

GREAT FUTURES Day



SEPTEMBER 22, 2022

CAMPAIGN TOOLKIT

BGCBELLEVUE.ORG/GreatFuturesDay



ABOUT GREAT FUTURES DAY



WHAT IS GREAT FUTURES DAY?

- Annual one-day online campaign
- Peer-to-Peer
- Focus on Individuals: community, friends, neighbors, coworkers, family, etc. staff



WHAT DOES GREAT FUTURES DAY SUPPORT?

- Supports the life-changing work our Clubs do, day in and day out
- This year focuses on supporting our social, emotional, and physical wellness programs. From building self-esteem and confidence to providing healthy snacks and activities, support on Great Futures Day helps us meet the challenges kids face head-on so our staff can continue providing the support, care, and resources all youth deserve.



WHAT IS THE GOAL?

Our goal is to raise \$365,000 to support vital programs for the children and teens who need us most.



What does an ambassador do?

Ambassadors are essential to the success of Great Futures Day. With your help, we know we can reach our goal of \$365,000. Thank you for your dedication to our mission and the youth we serve. As an ambassador, you help spread the word and engage others by:

1. Creating a personal fundraising page
2. Supporting the Club with a gift on Great Futures Day
3. Activating your network to increase donations and awareness

HOW TO BECOME AN AMBASSADOR



VISIT [BGCBELLEVUE.ORG/GREATFUTURES DAY](https://bgcbellevue.org/greatfuturesday) TO GET STARTED



CLICK THE "CREATE A PAGE" BUTTON

- First-time users: Register by signing up with your existing social media accounts or email.
- Previous users: Click "I have an account"
- Confirm contact information and click NEXT
- Confirm Registration and click FINISH



PERSONALIZE YOUR PAGE BY ADDING YOUR OWN TEXT AND PICTURES

Your story is the most powerful reason someone will donate—we have provided a template for you, but feel free to personalize your page!



BE THE FIRST TO DONATE TO YOUR PAGE

By making your own donation, others will see how passionate you are about BGCB and be more likely to donate. It's hard to ask others to give unless you have supported the cause, too!

TIPS FOR A SUCCESSFUL CAMPAIGN



SET A REALISTIC FUNDRAISING GOAL, AND TRY TO BEAT IT!

Our website will suggest a \$1,000 goal, but feel free to change it to fit your personal goals. Try setting a weekly goal for yourself to keep your fundraising on track before Great Futures Day.



SHARE ON SOCIAL MEDIA

Whenever you post on social media, don't forget to include a link to your Great Futures Day fundraising page. This will give your followers a way to support the Club! Use the templates on page 5 or create your own!



REACH OUT TO YOUR CLOSEST CONTACTS BEFORE GREAT FUTURES DAY TO BUILD MOMENTUM

Asking your closest contacts first is usually a "safe bet." The success will give you a boost and build confidence. It also gives you an opportunity to practice telling the BGCB story.



THANK EVERYONE FOR THEIR TIME AND CONSIDERATION

Even if you do not get a contribution, make a friend for BGCB. Thank them for their time and pass on their concerns or criticisms to the staff.

DONOR PROSPECTS

WHERE DO I FIND THEM?

Studies show that people give to people that they know and trust before they give to a cause or organization. Knowing this, consider the following sources in the worksheet below when looking for prospects:

1 Neighbors

2

3

1 BGCB Parents or
Volunteers
(past & present)

2

3

1 Local
Businesses

2

3

Friends

1

2

3

Clubs/
Organizations

1

2

3

Relatives

1

2

3

MY NAME:

1 Work
Associates

2

3

Customers/
Clients

1

2

3

1 Other

2

3

Donors/
Supporters

1

2

3

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MESSAGING TEMPLATES

Promotion is key to having a successful fundraiser. Share your fundraiser on Facebook, post about it on Instagram and Twitter, and email your supporters asking them to donate. On the following pages you will find information about Boys & Girls Clubs of Bellevue and some sample messages to get you started.

PRO TIP: Fundraising doesn't have to be scary!

Fundraising can get a negative reputation because many people associate the term with asking for money. Well guess what: fundraising is NOT just about money! It's about the desire to improve your community for the better. Think about how you have felt after contributing to a cause. Don't think of it as "asking for money." Instead you are providing people you know with an opportunity to be involved in something meaningful to you.



