

GREAT FUTURES Day

SEPTEMBER 22, 2021



CAMPAIGN TOOLKIT

BGCBELLEVUE.ORG/GFD2021

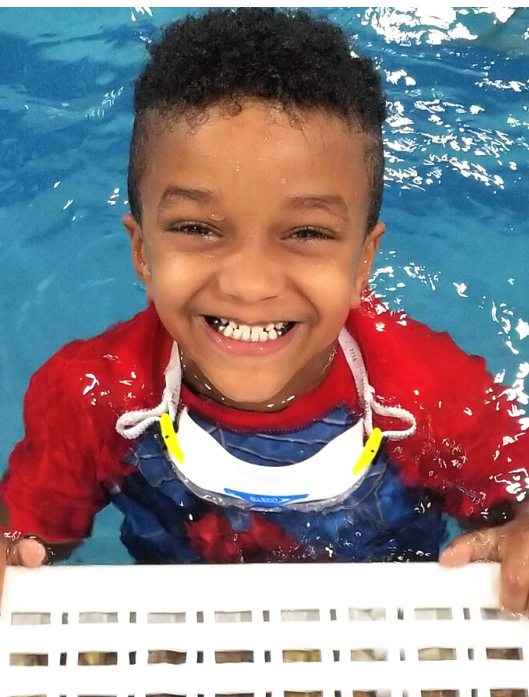




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ABOUT GREAT FUTURES DAY



WHAT IS GREAT FUTURES DAY?

Great Futures Day is an annual one-day online campaign during which Boys & Girls Clubs of Bellevue (BGCB) invites our Club community - staff, parents, caretakers, and friends - to support the positive life-changing work we do for our youth, day in and day out.



WHAT DOES GREAT FUTURES DAY SUPORT?

As we navigate this new "normal", BGCB is laser-focused on helping children and teens get back on track to realizing their Great Futures by providing safe, stable environments, and positive, enriching physical, social, and emotional experiences at our 15 Clubs. Donations received on September 22, Great Futures Day, will ensure that children and teens will learn, thrive, and develop resiliency and other skills that will carry them throughout their lives.



WHAT IS THE GOAL?

Our goal is to raise \$200,000 to support vital programs for the children and teens who need us most after 18+ months of disruption.



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 \$200,000. 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

Questions?

If you have any questions, please don't hesitate to reach out to Maggie Sliney at msliney@bgcbellevue.org or 425-777-9123.



**BOYS & GIRLS CLUBS
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HOW TO BECOME AN AMBASSADOR



VISIT [BGCBELLEVUE.ORG/GFD2021](https://bgcbellevue.org/gfd2021) 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.

GREAT FUTURES

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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
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ABOUT BOYS & GIRLS CLUBS OF BELLEVUE

For nearly 70 years, Boys & Girls Clubs of Bellevue has been committed to providing safe places for Bellevue's youth when they are not in school. Targeting the neighborhoods that need us most, our Clubs ensure children and teens in Bellevue have access to life-enhancing programming focused on academics, health, and leadership.

RESPONSE TO COVID-19

Since March 2020, when Covid-19 forced sudden school closures, Boys & Girls Clubs of Bellevue committed to filling the gaps in accessible youth care, food scarcity, and academic support by **keeping our doors open for families in need**. Over the year, BGCB offered a variety of services designed to help children and families throughout the Eastside navigate the many challenges that have arisen because of the pandemic. Below is an overview of BGCB's COVID-19 Response Work since March 16, 2020:



RAN 75 WEEKS OF FULL-DAY PROGRAMMING

BGCB extended hours Monday–Friday, 7:30 a.m.–5:30 p.m. for 18 months.



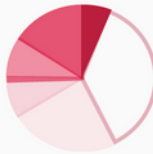
SERVED 2,989 YOUTH

Ages 2-18 through Club programs, meal services, remote learning, summer camp, family engagement opportunities, and virtual programming.



SERVED 54 HOMELESS YOUTH

connecting with these youth has been mutually gratifying to our Club and those we served.



NEARLY 70% OF MEMBERS IDENTIFY AS BIPOC

Including Black/African American, Asian, Hispanic or Latino, Multi-Racial, Native Hawaiian or Pacific Islander, or Other.



SERVED 103,000+ MEALS

To **combat food insecurity**, private and public partners provided innovative solutions to feed the community.



AWARDED \$1.1 MILLION+ IN NEEDS-BASED SCHOLARSHIPS

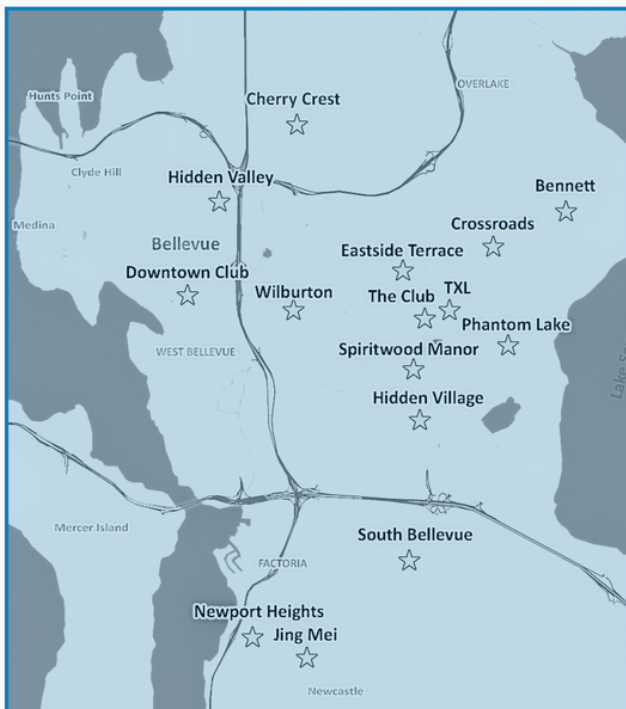
Ensuring finances aren't a barrier for our families, the Club has heavily discounted program fees. **90% of families receive financial aid.**



MORE THAN 60% REVENUE LOSS IN 2020

The pandemic's impact demonstrated BGCB can no longer rely on program fees as our primary revenue-generating source. To best serve those who need us most and keep program costs low, BGCB has transitioned to a new revenue model: 20% program fees and 80% contributions from our exceptional stake-

TRADITIONAL YEAR AT BGCB



13,000+ YOUTH SERVED ANNUALLY

Ages 2–18, 2,018 served daily

Nearly 50% of BGCB youth qualify for free & reduced lunch, compared to only 17% of Bellevue School District students



15 CLUBS

Six school-based Clubs
Three in public housing communities
Two in community centers
Two teen centers
One athletic complex
One stand-alone Clubhouse

13 of our 15 Clubs are strategically located in East Bellevue neighborhoods where a family of four's median income is at least 20% lower than the city average



500 PROGRAMS

Out-of-school, summer, and athletics

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	Friends	1	
2				2	
3				3	
1		BGCB Parents or Volunteers (past & present)	Clubs/ Organizations	1	
2				2	
3				3	
1		Local Businesses	Relatives	1	
2				2	
3				3	

MY NAME:

1		Work Associates	Customers/ Clients	1	
2				2	
3				3	
1		Other	Donors/ Supporters	1	
2				2	
3				3	

SAMPLE SOCIAL MEDIA POSTS

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. #GreatFuturesDay2021

This year, I hope to raise [INSERT FUNDRAISING GOAL] for @BGCBellevue Great Futures Day Campaign. Funds raised will support programs like remote learning, preschool, and teen services. Together we can make a difference. Join me today.

September 22 is @BGCBellevue's 2021 Great Futures Day. Together we can make a difference. I'm in, are you?

