

Loren Kranz BOTB 2025 — Fan & Supporter Toolkit

Jingle Bells & Power Cords: The Big Holiday Battle of the Bands

Detroit time • \$1 = 1 vote • Winner 10% of total raised; Runner-up 5%
#JingleBellsAndPowerCords #BattleOfTheBands #BBBSSEM

Purpose

Join the fun, rally your friends, and power mentorship through music. This guide gives you everything you need to support your favorite band and make your vote count.

Quick Links

- **Join Team :** <https://bbbsbotb.org/lorenkranz>
 - **Event Hub:** <https://bbbsbotb.org>
 - **Marketing and Graphics:**
<https://drive.google.com/drive/folders/1ULel37LWzq4p26JDbMGFUIINLS-z5hyA?usp=sharing>
 - **Follow BBBSSEM:**
Facebook (/bbbssoutheastmi) • Instagram (@bbbssoutheastmi) • X (@bbbssoutheastmi) • TikTok (@bbbs_sm) • YouTube (@bbbssoutheastmi)
 - **Tag BBBSSEM:** @bbbssoutheastmi (IG/FB/X) • @bbbs_sm (TikTok)
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Timeline (2025)

Phase

Dates (2025)

What to Do

Meet the Bands	Oct 1–31	Follow your favorite band + share their intro post.
Join a Team	Nov 1–27	Join your band's fundraising team & recruit 3 friends.
Round 1	Nov 28–Dec 5	Watch & vote (\$1 = 1 vote). Share to Stories.
Semifinals	Dec 6–12	Keep voting + tag friends to match your votes.
Finals	Dec 13–19	Final push! Every dollar counts.
Encore & Gratitude	Dec 20–Jan	See what we raised + what it made possible.

Messages to Share

Use these as captions, texts, or DMs to help your band gain votes.

Pre-Launch (Oct):

Detroit's newest holiday music tradition starts soon! 🎄⚡

I'm backing Loren Kranz in *Jingle Bells & Power Cords*, a virtual Battle of the Bands where every vote = a donation to Big Brothers Big Sisters.

Follow along → bbbsbotb.org/lorenkranz

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Join the Team (Nov):

Want to make your holiday season count? Join Loren Kranz's team—every dollar = a vote and fuels mentorship for local youth.

Join here → bbbsbotb.org/lorenkranz

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Vote Now (Nov 28+):

It's ON! \$1 = 1 vote. Support Loren Kranz & support mentoring in SE Michigan.

Vote now → bbbsbotb.org/lorenkranz

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Finals Week:

Bells ringing, amps humming—this is it! Vote for Loren Kranz & power mentorship for local kids.

Vote before **Dec 19, 9 PM (ET)** → bbbsbotb.org/lorenkranz

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Thank-You (Dec 20+):

What a season! 🎵🎵 Because of you, bands made music and kids get mentors.

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Why It Matters

Your vote fuels mentorship that changes lives and strengthens Southeast Michigan.

Mentoring impact at a glance

- Littles are **20% more likely** to enroll in college.
- Littles earn **15% more** over their lifetime.
- **Two-thirds of the economic gap** is closed for youth who participate in BBBS.
- School & safety: **52% less likely** to skip school; **37% less likely** to skip a class; **27% less likely** to begin using alcohol; **33% less likely** to hit someone.
- Confidence & opportunity: **86%** of alumni Littles report higher self-confidence and new opportunities; **73%** say mentoring introduced them to an interesting career.
- Mentors benefit, too: **90%** of alumni Bigs say their Little impacted their own life more than expected.

Quick talking points (copy for conversations)

- **Hook:** “Every \$1 is a vote *and* a boost of confidence for a local kid.”
 - **Moment:** “We’re celebrating Detroit talent while lifting up Big–Little matches.”
 - **Mission:** “Votes fund BBBSSEM’s one-to-one mentoring across SE Michigan.”
 - **Impact:** “Higher graduation and college entry, better mental health, and long-term earnings gains.”
 - **CTA:** Vote here or join our team → bbbsbotb.org/lorenkranz
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Sharing Ideas

- Tag **@bbbssoutheastmi** on Instagram/Facebook/X and **@bbbs_sm** on TikTok, plus your band, in every post.
- Post a Story: “I just voted — \$1 = 1 vote!”

- Try a mini-challenge: “I gave \$10 (10 votes). Who’ll match me?”
 - Keep content positive, holiday-spirited, and family-friendly.
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Your 3 Big Jobs

1. **Follow & Share:** Help your band’s content reach more fans.
 2. **Vote Early & Often:** Every \$1 makes a difference.
 3. **Invite 3 Friends:** Create your own ripple of mentorship.
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Fan Email Scripts (copy-and-paste)

1) Pre-Launch — “Pick your team” (send between Nov 20–27)

Subject: Detroit’s holiday battle is coming — back Loren Kranz 🎄⚡

Preheader: Join our crew today; votes open Friday, **Nov 28 at 9:00 AM ET**.

Body):

Remember the holiday record your family wore out? We’re bringing that nostalgia with a Detroit twist. Loren Kranz is in *Jingle Bells & Power Cords: The Big Holiday Battle of the Bands*. 8 local acts. Weekly video matchups. **\$1 = 1 vote**.

Your votes power Big Brothers Big Sisters mentoring—youth in BBBS are **20% more likely to enroll in college** and earn **15% more** over their lifetime.

Join our team today and recruit 3 friends so launch day pops.

Join → bbbsbotb.org/lorenkranz • Event hub → <https://bbbsbotb.org>

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2) Round 1 — Launch Day (Fri, Nov 28 at 9:00 AM ET)

Subject: It’s ON! Vote now — **\$1 = 1 vote** for Loren Kranz

Preheader: Watch the video, smile big, and make your vote count.

Body: The first chord just hit — our Round 1 video is live! Your donation is your vote, fueling mentoring across SE Michigan. BBBS youth are **52% less likely to skip school**, and mentoring helps close **two-thirds of the economic gap**.

Vote now → bbbsbotb.org/lorenkranz • Challenge: tag 3 friends to match your votes.

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3) Week 2 — Semifinals (Sat, Dec 6)

Subject: New matchup, same mission — vote for Loren Kranz

Preheader: Semifinals are live — every dollar = a vote.

Body: New week, new head-to-head. Keep the momentum! Alumni Littles say mentoring boosted their self-confidence (**86%**) and opened doors to new opportunities (**86%**). **73%** discovered an interesting career through mentoring.

Vote → bbbsbotb.org/lorenkranz • Bring 3 friends • Share to Stories and tag

@bbbsseastmi and **@bbbs_sm**.

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4) Finals Week — Last Push (Sat, Dec 13 – Fri, Dec 19 @ 9:00 PM ET)

Subject: Finals! This is it — every vote counts for Loren Kranz

Preheader: Two bands. One crown. Mentoring wins either way.

Body: Bells ringing, amps humming — we're in the final showdown. Your vote today is mentorship in motion. BBBS youth are **27% less likely to begin using alcohol** and **33% less likely to hit someone**. Winner receives **10%** and runner-up **5%** of total raised.

Vote now → bbbsbotb.org/lorenkranz • Last-call waves: 48h • 24h • 3h • final hour.

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5) Gratitude & Impact (Sat, Dec 20+)

Subject: You showed up — thank you for powering mentoring 🎵🎵

Preheader: What your votes made possible for local kids and families.

Body: From first riff to final bow — thank you for voting, sharing, and cheering. Because of you, kids get mentors who help them dream big and succeed. Outcomes look like **higher college enrollment (+20%)**, **higher lifetime earnings (+15%)**, and more confidence. Keep the music going — become a Big or make a year-end gift.

Learn more → <https://www.bbbssoutheastmi.org/mentor>

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Mechanics (canonical): 8 bands • Weekly head-to-head video matchups • \$1 = 1 vote • Winner 10% of total raised; Runner-up 5%

Dates (Detroit): Round 1: **Friday, Nov 28, 2025** • Week 2: **Sat, Dec 6, 2025** • Finals: **Sat, Dec 13, 2025**

Hashtags (use every time): #JingleBellsAndPowerCords #BattleOfTheBands #BBBSSEM