

# Fundraising Toolkit

Hey there, participants! This fundraising kit is designed just for you. Use the posts, emails, and texts below to help boost your fundraising efforts to meet your fundraising goal!



**First**, if you haven't already, make sure that you have personalized your fundraising page to share why you are supporting BBBSPGH and why you are Bowling for Kids' Sake.

Once you have personalized your fundraising page, you will be able to easily share your personally fundraising link and story, through email and social media posts. By clicking on the icons your story and link will automatically generate into your post or message.



Here is some text you can use while fundraising on social media. You will want to copy and paste the text, then download the relevant image. Be sure to tag BBBSPGH in each of your posts, and always include a link to your personal fundraising page in each and every post.

## **To copy and paste your personal fundraising page link:**

1. Log-in to [bbbspgh.org/bfks22](http://bbbspgh.org/bfks22)
2. Click on your name at the top-right of your screen and a drop-down menu will appear.
3. Click your page name or your team page name. Copy the URL from your search bar and then paste it into your social media post or email — that's it!
4. If you use the social media and email icons right from your fundraising page your link will automatically generate into your message.

**To download images on this page:** First, click on the link under the post that you want to use. If you're using a computer, right click the image and select "Save As..." or "Save Image As..." If you're using your phone, press and hold on the image until a menu appears that will allow you to download the photo.

If you have questions, send an email to [bjenkins@bbbspgh.org](mailto:bjenkins@bbbspgh.org). Happy fundraising!

## Bowl for Kids' Sake Post

Each year, half a million people across America come together to have fun and raise money to support Big Brothers Big Sisters through Bowl for Kids' Sake.

Children are resilient and so are we. This year we(I) have accepted the challenge to Bowl for Kids' Sake, be a part of the change and help support and empower resilience for one of the 200 children waiting for a Big Brother or Sister.

[CLICK HERE to Download image>>](#)

## Join the Village Post

Whether it's a trip out for ice cream, a shoulder to cry on, or an empowering influence in an uncertain time, BBBSPGH helps our Littles grow towards their fullest lives and reach their biggest futures. Join us in our village empowering young people by donating today. Any amount helps. Please consider donating to my fundraising goal today! [INSERT YOUR FUNDRAISING PAGE LINK HERE] #bbbspgh

[CLICK HERE to Download Image »](#)

## Creating Positive Change Post

With everything happening in the world right now, Big Brothers Big Sisters of Greater Pittsburgh is committed to creating positive change in our community. I am raising money for BBBSPGH to help empower kids and bring people together through the power of 1-to-1 mentoring. Any amount helps. [INSERT YOUR FUNDRAISING PAGE LINK HERE] #bbbspgh

[CLICK HERE to Download Image »](#)

## Community Post

For many of the youth in the BBBSPGH programs, the one constant they can rely on is their connection with their Big. They receive mentorship, compassion, stability, and, just as importantly, time for fun. BBBSPGH Bowl for Kids' Sake Campaign is a way to not only support the children in our community, but a way to bring the community together, to participate in the fun all while raising funds for a good cause. Will you join me in defending potential by donating to my Bowl for Kids' Sake team?

[INSERT YOUR FUNDRAISING PAGE LINK HERE] #bbbspgh

[CLICK HERE to Download image>>](#)

## Getting through Tough Times Together Post

While there's a lot of uncertainty in the world right now, here's what I know for sure: Whether the world is business as usual or in the middle of a global health crisis, there are hundreds of children and teens out there that need a friend and mentor. They need someone to lean on and depend on — a friend that they can go to when they're scared or anxious. We all need connection, and we all need community. One-to-one relationships are how we will get through this together. That is why I am participating in Bowl for Kids' Sake and have launched my online fundraising campaign to benefit Big Brothers Big Sisters of Greater Pittsburgh. Will you support my campaign and help me provide friends and mentors to children who need them?

