



Big-Little Challenge at Gridiron Games 2021

PEER-TO-PEER FUNDRAISING KIT

Get organized:

- Create an online fundraising page at [Big Little Challenge at Grid Iron Games](#)
- Set a fundraising goal: how much money do you want to raise?
- The following are examples of the services provided by the funds raised:
 - Raising \$250 funds covers the cost of one comprehensive screening for a potential Big
 - Raising \$1,000 provides one year's worth of academic support for Littles
 - Raising \$3,500 allows you to support a Big/Little mentoring relationship for one year.
- Find people to help you—recruit colleagues from different departments or locations who can encourage other coworkers, friends, and family members to support your fundraising goal.
- Consider making a donation to your own page to get started. Even if it's small, it will show your supporters that you believe in your own efforts and the mission!

Spread the word:

- Use e-mail, social media, and text messages to engage your personal network with your fundraising efforts. Send messages to colleagues, friends, and family members asking them to support you and BBBS of NYC through monetary donations! See templates below.
- Put your Challenge fundraising page link in the signature of your emails.
- Post a link to your page on your social media accounts and encourage your network to donate. Use platforms like Facebook, Instagram, Twitter, and Snapchat to update your supporters about your fundraising campaign.
- Make it personal! Update your personal fundraising page, social media pages, and emails with personal touches:
 - Tell your story on why volunteering at BBBS of NYC is important to you and how it has impacted your life.
 - Share a great photo of you and your Little at a BBBS of NYC event!
- Tell your friends and colleagues about your efforts and invite them to fundraise on their own! You don't have to be a BBBS of NYC volunteer to support our work! Everybody can support BBBS of NYC!

Match your gifts & Dollars for Hours :

- Companies match gifts through 2 different programs: Employer Matched Donations or Dollars for Hours!

- Does your employer match donations? Follow up with your HR team to find out if they will match the donation that you make to BBBS of NYC. Encourage your colleagues to get their gifts matched and directed to BBBS of NYC too!
- Does your employer participate in a Dollars for Hours program, also known as Dollars for Doers or corporate volunteer grants? Through these programs, companies donate money to non-profit organizations based on how many hours an employee volunteers with the organization.
 - Participating in a Dollars for Hours program is easy, especially since you already volunteer with Big Brothers Big Sisters of NYC. Simply reach out to your Human Resources department to start doubling your donation towards our mission!
 - Please be sure to ask if your company has a minimum or maximum number of volunteer hours that you must complete in a year for eligibility and inquire about any other program specifics in order to qualify.
 - Contact our Senior Manager of Special Events, Latisha Green at lgreen@bigsnyc.org if you have questions about Dollars for Hours.

Additional fundraising tips:

- Ask friends and family to donate to your fundraising page in lieu of gifts for your birthday, anniversary, or other special occasions.
- Adjust your goal as you go along. If you're close to reaching it...increase it! If people see you're close to reaching your goal, they may give less. Re-evaluate your goal every two to three weeks.
- Find creative ways to ask for support using numbers. Ask people to donate \$20 on the 20th of the month or to donate the total of their birthday (month plus day).
- Remember—you're not asking for money for yourself, you're asking for money to help ignite the potential of underrepresented youth in New York City.

Share your fundraising success stories:

- Have a fundraising idea or strategy that works? Share it with us! You can connect with us through Facebook, Instagram (@bbbsnyc), or Twitter (@BBBSNYC). You can also e-mail Senior Manager of Special Events, LaTisha Green at lgreen@bigsnyc.org.
- Interested in hosting a virtual event (*e.g. trivia night, happy hour, fitness class, etc.*) to help boost your fundraising? Contact Senior Manager of Special Events, LaTisha Green, at lgreen@bigsnyc.org.

GIFTS TO BBBS OF NYC CHANGE LIVES

Do your co-workers, friends, and family know how many people Big Brothers Big Sisters of NYC impacts each year? Make your fundraiser a success by sharing the real numbers and true impact behind our programs.

- We served **2,584 youth** last year **through 100,347 hours** of 1:1 mentoring, group mentoring, and career and educational programming.

- In 2020, **97% of all Littles were promoted to the next grade and 100% of senior high school Littles graduated**; among graduating high school Littles, **90% were accepted to college and 9% were planning to work or attend school**.
- Our **Longer Stronger** initiative is focused on increasing the match length between Bigs and Littles. Matches are encouraged to set **S.M.A.R.T. goals** and work closely with BBBS of NYC staff to monitor progress. In the last 3 years, our **Community-Based match length nearly doubled from 14.6 months to 26.7 months**.
- BBBS of NYC has **1,500 1:1 Big / Little Matches** that reside in all five boroughs of New York City.
- Our **College & Career Success Program** provides support for Littles, Bigs, and families to navigate the transition to college and take steps towards achieving career goals. We serve over 200 Littles in this program.
- Partnering with NYPD precincts in Brooklyn, The Bronx, and Upper Manhattan, **the Bigs in Blue** program creates and **fosters positive conversations among police officers and youth in their community**. Bigs in Blue has grown exponentially from 1 precinct to 12 precincts in two years. Since its inception, the Bigs in Blue group mentoring program has **served 125 youth with 40 officers**.
- Our **Workplace Mentoring Program** provides high school students with the skills needed to achieve their full potential through a mentoring relationship with an invested career mentor. Last year, **65 companies** partnered with us to serve approximately **1,000 youth**.
- The **New American Program** ensures mentoring is available to **first- and second-generation immigrant youth**. In 2020, we served **371 matches** in building social capital in their local communities and celebrating their heritage.

