

TIPUS RAISE \$750K FOR YOUTHI

This annual fundraising campaign and event gives everyone a chance to participate. It's a hyper-charged fundraiser & event that is fueled by competition that supports our mission to partner with young people in their pursuit of a stable, meaningful, and independent life.

This friend-to-friend fundraising campaign culminates on August 26, 2023 with Battle @ the Ballpark: Rock! Paper! Scissors! event. A live throw-down, bracket-style, played on Busch Stadium's field.

STEPS TO GET STARTED

- **CUSTOMIZE 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.
- DONATE TO YOURSELF: No matter the size, it shows people you're committed.
- **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.
- TIP: Don't be afraid to ask. You're not asking for you, you're asking for Littles!
- **KEEP GOING:** On average it takes 3-5 touch points to get someone to donate. And communicate your progress, you'll gain more donations.

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.

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:

- Offer activities and incentives. At work, open regular meetings with a
 quick Rock Paper Scissors match. Challenge friends and family
 members to play with one another. Perhaps, winners get lunch with
 you or other incentives!
- Remember it's Rock Paper Scissors, it doesn't need to be complex to be effective and FUN!



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, helps 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. 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"!



EMAIL & SOCIAL MESSAGING GUIDE

EMAIL EXAMPLE:

Subject Line: Join Me In Fundraising for Youth

Dear family and friends,

I am reaching out to you in an effort to raise awareness for a fundraising campaign I am participating in for Big Brothers Big Sisters of Eastern Missouri. The purpose of the campaign is to raise money to provide mentoring and support for youth throughout Southeastern Missouri. In addition to raising money, we are hoping to amplify the public's understanding of how they can get involved with Big Brothers Big Sisters and contribute to their amazing efforts to uplift youth in our community.

Here's how you can get involved:

- 1. **DONATE** contribute to my fundraising efforts and help us reach a collective goal of \$750,000 for youth. Visit bbbsemo.org/battle/ or [Add your fundraising page] to donate!
- 2. **SHARE THE WORD** help us reach a wider audience by sharing our fundraising campaign on your social platforms, with email contacts, and with anyone else who may be interested in supporting this cause. The more people we reach, the greater impact we can make.
- 3. **BECOME A BIG** are you interested in transforming a child's life and building meaningful connections? Become a mentor for youth by applying to become a Big. Visit <u>bbbsemo.org/be-a-big</u> to learn more.

Thank you for helping me champion youth!

SOCIAL POST EXAMPLE:

Help me become the Ultimate Champion for Youth by donating to my fundraising efforts for Big Brothers Big Sisters campaign and event, BATTLE @ THE BALLPARK: ROCK! PAPER! SCISSORS! Visit bbbsemo.org/battle/ or [Add your fundraising page] to donate!

SOCIAL POST EXAMPLE 2:

Are you interested in supporting youth in our community? Help me raise awareness for Big Brothers Big Sisters campaign, BATTLE @ THE BALLPARK: ROCK! PAPER! SCISSORS! Visit my donation page here to contribute to my fundraising efforts.

BATTLE @ THE BALLPARK COCK! 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.

PAPER

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.



