Thankful Giving Campaign

SOCIAL MEDIA TOOLKIT
Every child has potential. And for more than 50 years, Big Brothers Big Sisters mentors have been empowering New Hampshire youth to reach their highest potential. With child safety as our top priority, our evidence-based model relies on three key components: rigorous volunteer mentor screening, ongoing training, and professional support for mentors, children, and their families — for the life of the relationship.

We provide our services free of charge to any child seeking a mentor, but our program is not free. In fact, it costs $1,500 per year to make and support each mentoring match. BBBSNH raises 100% of our revenue locally, through foundation and government grants, fundraising events, corporate contributions and individual donations. The Thankful Giving Campaign, this December 3-10, is intended to raise awareness and funds to make matches that create and support one-to-one mentoring relationships that ignite the power and promise of youth.

This toolkit is designed to help you share your passion for this program. We hope you will join us for the Thankful Giving campaign and engage your friends and family in this cause you care so deeply about. You’ll find images and information you can share to illustrate the life-changing impact of youth mentoring.

Thank you for being a defender of potential!
START YOUR CAMPAIGN
TWO SIMPLE WAYS TO RAISE

FACEBOOK
1. Go to facebook.com or the Facebook app.
2. Go to the menu screen.
3. Select “Fundraisers.”
4. Select “Raise Money.”
5. Select “Nonprofit.”
6. Search for “BBBSNH.”
7. Customize your text, photo, and/or goal and hit “Create.”

WEBSITE
1. Visit give.bbbsnh.org/ThankfulGiving2020
2. Select “Become a Fundraiser.”
3. Create an Account or Log In.
4. Complete your profile and click “Sign Up” to create your page!
5. Follow the prompts. You can choose your goal, add photos and customize your story.
6. You will receive a confirmation email and you can log in anytime to check or update your page.

-OR-

START YOUR CAMPAIGN TOGETHER, WE ARE DEFENDERS OF POTENTIAL
Thank you for supporting BBBSNH by creating a “friendraiser” page. Here are some tips we hope will help you make the most of your efforts.

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**Run Your Campaign**

**Key Dates**

We hope to reach our $100,000 goal online from **December 3-10**

**Get Personal**

- Share with friends and family why you’re passionate about mentoring. Take a few moments to personalize your Facebook fundraiser or fundraising 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 $1,500 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.

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**Take a moment to personally thank those who contribute to your campaign.** Donors who give online will receive an automatic thank you and email receipt from us, and we’ll follow up a personalized note, 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.
1 in 3 kids will grow up without a mentor.
Join me in changing the odds by supporting BBBSNH’s
#ThankfulGivingCampaign
#BBBSNH

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

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

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

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

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

TOGETHER, WE ARE DEFENDERS OF POTENTIAL
**TWEET, POST, SHARE**

**IT COSTS $1,500 TO MAKE A MATCH**

<table>
<thead>
<tr>
<th>Cost</th>
<th>Description</th>
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<tbody>
<tr>
<td>$200</td>
<td>Volunteer Recruitment</td>
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<tr>
<td></td>
<td>Printed Materials &amp; Recruitment Supplies</td>
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<tr>
<td>$50</td>
<td>Making Introductions</td>
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<td></td>
<td>Little Meets Big</td>
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<tr>
<td>$600</td>
<td>Supporting the Match</td>
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<tr>
<td></td>
<td>Big &amp; Little Check-ins with Match Support Specialist, Training, Support &amp; Referral</td>
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<tr>
<td>$200</td>
<td>Operational Costs</td>
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<tr>
<td></td>
<td>Interviewing, Assessment, Review &amp; Approval</td>
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<tr>
<td>$250</td>
<td>Child Safety</td>
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<tr>
<td></td>
<td>Multi-layered Background Checks</td>
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<td></td>
<td>Thorough Reference Checks</td>
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<td>Regular Check-ins &amp; Supervision</td>
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<td></td>
<td>Ongoing Training</td>
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<tr>
<td></td>
<td>Policies &amp; Procedures to Ensure Child Safety</td>
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- **70% of Littles have higher educational aspirations**
- **90% of Littles feel better about themselves**
- **77% of Littles report better decision making**

Together, we are defenders of potential.
TWEET, POST, SHARE

TOGETHER, WE ARE DEFENDERS OF POTENTIAL

DEFENDERS OF POTENTIAL

EMPOWERING POTENTIAL

IGNITING POTENTIAL

TOGETHER, WE ARE DEFENDERS OF POTENTIAL
QUESTIONS?

Contact Casey Caster
VP Community Relations
603.430.1140 ext. 1002
ccaster@bbbsnh.org