[INSERT YOUR FUNDRAISING PAGE LINK HERE] #bbbspgh

[CLICK HERE to Download Image »](#)

## I Just Launched My Fundraiser Post

I just launched my Bowl for Kids' Sake fundraising campaign to benefit Big Brothers Big Sisters! I've been fortunate enough to have amazing mentors in my life that have helped me become the person I am today. The mission of BBBS is more important than ever. Will you support my fundraising campaign and help me defend the potential of children in Greater Pittsburgh by donating \${INSERT AMOUNT}? [INSERT YOUR FUNDRAISING PAGE LINK HERE] #bbbpg

[CLICK HERE to Download Image »](#)

## The Next Generation Post

Big Brothers Big Sisters of Greater Pittsburgh is working to defend the potential of the next generation of leaders, college graduates, and entrepreneurs. Right now, over 200 kids are waiting for a Big. I'm participating Bowl for Kids' Sake so more children can be matched with a Big.

You can help by donating today! [INSERT YOUR FUNDRAISING PAGE LINK HERE] #bbbspgh

[CLICK HERE to Download Image »](#)

## Thank You Post

*Note: This post is for recognizing someone who donated to your fundraiser! For this post, pick a donor you'd like to thank, then find a photo of them to include with your thank-you post!*

Thank you to [DONOR'S NAME] for supporting Big Brothers Big Sisters Greater Pittsburgh and donating to my Bowl for Kids' Sake team! Your donation will help empower potential for one of the 200 children on the BBBS PGH waiting list. We are Bigger Together!

## Selfie Video

Another great way to fundraise is to record a simple video on your phone of you telling your friends and family why you are supporting BBBS PGH and asking them to join you by making a donation. Just find a place with good lighting and with minimal distractions, put the camera in selfie mode, and start talking!

Need a place to start? Here's a sample script:

"Hi friends! Big Brothers Big Sisters ignites, empowers and defends potential in children by matching them with a Big. Whether it's a trip out for ice cream, a shoulder to cry on, or an empowering influence in an uncertain time, for 56 years Big Brothers Big Sisters of Greater Pittsburgh has helped children grow towards their fullest lives and reach their biggest futures. [IF YOU HAVE A PERSONAL STORY, TALK ABOUT IT HERE] I'm participating in Bowl for Kids' Sake and have started my online fundraising campaign. I'm hopeful that some of you will be able to join me in my efforts by making a donation. I've set a goal of raising \$XXX. If you can help me, visit my personal fundraising page, my Facebook fundraiser or simply let me know and I'll get you more info. Thank you so much for your support."

## Text Message Template

I'm participating in Bowl for Kids' Sake to help Big Brothers Big Sisters empower, ignite and defend potential by matching them with a caring, adult mentor. BBBPGH needs us now more than ever. Can you join me by making a donation to my campaign?  
[INSERT YOUR FUNDRAISING PAGE LINK HERE]

## Email Template - Ask for Donations

Big Brothers Big Sisters is an organization close to my heart. I believe that once a mentor makes an impact on one child's life, that change ripples through a family, a school, and more importantly, throughout our community.

I'm participating in Big Brothers Big Sisters' 2022 Bowl for Kids' Sake, raising money to help match more children with positive, caring mentors. I invite you to join me.

Whether it's a trip out for ice cream, a shoulder to cry on, or an empowering influence in an uncertain time, for 56 years Big Brothers Big Sisters of Greater Pittsburgh has helped our Littles grow towards their fullest lives and reach their biggest futures.

For the past year, BBBSPGH has continued to place our youth at the center of all they do. They remain committed to supporting our Littles to reach their full potential by providing dedicated adult mentors.

Will you make a donation today and join my effort to defend the potential of children in our community? Your donation, no matter how big or small, will make an incredible impact on the kids we serve. Follow the link below to visit my personal donation page.

[INSERT YOUR FUNDRAISING PAGE LINK HERE]

[CLICK HERE for an Email Header Image »](#)

### Other Resources

[BBBSPGH videos »](#)

[BBBS Stat Sheet »](#)