**BOYS & GIRLS CLUBS
OF BELLEVUE**

SAMPLE SOCIAL MEDIA POSTS



BGCBellevue.org/GreatFuturesDay

September 22 is @BGCBellevue's 2022 Great Futures Day. Together we can make a difference! I'm donating because let's face it, who in Bellevue hasn't benefited from the Club in one way or another? The impact is real, and it's time to give back to a place that's given out community so much!

If you're looking for an easy way to make a tangible difference in our community make a gift to @BGCBellevue today.
#WhateverItTakes

I'm donating to @BGCBellevue's Great Futures Day Campaign to help support their awesome Club programs! After school and during the summer, Club programs reinforce what kiddos learn in school through homework help, STEM activities, and college and career awareness programs. It's amazing all they do!
#FundGreatFutures

@BGCBellevue's Great Futures Day Campaign ensures all kids have access to healthy and nutritious foods at the Club. Your donation today could provide so many children and teens the meals and snacks they need to stay fueled for to build great futures.
#FundGreatFutures

The Club is ensuring that finances are not a barrier to families by reducing program fees and providing more scholarships than ever before. Support my page for @BGCBellevue's Great Futures Day and give youth access to the Club programming they need.
#FundGreatFutures

On September 22, join me in supporting the thousands of children, teens, and families who rely on @BGCBellevue's community services and support every day. #GreatFuturesDay2022

Big thanks to everyone who helped me reach my fundraising goal of [insert your \$ goal amount] for the @BGCBellevue Great Futures Day Campaign. Thanks to you, BGCB will be able to provide support to our community's youth and families. #FundGreatFutures



BGCB SOCIAL MEDIA

Official hashtag: #BGCBellevue

Facebook: @BGCBellevue

LinkedIn: @Boys&GirlsClubsofBellevue

Instagram: @BGCBellevue

Twitter: @BGC_Bellevue

SAMPLE EMAIL MESSAGES

WHO TO TARGET?

Start with who you know best—friend and family—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 or youth development. Use the donor prospect worksheet on page 9 to help decide!

WHEN TO SEND?

Before the campaign

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

On Great Futures Day

Remind your network you are participating!

When 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 them to make donations, too.

Time-sensitive reminders

Giving deadlines, challenge match, or timeframes can increase urgency.

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 Great Futures Day campaign! During this one-day fundraising event, BGCB's 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! You can make a donation on my page: {{insert fundraising URL}}.

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.

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SAMPLE EMAIL MESSAGES

SUBJECT: Join me in supporting Boys & Girls Clubs of Bellevue

Hi Friends,

I hope this finds you all safe, healthy, and happy as we emerge to our "new" normal in 2022... I am writing a quick email to ask my friends and family for help.

Wednesday, September 22, is Boys & Girls Clubs of Bellevue annual one-day of community giving, Great Futures Day, and I could you use your support to reach my goal! [{{insert fundraising URL}}](#)

I am passionate about Boys & Girls Clubs of Bellevue's mission of serving those who need us most and think that Clubs are needed now more than ever for this generation.

At BGCB, Kids and teens know they can rely on safe, consistent, and welcoming environments full of caring mentors who meet kids where they are to encourage overall healthy development. I've seen firsthand, whether it's after-school, summer, a schools-out-day, or a game at Hidden Valley, we're doing whatever it takes to ensure the youth who come to our Clubs achieve social, emotional, and physical wellness.

From building self-esteem and confidence to providing healthy snacks and activities, your support on Great Futures Day helps us meet the challenges kids face head-on, and ensures we don't fall behind in the face of rising inflation.

Your support to my page [{{insert fundraising URL}}](#) helps ensure every child has the support, care, and resources all youth deserve.

Many of you have donated on my behalf to BGCB campaigns in the past. THANK YOU for your continued support of the causes I believe in.

Thanks in advance for your support!

[your name]

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SAMPLE EMAIL MESSAGES

SUBJECT: Thank you for making great futures possible!

Dear [name],

THANK YOU! Together we raised \$XX for Boys & Girls Clubs of Bellevue's life-changing programs.

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

By making a donation, you are investing in each Boys & Girls Clubs member to reach their full potential. Your contribution ensures that there is a positive place where kids can grow and learn about all the good the world has to offer.

Thank you for helping the next generation of young people stay on the path to realizing their great futures!

Please let me know if you have any questions.

Thank you,
[your name]

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Questions?

If you have any questions,
please don't hesitate to reach
out to Tim Motts at
tmotts@bgcbellevue.org



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