BATTLE @ THE BALLPARK ROCK! PAPER! SCISSORS FRIEND-TO-FRIEND FUNDRAISING GAME XII

PURPOSE:

Partner with young people in their pursuit of a stable, meaningful and independent life.

All young people DREAM of a bright future-one that's full of OPPORTUNITIES. POSSIBILITIES. But many young people face economic, educational and social hardships that compromise their future. Having an extra caring adult as a mentor increases kids' confidence, school attendance and graduation rates.

Big Brothers Big Sisters of Eastern Missouri shows up for young people. And now you can too.

HELP US RAISE \$1 MILLION FOR STL KIDS

INTRODUCING BATTLE @ THE BALLPARK: ROCK! PAPER! SCISSORS!

Big Brothers Big Sisters latest innovation is a fundraising campaign and event that gives everyone a chance to participate. It's a hyper-charged by competition that supports our purpose.

The team and friend-to-friend fundraising campaign culminates on June 4, 2022 with Battle @ the Ballpark: Rock! Paper! Scissors!. A live throw-down, bracket-style, played on Busch Stadium's field.

START TRAINING (AKA FUNDRAISING) AND RECRUIT YOUR FRIENDS.

SO YOU'VE DECIDED TO FUNDRAISE FOR STL KIDS ... THANK YOU!

YOU'RE JOINING A COMMUNITY OF EVERYDAY PEOPLE MAKING A DIFFERENCE FOR YOUNG PEOPLE IN OUR COMMUNITIES.

Fundraising can seem daunting at first, but the good news is you don't need to be a fundraising expert to raise a lot of money. You have a chance to make a big impact, even if you can't personally make a big donation. By mobilizing your friends and family, you can help Big Brothers Big Sisters of Eastern Missouri reach more people, raise more money, and make a bigger impact.

There are so many ways (and benefits) to fundraise challenge a friend to Rock Paper Scissors, request donations instead of gifts on a special day, or do your own thing by getting creative.

YOU WANT THAT BELT! YOU KNOW IT! YOU'VE GOT TO GET YOUR TEAM PLAYING AND PSYCHED.

HERE ARE A FEW OF OUR IDEAS:

- Be sure to attend a Rally Meeting or two it's a chance to meet with the Big Brothers Big Sisters hype team and other sponsors.
- Communication is key: Use platforms/spaces that already exist to provide updates/fun info (like "Player Spotlights"). Share progress updates biweekly or more frequently.
- Turn the energy up by offering activities and incentives. Open regular meetings with a quick Rock Paper Scissors match. Challenge departments to play one another. Perhaps, winners get lunch with the CEO.
- Remember it's Rock Paper Scissors, it doesn't need to be complex to be effective and FUN!

INCENTIVES FOR YOU & YOUR DONORS!

RAISE \$250 AND EARN A GREEN SEAT TICKET FOR BATTLE @ THE BALLPARK: ROCK! PAPER! SCISSORS! ON JUNE 4.

You'll have access to the field at Busch Stadium, enjoy free food & drinks, play in the bullpen/batting cage and watch the Battle throwdown. *Limit 4 Green Seats per fundraiser*.

\$50 DONATION GETS CARDINALS GAME VOUCHER.

When your friends or family donate \$50 or more, they'll receive a voucher for two tickets to a Cardinals game

As the campaign progresses and you collect more "W"s for STL Kids, you'll be eligible for other really cool prizes.

STEPS TO GET STARTED

- START YOUR FUNDRAISING PAGE: Choose a goal, tell your story, put your face on it. OR Join a Sponsor Teams page and help that organization win the fundraising belt.
- 2. **DONATE TO YOURSELF:** No matter the size, it shows people you're committed.
- 3. **INVITE YOUR FRIENDS:** On your page, you'll find templates for email and social media posts ready to go. The more people you reach, the more successful you'll be.
 - a. **Tip:** Don't be afraid to ask. You're not asking for you, you're asking for STL Kids!
- 4. **KEEP GOING:** On average it takes 3-5 touch points to get someone to donate. And communicate your progress, you'll gain more donations.

AFFIRM PEOPLE AND SAY THANK YOU!