EMAIL FUNDRAISING TEMPLATES

SUBJECT: Support Big Brothers Big Sisters of NYC Big-Little Challenge at Gridiron Games!

Hi **[[firstname]]**,

I recently took on the challenge of raising **[[insert fundraising goal \$ amount]]** for Big Brothers Big Sisters of NYC! Now I'm challenging you to help me reach my goal by making a donation to my fundraising page. All funds raised support the work of BBBS of NYC to serve thousands of youth across our city.

The Big-Little Challenge at Gridiron Games is dedicated to celebrating Littles/Matches and promoting mental and physical wellness.

Join me in taking on the Challenge by making a donation! Any amount that you contribute allows BBBS of NYC to continue to ignite potential in NYC's youth, never so important as we continue to navigate through the changes, disruption and uncertainty that COVID-19 continues to bring.

Making a contribution is easy! Click this link: **[[insert link to personal fundraising page]]**. If you would prefer, you can also send your tax-deductible donation to this address:

Big Brothers Big Sisters of NYC

ATTN: BLC at Gridiron Games
40 Rector Street, 11th floor
New York, NY 10006

Challenge accepted?
[[YOUR FIRST NAME]]

SUBJECT: Take on the Big-Little Challenge for my Little, [[insert your Little's first name]]

Hey **[[firstname]]**,

I recently took on the challenge of raising **[[insert fundraising goal \$ amount]]** for Big Brothers Big Sisters of NYC! Now I'm challenging you to help me reach my goal by making a donation to my fundraising page. All the funds raised supports the work of BBBS of NYC to serve thousands of youth across our city.

I'm participating in a fundraising campaign that will allow BBBS of NYC to continue to advance their mission: to build and support mentoring relationships to ignite the biggest possible futures. As a Big, I know first-hand the powerful impact of mentorship and how it has positively influenced my Little's potential. Join me in supporting my Little, **[[insert your Little's first name]]** by taking on the Challenge and making a donation! Any amount that you contribute allows BBBS of NYC to continue to ignite potential in NYC's youth.

Making a contribution is easy! Click this link: **[[insert link to personal fundraising page]]**. If you would prefer, you can also send your tax-deductible donation to this address:

Big Brothers Big Sisters of NYC
ATTN: BLC at Gridiron Games
40 Rector Street, 11th floor
New York, NY 10006

Challenge accepted?
[[YOUR FIRST NAME]]

SUBJECT: Take on the Challenge for the Big-Little Challenge!

Hey **[[firstname]]**,

I recently took on the challenge of raising **[[insert fundraising goal \$ amount]]** for Big Brothers Big Sisters of NYC! Now I'm challenging you to help me reach my goal by making a donation to my fundraising page. All the funds raised supports the work of BBBS of NYC to serve thousands of youth across our city.

The Big-Little Challenge at Gridiron Games is a signature annual peer-to-peer fundraising event dedicated to celebrating Littles/Matches and promoting mental and physical wellness. Bigs and Littles participate in a fun day of play that includes football drills, games, learning teamwork and sportsmanship, and coaching by former NFL stars! This event is held at zero cost to our Matches. BBBS of NYC's ability to host events for Big / Little Matches such as the Big-Little Challenge at Gridiron Games remains uncertain. Any amount that you contribute allows BBBS of NYC to continue to host events dedicated to the success and power of mentoring.

Making a contribution is easy! Click this link: **[[insert link to personal fundraising page]]**. If you would prefer, you can also send your tax-deductible donation to this address:

Big Brothers Big Sisters of NYC
ATTN: BLC at Gridiron Games
40 Rector Street, 11th floor
New York, NY 10006

Challenge accepted?
[[YOUR FIRST NAME]]

SOCIAL MEDIA FUNDRAISING TEMPLATES

LAUNCH your campaign with this message:

I'm helping to support Big Brothers Big Sisters of NYC by raising \$200! Please join me by donating to here: **[[link to your fundraising page]]**. If 20 people donated \$10, that would cover the cost of providing a FAFSA workshop to high school seniors and their families.

UPDATE your network with this message:

I'm close to reaching my goal of raising \$200 to help @bbbsnyc continue to host events to celebrate the power and success of mentoring! Will you consider making a gift to my fundraising page to help me reach my goal? Donate by visiting the link in my bio!

THANK a donor with this message:

Thank you **[[@nameofdonor]]** for taking on the challenge and donating to support me and this critical cause! Together we are igniting potential in New York City's youth.

CELEBRATE your successful campaign with this message:

We did it! With your support, I raised **[[\$TOTAL]]** and contributed towards helping NYC youth. Together, we are helping @bbbsnyc achieve its mission to build and support mentoring relationships to ignite the biggest possible future for NYC youth.

WAYS TO RAISE \$250 IN TEN DAYS

Put in your own \$25.....\$25
Ask your spouse/partner for \$25\$50
Ask 2 co-workers for \$10.....\$70
Ask 10 friends for \$10.....\$170
Email 2 relatives and ask for \$25.....\$220
Ask 2 friends at a club/place of worship for \$10.....\$240
Ask your boss for \$10.....**\$250!**