



#BlackGold 2022 Outreach Toolkit

**BK ROT's Toolkit for our supporters to get the word out on our 2021 #BlackGold campaign, running
Giving Tuesday to New Years Eve**

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Sample Partner Newsletter / Social Media Post 1

Support BK ROT's #BlackGold 2022 Digital Fundraiser

Today we're uplifting the work of our partners, BK ROT, New York City's first community-supported, bike-powered, fossil fuel free food waste hauling and composting service. BK ROT is staffed by young people of color who haul residential and commercial organic waste and transform it into high quality compost. BK ROT really embodies climate justice work on the ground, with operations that provide accessible jobs and sustained professional development for emerging environmental leaders.

Help this amazing community compost & climate justice organization! They need to raise \$10,000 to update their fleet of bicycles to power their fossil-fuel free operations. Donate to the #BlackGold fundraiser by visiting bkrot.org/blackgold. Check out the incredible gifts and raffle prizes available through the fundraiser, which runs from Giving Tuesday through New Years Eve 11/29/22 - 12/31/22.



Sample Partner Newsletter Language 2

[Download promo graphics here](#)

Support BK ROT's #BlackGold 2022 Digital Fundraiser

Want to support youth leadership, community composting and climate justice? BK ROT is holding their annual Black Gold fundraising drive. They need to raise \$10,000 to update their fleet of bicycles to power their fossil-fuel free operations! BK ROT's #BlackGold fundraiser celebrates the incredible power of compost to not only regenerate the soil and mitigate climate change, but also as a tool to empower our youth to become the next generation of climate and environmental justice leaders.

Donate to the #BlackGold fundraiser by visiting bkrot.org/blackgold. Check out the incredible gifts and raffle prizes available through the fundraiser, which runs from Giving Tuesday through New Years Eve 11/29/22 - 12/31/22.



Sample Personal Networks Email

Dear friends and Family,

I'm reaching out to you to help support BK ROT, an organization that is near and dear to my heart. What makes BK ROT so special is that our composting operation employs young people of color from Brooklyn, who learn to collect and process food waste using bicycles and fossil-fuel free methods, while growing themselves into the next generation of environmental justice leaders. [Watch this video to learn more about us!](#)

This year, [I'm helping raise money for our annual #BlackGold digital fundraiser, where we aim to raise \\$10,000 to overhaul our fleet of bicycles.](#) BK ROT is nearly 10 years old, and our beloved but broken bike fleet is in need of an overhaul to improve safety for our young workers and ensure we can keep hauling waste for the next decade.

Here's how you can support:

- [Buy a raffle ticket!](#) If you're local to NYC, we have a series of amazing prizes this year, donated by local artists and businesses. We have hot yoga classes, glamorous haircuts, garden supply gift cards, and more!
- [Buy a pet portrait!](#) Our board chair is donating time to paint 10 custom pet paintings to get us \$1000 of our \$10k goal
- [Just donate!](#) Not interested in a raffle prize? Chip in any amount to help us reach our \$10K goal! \$5, \$50, \$500... whatever you give is deeply appreciated!
- [Spread the word!](#) If you have someone in your life who cares about the environment, climate and youth justice -- or even just bicycles! - invite them to donate to BK ROT using our outreach toolkit.

Thanks so much for supporting this amazing organization ! 🌱🌍💛



Sample Giving Tuesday Social Media post

[Download graphic here](#)

#GivingTuesday is a reminder of how many important causes and efforts are at work to make our world more just and sustainable. This year, I'm supporting @bk_rot, a project near and dear to my heart. It's a community centered, youth of color led, bike-powered approach to hauling and composting commercial food waste in NYC. BK ROT's #BlackGold fundraiser spreads awareness of the power of compost to regenerate the land. This year, BK ROT aims to raise \$10,000, which will be put towards continuing our work to regenerate the land and invest in people of color leadership in the environmental justice and sustainability space.

#BlackGold always has amazing raffle prizes, so be sure to get your tickets to support their amazing work at bkrot.org/blackgold



Sample #BlackGold Social Media post

[Download graphic here](#)

I'm reaching out to my community to help fundraise for #bk_rot, a community centered, youth of color led, bike-powered approach to hauling and composting commercial food waste in NYC. BK ROT's #BlackGold fundraiser aims to raise \$10,000 to continue our work to regenerate the land and invest in people of color leadership in the environmental justice and sustainability space.

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