



**Big Brothers
Big Sisters.®**
OF NEW HAMPSHIRE

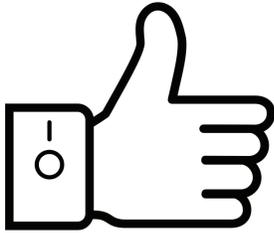
Thankful Giving Campaign

**SOCIAL
MEDIA
TOOLKIT**

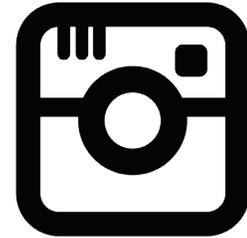




www.bbbsnh.org

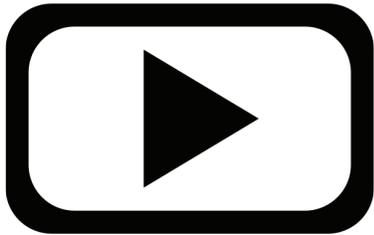


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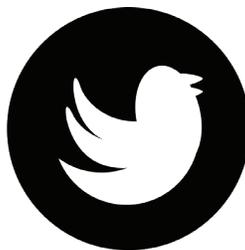
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Thankful Giving Campaign

WHAT IS IT?

MISSION-FOCUSED FUNDRAISING

The Thankful Giving Campaign (TGC) began in 2017 as an answer to a question: How can we better tell our story to supporters in a meaningful way and increase end-of-year giving?

Early in the statewide merger, it became clear that the old way of raising funding to support youth mentoring just wasn't cutting it. Interest and momentum for some tried-and-true fundraising events was waning. After careful review of our events calendar, our team trimmed down the number of events to focus on those with the greatest impact.

Reviewing the success of our year-end annual appeal mailing yielded similar results. Our message was stale, and donors weren't connecting with it anymore. We knew we needed to embrace technology to better tell our story and reach a wider audience than ever before.

The 2017 TGC, which ran from early December to the end of January, raised just under \$60,000. During those 8 weeks, we shared stories of Bigs, Littles, and board members. We highlighted long-running matches, and introduced new ones. We shared our impact in new ways, and it worked. This year, we aim to build upon that success, with a **\$100,000 fundraising goal**.

We need your help to reach it.

CROWDFUNDING SUPPORT

Crowdfunding was key to our success last year. Many board and staff members, Bigs and other supporters invited their friends, families and co-workers to invest in youth mentoring. Feedback from last year informed our 2018 planning, and we've made a few changes:

Shorter. The online fundraising push will be one week — Nov. 27 to Dec. 2.

More urgent. The campaign runs through the end of January, but our biggest online push is the week of Giving Tuesday. We'll reach out more than ever that week to motivate donors.

Better materials. You wanted an easily-accessible package of tools to make it easier for you to help us meet our goal. Here you have it!



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TIMELINE

OCTOBER

Social Media toolkit
presented to boards
and YP4M

Staff, boards, Bigs
and other supporters
create online giving
pages for kick-off

DECEMBER

DECEMBER 3
Annual appeal letter goes
out to supporters

NOVEMBER

NOVEMBER 2

Postcard mailing about TGC goes out to supporters

NOVEMBER 27

Giving Tuesday and online campaign kick-off

NOVEMBER 27 - DECEMBER 2

Online giving push • Ask your friends to give!

JANUARY

NATIONAL MENTORING MONTH

JANUARY 18

YP4M Little Bash • Portsmouth, NH

JANUARY 21

TGC thank you/last call for donations postcard
to supporters

JANUARY 31

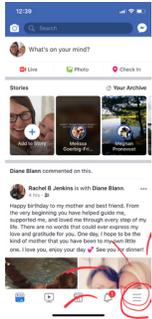
TGC ends

START YOUR CAMPAIGN

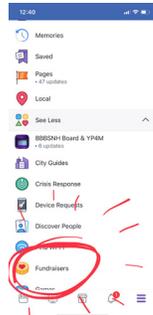
TWO SIMPLE WAYS TO RAISE

FACEBOOK

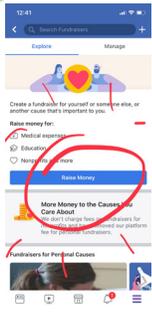
Go to facebook.com or the Facebook app.



1 Go to the menu screen.



2 Select "Fundraisers."



3 Select "Raise Money."



4 Select "Nonprofit."



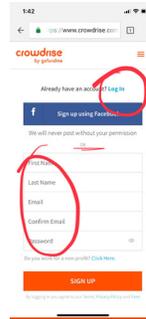
5 Search for "BBBSNH."



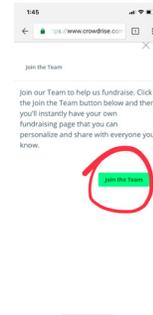
6 Customize your text, photo, and/or goal and hit "Create."

CROWDRISE

Visit crowdrise.com/2018-thankful-giving-campaign



1 Login or create an account.



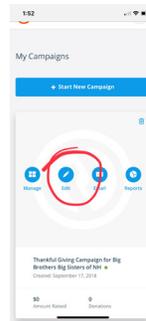
2 Select "Join the Team."



3 Select your initials icon or photo in the top right.



4 Select "My Campaigns" to customize your fundraiser. "My Profile" is where you can add your photo.



5 Under "My Campaigns" select "Edit" and follow the prompts. Your campaign story will auto-populate to BBBSNH's text. You can leave it that way, or change text, photos and your goal amount.

Thankful Giving Campaign



RUN YOUR CAMPAIGN

Thank you for supporting BBBSNH by creating a “friendraiser” page for the Thankful Giving Campaign. Here are some tips we hope will help you make the most of your efforts.

