Big Brothers Big Sisters OF ALASKA

Welcome and thank you for becoming a Champion for Big Brothers Big Sisters of Alaska's annual ***The Big Give*** fundraiser! This team-based campaign provides opportunities to positively impact a kid's life and broaden the possibilities of what we can achieve when we work together.

The Big Give is Big Brothers Big Sisters of Alaska's single largest annual fundraising campaign. Our goal this year is to raise $75,000 to help ensure more Bigs and Littles can be carefully and professionally matched, more connections can be created, and more kids can ignite their potential to change the world!

This guide was designed to provide information and resources for our Champions. We hope this information helps you better understand the importance of Big Brothers Big Sisters of Alaska's work, how the campaign will work, how to get started and encourage others to become involved, and resources that are available to support you.

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Why Big Brothers Big Sisters of Alaska?

Big Brothers Big Sisters of Alaska is a statewide nonprofit whose mission is to create and support one-to-one mentoring relationships that ignite the power and promise of youth.

We provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever. Kids in our programs are more confident, safe, and engaged at school. Together, we empower children to realize their full potential.

WHO

Who We Serve

- **300** matches annually
- Average match length **34 months**

IMPACT

When youth believe in themselves and what they can accomplish, they foster better relationships with friends, family, and peers, ultimately helping to create safer, stronger communities. Compared to their non-mentored peers, Littles are:

- 54% less likely to be arrested
- 57% less likely to demonstrate aggressive behavior
- 55% more likely to increase coping skills and grit

Getting Started

Checklist

□ Register online
□ Set your goal
□ Begin fundraising
□ Thank your supporters



Register Online

The Big Give fundraiser will utilize the QGiv online donation platform. Getting registered is easy!

1. Visit our website and click the [***REGISTER***] tab to join. Select join a team option.
2. Select your fundraising goal.
3. Choose a photo (optional) and edit your page title with a short description.
4. You can edit your headline, story, emails to ask for donations, and more!

Set Your Goal

We encourage you to aim high in your fundraising goal setting! You can update the goal you set when you created your page at any time.

- **Aim high:** Set a goal that might seem like a stretch because you never know just how fast you can achieve it!
- **See how much you can raise for kids:** Many set a conservative fundraising goal instead of aiming high. We understand that fundraising can be a challenge but remember why you are participating – for the kids!
- **Keep an eye on the competition:** If you're driven by some friendly competition, take a look at the campaign dashboard on QGiv to see if you're in the Top Teams lists.

Thank Your Donors

Remembering to thank those who support your fundraiser is an important step that you do not want to forget! Send out a short email thanking everyone who donated to your campaign page. Try to personalize your thank you note with photos!

Fundraising Tips

Fundraising is easier than you think, you just need to ask! The more you ask everyone you know, the more likely you are to get a donation of some kind. Here are some tips to help support your fundraising efforts:

- **Tell your story:** If you have a personal story of why you are participating, share it! Are you a former or current Big? A Board Member? Little? Whatever your story is, share why Big Brothers Big Sisters of Alaska is important to you!
- **Identify potential supporters:** One place to start is to identify a list of people who may want to support your fundraiser - friends, family, neighbors, current and former colleagues, a book club or other groups you belong to, etc. Don't be afraid to think outside the box!
- **Get the word out:** Update your fundraising page, send emails (there's a ***template*** for that!), make calls, and/or send text messages - whatever works best for each person you want to reach.
- **Ask for donations through social media:** Share the link to your personal fundraising page on your social media page(s). This is an easy way to capture attention and get the message out. Check out some sample posts here!
- **Share progress:** Share updates on your fundraising progress as we countdown to the deadline of April 30th!
- **Share photos and videos:** Photos and videos are a great way to capture the attention of those who might want to support your fundraiser. Consider sharing anything related to the campaign, including your team celebration, on social media and the Facebook event page with the hashtag ***#TheBigGiveAK***
- **Add an email signature:** