

THE BACK TO SCHOOL CHALLENGE 2020

PEER-TO-PEER FUNDRAISING KIT

Get organized:

- Create an online fundraising page at www.thebig-littlechallenge.org
- Set a fundraising goal: how much money do you want to raise?
 - Raising **\$200** provides a FAFSA workshop for seniors and their families to guide them through completing their FAFSA
 - Raising **\$275** provides SAT pre- and post-prep for juniors for one year.
 - Raising **\$500** provides a book stipend for one student for one year—this cost is most often overlooked / not covered by other forms of financial aid.
- Find people to help you—recruit colleagues from different departments or worksites who can encourage other coworkers, friends, and family members to support your fundraising goal.
- Consider making a donation to your own page to get started. Even if it's small it will show your supporters that you believe in your own efforts and the mission!

\$200

RAISED WILL PROVIDE A FAFSA WORKSHOP FOR SENIORS AND THEIR FAMILIES TO GUIDE THEM THROUGH COMPLETING THEIR FAFSA

\$275

RAISED WILL PROVIDE SAT PRE- AND POST-PREP FOR JUNIORS FOR ONE YEAR

\$500

WILL PROVIDE A BOOK STIPEND FOR ONE STUDENT FOR ONE YEAR - A COST MOST OFTEN OVERLOOKED/NOT COVERED BY FINANCIAL AID

Spread the word:

- Use email, social media, and text message to engage your personal network with your fundraising efforts. Send messages to colleagues, friends, and family members asking them to support you and BBBS of NYC through monetary donations! [See templates below!](#)
- Put your Challenge fundraising page link in the signature of your emails.

- Post a link to your page on your social media accounts and encourage your network to donate. Use platforms like Facebook, Instagram, Twitter, and Snapchat to update your supporters about your fundraising campaign.
- Make it personal! Update your personal fundraising page, social media pages, and emails with personal touches:
 - Tell your story on why volunteering at BBBS of NYC is important to and how it has impacted your life.
 - Share a great photo of you and your Little at a BBBS of NYC event!

Match your gifts:

- Does your employer match donations? Encourage your colleagues to get their gifts matched, too.
- Does your employer participate in a Dollars for Hours program, also known as Dollars for Doers or corporate volunteer grants? Through these programs, companies donate money to non-profit organizations based on how many hours its employees volunteer with the organization.
 - Participating in a Dollars for Hours program is easy, especially since you already volunteer with Big Brothers Big Sisters of NYC. Simply reach out to your Human Resources department to start doubling your donation towards our mission.
 - Please be sure to ask if your company has a minimum or maximum number of volunteer hours that you must complete in a year for eligibility.
 - Contact your Program Manager if you have questions about Dollars for Hours.

Additional fundraising tips:

- Ask friends and family to donate to your fundraising page in lieu of gifts for your birthday, anniversary, or other special occasions.
- Adjust your goal as you go along. If you're closing to reaching it...increase it! If people see you're close to reaching your goal, they may give less. Reevaluate your goal every two to three weeks.
- Find creative ways to ask for support using numbers. Ask people to donate \$20 on the 20th of the month or to donate the total of their birthday (month plus day).
- Remember—you're not asking for money for yourself, you're asking for money to help ignite the potential of underrepresented youth in New York City.

Share your fundraising success stories:

- Have a fundraising idea or strategy that works? Share it with us! You can connect with us through Facebook, Instagram (@bbbsnyc), or Twitter (@BBBSNYC). You can also email Special Events Manager, Lulu Chu at lchu@bigsnyc.org.
- Interested in hosting a virtual event (e.g. trivia night, happy hour, fitness class, etc.) to help boost your fundraising? Contact Special Events Manager, Lulu Chu at lchu@bigsnyc.org.

GIFTS TO BBBS OF NYC CHANGE LIVES

Do your co-workers, friends, and family know how many people Big Brothers Big Sisters of NYC impacts each year? Make your fundraiser a success by sharing the real numbers and true impact behind our programs.

