

#BLUESKIESAHEAD

Help Blue Sky Fund get kids back under blue skies!



Hey, you! Seriously - we can't thank you enough for rallying your network to support our #BlueSkiesAhead campaign and help us get kids back under blue skies. The sample messages below are designed to make it as easy as possible for you to copy, paste, and send to your contacts. Here are a few other best practices to ensure success in your #BlueSkiesAhead journey:

- Follow Blue Sky Fund on social media here: [Facebook](#), [Instagram](#), and [Twitter](#)
 - Start sharing Blue Sky's posts now so that your network is aware of the organization and our work
- Brainstorm contacts for each of the groups in your circles of influence: family, close friends, colleagues, teams, clubs, gym, places of worship, friends of friends, etc.
 - It can be helpful to create a spreadsheet with names, emails, phone #s - whatever mode of communication you'll use, so that it's ready to go for May 19-20
- Make a plan for when you send out campaign communications - we suggest sending out first thing when campaign launches (May 19th at 8 am), and then follow up with any that haven't donated by Thursday afternoon, May 20th

Sample Email Message

Hello [first name],

I hope that you're continuing to stay healthy, safe and sane during this challenging season. The past year has made me super grateful to be able to get outside and find refuge in nature, but it's also made me more aware that not everybody - especially kids - enjoy this same ease in accessing the outdoors that I do.

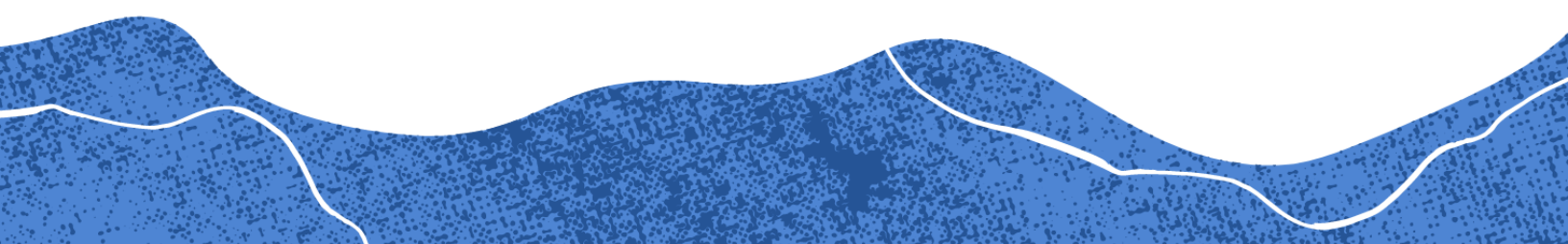
That's why I'm excited to support Blue Sky Fund with their #BlueSkiesAhead fundraiser this week, which raises money to get kids back under blue skies next school year. After a year plus of students being stuck behind screens for virtual education, if there was ever a need for kids to get outside, it's right now.

Blue Sky provides primarily youth of color from low-income areas across Richmond, VA with transformative outdoor experiences that increase their access to natural spaces, enhance their academic learning, and strengthen their resilience. The need for outdoor access and experiential education will last long after the COVID-19 crisis, with a greater motivation for students to access hands-on outdoor learning after depending on virtual education for over a year.

If you are able, please consider investing in blue skies ahead for children in our community by making an online gift [here](#). Your gift will be matched dollar for dollar, doubling its impact to help Blue Sky Fund relaunch outdoor programming and get kids back under blue skies. I recognize that this is an especially difficult time, finances are tight, and there are other priorities on people's minds.

Thank you for considering, and take care!

[Your name]



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Sample Social Media Post

After a year plus of students being stuck behind screens for virtual education, if there was ever a need for kids to get outside, it's right now.

I'm supporting the #BlueSkiesAhead campaign to help @BlueSkyFund relaunch their experiential outdoor education to primarily youth of color from low-income areas across Richmond, VA. Often these children do not have safe access to the outdoors, which is just one of many inequities they may face. It's been a long year spent indoors, and I want to ensure that we can get kids back under blue skies to experience the restorative power of nature and heal from this pandemic.

If you are able, please consider investing in blue skies ahead for children in our community by donating to this fundraiser. Your gift will be matched dollar for dollar, doubling its impact to help Blue Sky Fund relaunch outdoor programming and get kids back under blue skies.

Donate at www.blueskyfund.org/donate

Sample Text Message [because some people just respond best to text!]

Hey [first name]! I'm supporting the #BlueSkiesAhead campaign to help Blue Sky Fund relaunch their outdoor programming for youth of color from low-income areas across Richmond, VA. After a year of students being stuck behind screens for virtual education, if there was ever a need for kids to get outside, it's right now. Would you consider making a donation to help get kids back under blue skies? Your gift will be matched dollar for dollar, doubling its impact. www.blueskyfund.org/donate

Sample Photos / Graphics

A picture is worth a thousand words! Click [HERE](#) to access our Google Drive to download photos to use when emailing or posting on social media [click arrow at top right of screen of photo to download].