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

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

Donate \$250 to @BGCBellevue's Great Futures Day Campaign and help support Club programs! Club programs reinforce what members are learning in school through homework help, STEM activities, and college and career awareness programs. #FundGreatFutures

Donate \$500 to @BGCBellevue's Great Futures Day Campaign and provide the necessary personal protective equipment the Clubs, staff, and kiddos need remain healthy and safe. #FundGreatFutures

Donate \$1,000 to @BGCBellevue's Great Futures Day Campaign and ensure all kids have access to healthy and nutritious foods at the Club. A \$1,000 donation can provide up to 200 healthy meals and snacks. #FundGreatFutures

The Club is ensuring that finances are not a barrier to families by reducing program fees and providing more scholarships than ever before. Donate \$5,000 to @BGCBellevue's Great Futures Day and give youth access to the Club programming they need. #FundGreatFutures



BGCB SOCIAL MEDIA

Official hashtag: #BGCBellevue

Facebook: @BGCBellevue

Instagram: @BGCBellevue

LinkedIn: @Boys&GirlsClubsofBellevue

Twitter: @BGC_Bellevue

SOCIAL MEDIA ASSETS



BOYS & GIRLS CLUBS
OF BELLEVUE

GREAT FUTURES

SEPTEMBER 22, 2021 *Day*

Learn more at BGCBellevue.org/GFD2021

I support
**GREAT
FUTURES**
SEPTEMBER 22, 2021



Get involved today
BGCBellevue.org/GFD2021



“
I came back to work
at the Club eight
years ago because of
the impact the
awesome adults who
worked there had on
my young life...Those
mentors made me
who I am today, and I
will remember them
for rest of my life.

Anthony Myers,
Hidden Village Clubhouse Alumnus and
current BGC Downtown Club Director



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GREAT FUTURES

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Learn more at BGCBellevue.org/GFD2021



“
The Club provides a
safe place where I can
have fun and learn
new things. Even
when everything
shut down [during
COVID-19], my Club
family was still there
to support me.

Zak A.,
Lake Hills Teen Center Club Member



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“
When we join
together at the Club
we can do anything.
There's a fun
experience for
everyone... Art,
science, cooking,
photography, potato
tacos, cupcakes,
smoothies!

Rahaf, 11
Hidden Village Clubhouse Member



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“
I love the Club! I work
really hard here.

Vyom, 5 years old
Cherry Crest Clubhouse member



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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

Hi Friends,

From now until Wednesday, September 22, I am participating in Boys & Girls Clubs of Bellevue's Great Futures Day because I believe Great Futures are possible for all young people in Bellevue, like BGCB alumnus and current Downtown Club site director Anthony. Below are a few words from Anthony about how the Club changed his life:

"As a child, the Club provided a sanctuary and structure outside of school that I didn't have at home. I learned how to have relationships with trusted adults and built confidence. I came back to work here eight years ago because of the impact those awesome adults had on my young life. Today, I do everything I can to create that positive experience for our members."

As we emerge from the worst days of the pandemic, BGCB is laser-focused on helping children and teens get back on track to realizing their Great Futures by providing safe, stable environments, and positive, enriching physical, social, and emotional experiences at our 15 Clubs.

You can help create Great Futures like Anthony's by contributing to Great Futures Day via my fundraising page [{{url}}](#)

I hope you will join me in giving the gift of a Great Future!

Best,

[your name]



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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 2021... 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}}](#)

As you may know, I am passionate about Boys & Girls Clubs of Bellevue's mission of serving those who need us most. What you may not know is that while other organizations were forced to close their doors due to COVID-19, BGCB remained open for 75 weeks of FULL-DAY childcare for essential workers and vulnerable children. For students and families who faced food insecurity during the pandemic, the Club has distributed more than 103,000 meals.

As we navigate this new normal, BGCB is laser-focused on helping children and teens get back on track to realizing their Great Futures by providing safe, stable environments, and positive, enriching physical, social, and emotional experiences at our 15 Clubs.

Your support to my page [{{insert fundraising URL}}](#) helps ensure every child has equal access to resources, trusted mentors, and safe environments after 18+ months of disruption.

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]

SAMPLE EMAIL MESSAGES

SUBJECT: Happy Great Futures Day!

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.



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 that 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?

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hesitate to reach out to Maggie Sliney at
msliney@bgcbellevue.org or 425-777-9123.



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