- We served **5,306 youth** in 2019 **through 122,250 hours** of 1:1 mentoring, group mentoring, and career and educational programming.
- In 2019, **97% of all Littles were promoted to the next grade and 93% of Littles were accepted into college.**
- Our **Longer Stronger** initiative is focused on increasing the match length between Bigs and Littles. Matches are encouraged to set **S.M.A.R.T. goals** and work closely with BBBS of NYC staff to monitor progress. In the last 3 years, our **Community-Based match length increased by almost 40% and our average match length increased by nearly 30%.**
- BBBS of NYC has **2,030 1:1 Big / Little Matches** that reside in all five boroughs of New York City.
- Our **College & Career Success Program** provides support for Littles, Bigs, and families to navigate the transition to college and take steps towards achieving career goals. We serve over 140 Littles in this program. **The average GPA for college Littles in the program was 3.0, with 96% of all students on track to graduate.**
- Partnering with NYPD precincts in Brooklyn, The Bronx, and Upper Manhattan, **the Bigs in Blue** program creates and **fosters positive conversations among police officers and youth in their community.** Bigs in Blue has grown exponentially from 1 precinct to 12 precincts in two years. Since its inception, the Bigs in Blue group mentoring program has **served 122 youth with 41 officers.**
- Our **Workplace Mentoring Program** provides high school students with the skills needed to achieve their full potential through a mentoring relationship with an invested career mentor. This year, **75 companies** have partnered with us, allowing more than **2,000 youth** to be served.
- The **New American Program ensures the power of mentoring is available first- and second-generation immigrant youth.** In 2019, we served **186 matches** in building social capital in their local communities and celebrating their heritage.

EMAIL FUNDRAISING TEMPLATES

SUBJECT: Support Big Brothers Big Sisters of NYC's Back to School Challenge!

Hey **[[firstname]]**,

I recently took on the challenge of raising **[[insert fundraising goal \$ amount]]** for Big Brothers Big Sisters of NYC's Back to School Challenge! Now I'm challenging you to help me reach my goal by making a donation to my fundraising page. All funds will support BBBS of NYC in hosting their 2nd annual Big-Little Challenge at the Field House in Chelsea Piers in May 2021.

The Back to School Challenge is a fundraising campaign that will raise critical funds for the Big-Little Challenge, a signature BBBS of NYC annual fundraising event dedicated to celebrating our Big / Little Matches and promoting mental and physical wellness. As students across the city return to school, BBBS of NYC's ability to host events for Big / Little Matches such as BLC remains uncertain, and Littles face an exceptionally unprecedented academic year ahead. Join me in taking on the Back to School Challenge by making a donation! Any amount that you contribute allows BBBS of NYC to continue to ignite potential in NYC's youth through the changes that COVID-19 brings.

Making a contribution is easy! Click this link: **[[insert link to personal fundraising page]]**. If you would prefer, you can also send your tax-deductible donation to this address:

Big Brothers Big Sisters of NYC
ATTN: Back to School Challenge
40 Rector Street, 11th floor
New York, NY 10006

Challenge accepted?

[[YOUR FIRST NAME]]

SUBJECT: Take on the Back to School Challenge for my Little, [[insert your Little's first name]]

Hey **[[firstname]]**,

I recently took on the challenge of raising **[[insert fundraising goal \$ amount]]** for Big Brothers Big Sisters of NYC's Back to School Challenge! Now I'm challenging you to help me reach my goal by making a donation to my fundraising page. All funds will support BBBS of NYC in hosting their 2nd annual Big-Little Challenge at the Field House in Chelsea Piers in May 2021.

