



BOYS & GIRLS CLUBS

Great Futures Campaign Digital Toolkit

2020 Campaign Introduction

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Campaign Welcome

Congratulations! By participating in the 2020 Great Futures Campaign you're joining a community of people making an impact on the lives of children in Wake County through the power of fundraising. Your commitment to the kids in our community will make this Campaign a success!

For more than 33 years, friends of the Boys & Girls Clubs, like you, have taken on the critical role of raising funds to ensure success is within reach of every young person who walks through our doors. A key to each team's success is realizing they are not just asking for dollars, but for a chance to provide a child with a great future!

The 2020 Great Futures Campaign Goal: **\$1,150,000 by June!**



Campaign Calendar

Great Futures Kickoff Event

March 19th, 5:30pm, Cantina 18

Youth of the Year Luncheon

**April 2nd, 11:30am,
Raleigh Convention Center**

Mid-Campaign Social

April 15th, 5:30pm, NC Museum of Art

Great Futures Finale

TBD

Event attendance is not mandatory but encouraged!

Please RSVP to Catherine Machanic (cmachanic@wakebgc.org) for all events



Support Tools and Materials

Volunteer Fundraising Webpage

All Volunteers will have a fundraising webpage to accept online donations, communicate with donors, track progress, and more! If on a team, each team member can have their own page that feeds into a team page. Donors can make contributions to an individual volunteer's page or directly to the team's page (both will be reflected in the team's total).

To set up your fundraising page visit <https://wakebgc.akaraisin.com/ui/GF2020> and click on the Register button at the top right of the page. There is a separate document in the toolkit that guides you through the registration process.

Letters to Past Donors

We will help you write, print, and mail personalized campaign letters to potential donors. Just ask!

Digital Toolkit

Each team is unique so we have provided a variety of tools to fit different needs. We welcome any and will be happy to help you develop your ideas to inspire your donors! Details on the Digital Toolkit are available below.

Club Tours

We can help you arrange tours for team members or potential donors. Contact Catherine Machanic (cmachanic@wakebgc.org) for scheduling.

Other Resources

We can get you digital or print versions of everything in the Digital Toolkit, and more. Printed pledge cards and past donor lists (if applicable) are in your Campaign packet. If you think of something that would be helpful, just ask!



Digital Toolkit Contents

Useful Documents

- Campaign Introduction (this document)
- Campaign Team Recruiting Document
- Fundraising Resources Document
 - How to Choose the Best Fundraising Method for You
 - Best Practices for Soliciting Donations
 - How to Utilize Your Fundraising Webpage
 - Tricks to Campaign Team Goals that Yield Success
- How to set up your fundraising webpage
- Sample Messaging Document
- 2020 Sample Letter
- Planning Templates Document
- 2020 Pledge Card

Information on Boys & Girls Clubs

- Charity Navigator Letter
- Charity Navigator Certificate
- Your Support Matters One-Pager
- Link to annual reports
- Link to club alumni stories

Video Links

Photo Links

