



BOYS & GIRLS CLUBS

Great Futures Campaign Digital Toolkit

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Sample Door-Opener Emails

Sample One

Dear _____,

I am volunteering for Boys & Girls Clubs as part of the *2020 Great Futures Campaign...the Campaign for Wake County's Kids*. Research shows that young people are at the greatest risk of unhealthy behaviors between 3pm and 8pm – drugs, crime and more. Boys & Girls Clubs serves 5,132 children in 7 Clubs around Wake County, providing a safe, positive place for our youth during out of school time. Here are a few facts about the Clubs:

- Youth who attend Wake County Boys & Girls Clubs for all four years of high school have a 100% graduation rate.
- 86 cents of every dollar raised goes to Club programs directly benefiting Wake County youth.
- 57% of Club alumni surveyed reported that their Boys & Girls Club experience saved their life.
- \$7.50 annual membership fee make membership affordable.

You can help create futures by contributing to the Great Futures Campaign via my fundraising page here ([paste your fundraising page link here](#)). My goal is to raise \$ _____. This Campaign is not just about the money, it's about the desire to improve our community for the better. Please join me in giving the gift of a Great Future!

Sample Two

Dear _____,

I am volunteering for Boys & Girls Clubs as part of the *2020 Great Futures Campaign...the Campaign for Wake County's Kids*. I joined this cause because I want to help create Great Futures for young people in our community, like Club alumnus Erick L. May, III. Below are a few words from Erick about how the Clubs changed his life.

"My parents passed away when I was five, and I was being raised by my grandparents. During my junior year of high school, both my grandparents passed away within a month of each other from cancer. The Club gave me a family. The Club unites youth from all backgrounds and creates a place of fellowship during an impactful time in a child's life. Without the Club and the friends I made there, I would not have made it out of high school."

Erick went on to win Boys & Girls Clubs of America's highest honor as National Youth of the Year and is now Executive Director, Corporate Investment Bank, at JP Morgan in New York.

You can help create futures like Erick's by contributing to the Great Futures Campaign via my fundraising page here: [\(paste your fundraising page link here\)](#). Please join me in giving the gift of a Great Future!



Sample Follow-Up Emails

Sample One

Dear _____,

I'm writing to follow up my last e-mail about my involvement with the Boys & Girls Clubs *2020 Great Futures Campaign...the Campaign for Wake County's Kids*. I know e-mail inboxes can become overflowing with information, so figured I would shoot you a reminder. The Clubs continue to serve more children and teens working to improve their lives and the community we live in. To meet the challenges we face, Boys & Girls Clubs:

- Opened a commercial kitchen to serve over 400 nutritious, delicious meals and snacks served daily
- Purchased five used buses to transport 400 members daily, who would have no other way to get to their Club, at no extra cost to them.
- Mentor an average of 1,000 Members daily at 7 Clubs in Wake County.

This is only possible through contributions from caring supporters, like you. You can help create Great Futures by donating to the Great Futures Campaign via my fundraising page here [\(paste your fundraising page link here\)](#). My goal is to raise \$ _____. When we band together, we can extend our reach and ensure Great Futures for more kids every year. Please join me in making a difference!

Sample Two

Dear _____,

I wanted to follow up with you from my last e-mail about my involvement with the Boys & Girls Clubs *2020 Great Futures Campaign...the Campaign for Wake County's Kids*. For more than 50 years, the Clubs have served Wake County children and teens working to improve their lives and the community we live in. To build Great Futures for our kids, Boys & Girls Clubs:

- Offer high-quality programming, geared toward healthy lifestyles, character building, and academic success.
- Prepare students in our Culinary Arts program to earn the ServSafe Certificate.
- Provide a safe and positive place for at-risk youth during out-of-school time with caring staff and mentors.
- Connect kids and teens to positive role models in various career fields of interest.

This is only possible through contributions from generous supporters like you. You can help create Great Futures by donating to the Great Futures Campaign via my fundraising page here ([paste your fundraising page link here](#)). My goal is to raise \$ _____. When we band together, we can extend our reach and ensure Great Futures for even more kids every year. Please join me in making a difference!

Sample Three

Dear _____,

We are just _____ days away from the end of the *2020 Great Futures Campaign*- but there is still time to make a difference. We need your help to ensure that 5,132 young people are able to follow their dreams and stay on the path to Great Futures!

Can I share some interesting information with you?

There are roughly 440 players in the NBA. In Wake County, we can claim two current players as alumni of our Raleigh Boys Club: John Wall, Point Guard for the Washington Wizards, and P.J. Tucker, Shooting Guard/Small Forward for the Houston Rockets.

So many kids and teens depend on Boys & Girls Clubs each day and the critical support of caring mentors and Clubs staff. In the last year, John and P.J. held School Supply Drives for our Wake County Members, recognizing that giving back can build a successful community.

Will you join them and support our kids' dreams? ([paste your fundraising page link here](#)).



Sample Thank You Emails

Sample One

Dear _____,

Thank you for contributing to the *2020 Great Futures Campaign* via my fundraising webpage. Franklin D. Roosevelt said "We cannot always build the future for our youth, but we can build our youth for the future." Your contribution will help Boys & Girls Clubs build the youth of Wake County for the future through their mission to inspire and enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. Thank you so much for your support!

Sample Two

Dear _____,

I can't thank you enough for your kindness in contributing to my fundraising webpage. The *2020 Great Futures Campaign* reinforces our longstanding commitment to kids right here in Wake County. You have taken an active role in making sure that each of them has a path to a Great Future- that they can realize their own American Dream. Please feel free to message back if you would like to join me in a tour of one of the 7 great Clubs in Wake County. The kids truly are having amazing experiences, and I'd love for you to see firsthand that impact you inspire. Again, thank you so much for your support!

Sample Three

Dear _____,

Thank you for your generous donation to the *2020 Great Futures Campaign*. Every day that the Clubs are open, 5,132 kids and teens in this community have access to a safe place after school. A place away from the peer pressure to join gangs or take drugs instead of doing homework. You have chosen to invest in the opportunity for each of these Members to reach their full potential. Your contribution ensures that there is a positive place where kids can grow and learn about all the good the world has to offer. Thank you for helping the next generation of young people stay on the path to realizing their own American Dream!



Elevator Speech

Sample

Boys & Girls Clubs provides youth in our community – especially those facing the greatest challenges – with opportunities to break the cycle and reach their potential as productive, caring, responsible citizens. Through mentoring, academic assistance and wholesome after-school activities in a safe environment, our kids learn skills necessary for happy, self-sufficient lives.



Social Media Messaging

Sample Social Media Messages

- Your contribution of \$7.50 buys one Wake County kid a year of Boys & Girls Clubs membership. Save a life for \$7.50 today!
- Thank You _____ & _____ for your contribution on my online fundraising page. I have a goal to raise \$100 by the end of today, who will help make my goal a reality?
- I will provide a home cooked meal for the next 2 people to donate \$50 or more to my online fundraising page? ([Insert fundraising page](#)).
- Our community is growing and getting wealthier, but some kids are left out. Help me help them re-chart their lives with a donation to the Boys & Girls Clubs today: ([Insert fundraising page link](#)).