KEY DATES

We hope to raise half our \$100,000 goal online from **GIVING TUESDAY (Nov. 27) through December 2.**

But we’ll collect donations through January, which is National Mentoring Month.

GET PERSONAL

- Share with friends and family *why* you’re passionate about mentoring. Take a few moments to personalize your Facebook fundraiser or Crowdrise page with your story. Include photos of your match or stories about your own mentors and their impact on your life. *What does BBBS mean to you and why?*
- Set a personal goal and share how much you aim to raise for BBBSNH. Not sure how much to set? Our average match costs \$1,200 per year to make and support. Start there and think BIG! Can you and your friends support 1, 2, or 5 matches? Go for it!
- Post updates on your progress during the campaign. Share how close you are to your goal, and ask your friends to help you get there.

Take a moment to personally thank those who contribute to your campaign. Donors who give online will receive an automatic thank you and receipt from us, and we’ll follow up with a personalized note, letter or video, but nothing beats a thank you from the person who inspired you to give. Send an email, make a quick phone call or even send a hand-written note of gratitude for your friend or loved one’s generosity.



Thankful Giving Campaign

TWEET, POST, SHARE

1 in 3 kids will grow up without a mentor.
Join me in changing the odds by supporting BBBSNH's #ThankfulGivingCampaign.

More than 250 NH children are waiting for a mentor.
Support @BBBSNH and invest in our future.
#ThankfulGivingCampaign

Whether it's your time, skills or dollars, giving to @BBBSNH changes tomorrows, today. #mentoringmatters #ThankfulGivingCampaign

I support youth mentoring. Join me in fueling the potential of NH's youth. Please donate to BBBSNH's #ThankfulGivingCampaign.

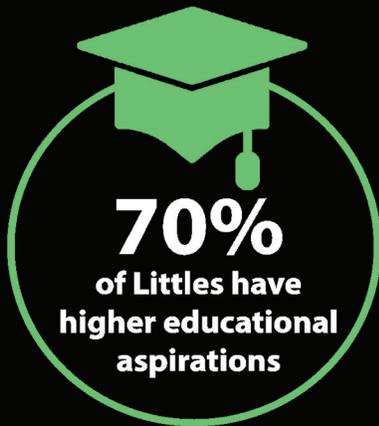
Every child has potential. @BBBSNH mentors ignite potential and empower NH kids to dream bigger. Support their #ThankfulGivingCampaign.

Three simple words from a bullied child about his Big Brother:
"He understands me."
Join me in supporting BBBSNH's #ThankfulGivingCampaign.

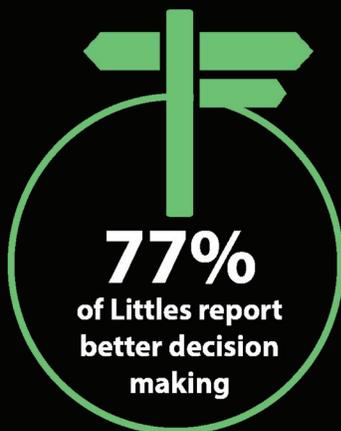


Thankful Giving Campaign

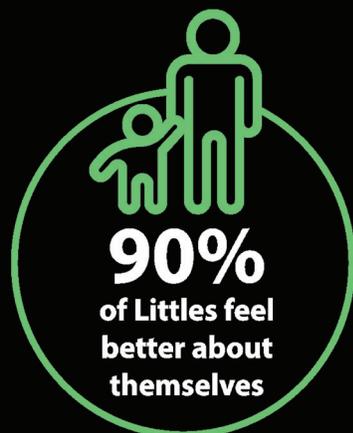
TWEET, POST, SHARE



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 Thankful Giving Campaign



 Thankful Giving Campaign

5 REASONS TO GIVE TO



HONOR YOUR OWN MENTORS



Who is the first person you called when you got into college, landed your first job or made your first big sale? For hundreds of Granite State children facing adversity, a mentor may not have come along if not for Big Brothers Big Sisters.

More than 250 children are still waiting. What better way to pay it forward than to support youth mentoring?

INVEST IN YOUR COMMUNITY



Positively impacting the life of a child will affect not just his or her own life, but the lives of everyone he or she touches for generations. It costs \$1,200 per year to make and support each mentoring match, and BBBSNH charges no fees to families or mentors. All of our funding is raised locally, and more than half of our revenue comes from individuals and local businesses.

IT ONLY TAKES A MINUTE TO CHANGE A LIFE FOREVER



A few hours a month is all it takes to change a life as a volunteer mentor. But we get it -- there are so many demands on our time these days that not everyone can make the commitment. By contributing financially to BBBSNH, your support will help cover the costs of screening, enrolling and training mentors, and providing ongoing support to mentoring matches.

IT'S AN EVIDENCE-BASED SOLUTION



Our one-to-one youth mentoring model is recognized by the U.S. Substance Abuse and Mental Health Services Administration (SAMHSA) as an evidence-based practice. National research shows that Big Brothers Big Sisters improves the odds that the children we serve will succeed educationally and socially. Mentored children are more likely to stay in school, and less likely to get in fights or use drugs and alcohol.

IT JUST FEELS GOOD



When you support youth mentoring, you are part of stories like this one:
When I lost my dad at age five, I thought I would never have someone like a father to be around. Then I met Richard...Richard is so selfless and if I didn't have him I don't know what I would do.
-- Jake, BBBSNH Little Brother

VISIT US TODAY:
www.bbbsnh.org



Thankful Giving Campaign

TWEET, POST, SHARE



Thankful Giving Campaign



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QUESTIONS?

Contact Casey Caster
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ccaster@bbbsnh.org



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