

LET'S WORK TOGETHER, ROCKSTAR!

SOCIAL MEDIA POSTS & HIGHLIGHTS

Here is a few example captions for you to use on social media!

Share content through photos, videos, and graphics - anything that makes your audience want to check out your fundraising page.

The possibilities are endless!



Example of your post on Facebook

EXAMPLE TEXT 1

We are so excited to announce that we are participating in Bowl for Kids' Sake to benefit Big Brothers Big Sisters as a Kids' Champion! Our goal is to raise \$5,000!

Help us reach our goal by donating to our page here: [\(INSERT TEAM FUNDRAISING PAGE LINK\)](#)

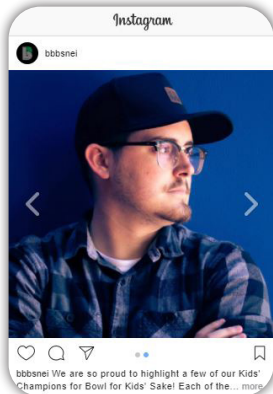
EXAMPLE TEXT 2

We are a Kids' Champion for Bowl for Kids' Sake to benefit Big Brothers Big Sisters! We are raising \$5,000 to empower the potential of youth in our community.

You can help us by donating here: [\(INSERT TEAM FUNDRAISING PAGE LINK\)](#)

Alongside your team's posts, BBBS will post an image to represent your team on the BBBSNEI social media pages, tag you in the posts, and include a link to all Kids' Champions on the BBBSNEI website!

**Your image will be posted alongside 9 other Kids' Champions.*



Example of our highlight as an Instagram carousel post

EXAMPLE TEXT

We are so proud to highlight 10 of our Kid's Champions: [\[team names listed\]](#)

You can help them reach their goal by donating towards their Champions page by visiting bbbsnei.org/bfks

AND EVEN MORE Opportunities for Exposure!



RADIO INTERVIEWS



TV INTERVIEWS



NEWSPAPER ARTICLES

LET'S GET THE BALL ROLLING!!

In order to help you be successful in this campaign, Big Brothers Big Sisters will need:

1. Your Team Name
2. An image to represent your team *(Team logo, photo, or company being represented)*
3. A one paragraph "support message" for your team
4. Any social media handles *(@usernames)* that you would like us to mention in posts
5. A working email to use for signing your team up
6. Company Website (if applicable)

QUESTIONS? NEED HELP?

Contact Shelley Schwab: Michele.Schwab@bbbsnei.org | 260.203.3332