The Back to School Challenge is a fundraising campaign that will allow BBBS of NYC to continue to advance their mission: to build and support mentoring relationships to ignite the biggest possible futures. As a Big, I know first-hand the powerful impact of mentorship and how it has positively influenced my Little's potential. This year, as students across the city return to school, they face an exceptionally unprecedented academic term ahead. Join me in supporting my Little, **[[insert**

your Little's first name]] by taking on the Back to School Challenge and making a donation! Any amount that you contribute allows BBBS of NYC to continue to ignite potential in NYC's youth through the changes that COVID-19 brings.

Making a contribution is easy! Click this link: **[[insert link to personal fundraising page]]**. If you would prefer, you can also send your tax-deductible donation to this address:

Big Brothers Big Sisters of NYC
ATTN: Back to School Challenge
40 Rector Street, 11th floor
New York, NY 10006

Challenge accepted?
[[YOUR FIRST NAME]]

SUBJECT: Take on the Back to School Challenge for the Big-Little Challenge!

Hey **[[firstname]]**,

I recently took on the challenge of raising **[[insert fundraising goal \$ amount]]** for Big Brothers Big Sisters of NYC's Back to School Challenge! Now I'm challenging you to help me reach my goal by making a donation to my fundraising page. All funds will support BBBS of NYC in hosting their 2nd annual Big-Little Challenge at the Field House in Chelsea Piers in May 2021.

The Big-Little Challenge is a signature annual peer-to-peer fundraising event dedicated to celebrating our Matches and promoting mental and physical wellness. Bigs and Littles participate in a fun day of play that includes games and activities such as soccer, gymnastics, rock climbing, fitness classes, arts & crafts, STEM challenges, and more! This event is held at zero cost to our Matches. BBBS of NYC's ability to host events for Big / Little Matches such as the Big-Little Challenge remains uncertain. Any amount that you contribute allows BBBS of NYC to continue to host events dedicated to the success and power of mentoring despite the changes that COVID-19 brings.

Making a contribution is easy! Click this link: **[[insert link to personal fundraising page]]**. If you would prefer, you can also send your tax-deductible donation to this address:

Big Brothers Big Sisters of NYC
ATTN: Back to School Challenge
40 Rector Street, 11th floor
New York, NY 10006

Challenge accepted?
[[YOUR FIRST NAME]]

SOCIAL MEDIA FUNDRAISING TEMPLATES

LAUNCH your campaign with this message:

I'm helping to support the Back to School Fundraising Challenge for Big Brothers Big Sisters of NYC by raising \$200! Please join me by donating to here: **[[link to your fundraising page]]**. If 20 people donated \$10, that would cover the cost of providing a FAFSA workshop to high school seniors and their families.

UPDATE your network with this message:

I'm close to reaching my goal of raising \$200 to help @bbbsnyc continue to host events to celebrate the power and success of mentoring! Will you consider making a gift to my fundraising page to help me reach my goal? Donate by visiting the link in my bio!

THANK a donor with this message:

Thank you **[[@nameofdonor]]** for taking on Back to School Challenge and donating to support me and this critical cause! Together we are igniting potential in New York City's youth.

ASK for more support with this message:

September is almost over, which means the Back to School Challenge is ending soon—can you help me tackle this challenge and surpass my goal? No amount is too small and will help reach my \$200 goal of providing a FAFSA workshop for high school seniors and their families.

CELEBRATE your successful campaign with this message:

We did it! With your support, I raised **[[\$TOTAL]]** and contributed towards helping NYC youth as they face an unprecedented school year. Together, we are helping @bbbsnyc achieve its mission to build and support mentoring relationships to ignite the biggest possible future for NYC youth.

WAYS TO RAISE \$250 IN TEN DAYS

Put in your own \$25.....	\$25
Ask your spouse/partner for \$25	\$50
Ask 2 co-workers for \$10.....	\$70
Ask 10 friends for \$10.	\$170
Email 2 relatives and ask for \$25.....	\$220
Ask 2 friends at a club/place of worship for \$10.....	\$240
Ask your boss for \$10.....	\$250!