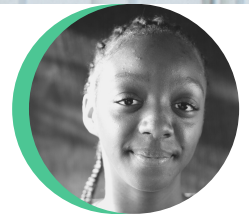
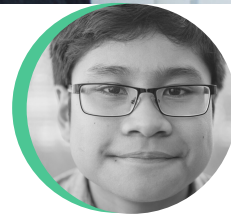


2022 FOR KIDS SAKE HOW-TO SHEET



HOW TO: BE A SUCCESSFUL FUNDRAISER



1. If you haven't already done it, you should link your Twitter, Facebook, and Instagram accounts. When you use the hashtag #forkidssake it will keep your page updated with photos and videos that you share.
2. Invite your friends start their own fundraiser, but make it a personal invitation. If you direct them to your page at they can register and be automatically added to your network for some friendly competition.
3. Use your OneCause Fundraising site to start a Facebook Fundraiser. It's a great way to recruit your friends and family.
4. Make the first contribution to yourself with \$10
5. Ask four family members to contribute \$10
6. Ask four friends to contribute \$10
7. Ask 1 co-worker to contribute \$10. You're already at \$100!
8. Tailor your asks to your friends and family. Is your birthday coming up? Ask them to give to your FKS Campaign instead of giving you gift cards and cash! Do care about racial equity in Kentuckiana? Let them know BBBSKY serves 67% families of color. (P.S. when you ask, let them know they can use this gift as a tax-deduction!)
9. Challenge your friends and followers to participate in a "Give It Up" Challenge. For 30 days, challenge others to give up one coffee or fast food meal a week and donate to your campaign instead.
10. Shout out your friends on Social Media when they give! Use stats from our Info Sheet to share what their money went to funding!

QUESTIONS

*Do you have any questions or require further assistance?
Please contact Assistant Development Officer Allison Hackman at
allison.hackman@bbbsky.org or by phone at (812)525-3613.*



**Big Brothers
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