- <u>SEND A HANDWRITTEN NOTE:</u> Don't underestimate the value of a personalized email or a good, old-fashioned handwritten card.
- <u>USE YOUR FUNDRAISING PAGE</u>: You can acknowledge your supporters right on your fundraising page by replying or posting a comment on your activity wall.
- <u>GIVE THEM A SOCIAL MEDIA SHOUTOUT</u>: Take it to the next level and thank donors via social media - most people love being recognized in public for their good deeds!

TELL YOUR STORY & KEY MESSAGES

People love giving to people they know!

Adding personal touches to your fundraising page, like why you are fundraising, your connection to our organization, personal photos and stories, help your friends and family connect more with the mission. Your personal supporters will feel more compelled to give because they understand your personal relationship and what our organization means to you. So don't be shy to make edits to your page and share updates as your progress grows!

Pro Tip - Don't forget to be the first to donate to show how dedicated you are to the mission! You're bubbling up your own progress bar and removing any fear of donors being the first to "join the party"!

SPREAD THE WORD! MAKE A PLAN

You're on your way to fundraising success - now it's time to spread the word and reach your goal!

We suggest starting by creating a list of people you plan to reach out to.

Start with your closest inner circle - They're the most likely to make the first few donations, as they are more accountable to your personal outreach. It's always nice to get some quick wins in the beginning too!

Cast a wider net - Don't be afraid to push yourself and expand your listsome people in your wider network may have a personal connection to our mission, and it could spark some great conversations on top of a donation towards your goal!

EMAIL & SOCIAL MESSAGE EXAMPLES

Example 1

Subject Line: You can help me get a Win for STL Kids

Family and Friends,

I'm raising money for Big Brothers Big Sisters of Eastern Missouri! It would mean so much to me if you could contribute toward my goal.

Please be my fan and help me get a Win for STL Kids. Your donation to my fundraising site supports youth in our area by pairing them with an adult mentor.

Even small donations of \$5 or \$10 help me reach my training goal! The process is fast, easy, and secure. Donate \$50 or more and get a voucher for 2 tickets to a Cardinals game from available dates.

Please Click Here [Add Your Fundraising Page] to give.

Thanks so much for your support. Let's Rho-sham-GO!

Example 2

Subject Line: Do you believe in investing in young people?

You, like so many of my friends and family, believe that young people matter. That youth are our future and key to a strong community.

I'm raising money for Big Brothers Big Sisters' BATTLE @ THE BALLPARK: ROCK! PAPER! SCISSORS! campaign and event. It would mean so much to me if you would contribute toward my goal.

Youth in our area who are matched with an adult mentor get an opportunity to experience new possibilities and gain confidence. In 2021, 92% of Little Brothers and Little Sisters graduated!

Please Click Here [Add Your Fundraising Page] to give.

Social

You can help me get a Win for STL Kids! By donating to my fundraiser for Big Brothers Big Sisters, you'll support young people being matched with an adult mentor. Youth get to try out new experiences while learning and laughing with their Big.

TIP: Share your page directly to Facebook and Twitter by clicking the icons.

BATTLE @ THE BALLPARK ROCK! PAPER! SCISSORS! OFFICIAL RULES OF ROCK PAPER SCISSORS.

TWO PLAYERS Possible outcomes: Win, Draw, Loss Best of 2 of 3 Wins!

HOW TO PLAY FACE OFF AGAINST ANOTHER PERSON:

Stand facing one another a few paces apart. Place one hand flat out in front of you, palm up. Tap your other hand against your palm.

ROCK! PAPER! SCISSORS! SHOOT!

Synchronize your timing. Count down by saying "Rock, paper, scissors, shoot!" On the word "shoot," both players reveal the object they chose.

PROPER FORM FOR ROCK PAPER SCISSORS

ROCK

THE ROCK IS WHEN YOU PLACE YOUR HAND INTO THE FORM OF A SIMPLE FIST.



THE PAPER IS WHEN YOU PLACE YOUR HAND IN AN OUTSTRETCHED POSITION.

SCISSORS

THIS IS WHEN YOU HOLD YOUR FIST WITH YOUR INDEX & MIDDLE FINGER POINTING OUTWARDS IN A "V" SHAPE.

Tip: It is very important to conceal your move and to surprise your opponent.

