school that are now facing huge educational gaps. This fall, sites are operating as full-day remote learning centers and combating food insecurity by providing breakfast, lunch, and snacks to all members. With out-of-school learning, food insecurity increases, and educational gaps widening, we are doing whatever it takes to ensure every child has equal access to resources, trusted mentors, and safe learning environments. Now more than ever our kids need our help. Will you join me with a gift of [\$\$\$] during Fund-a-Future campaign so we can stay on top of this crisis and get kids the programs and services they need?"

## Sample Thank You Call

"Hello, this is [Your Name] from Boys & Girls Clubs of Bellevue. In today's ever-changing world, BGCB has remained a constant in our community. Through the COVID crisis, school closures, and inconsistent schedules, The Club has not missed a beat and kept its doors open to those who needed the most. Thank you for helping us do whatever it takes to ensure all kids have equal access to quality resources during this uncertain time."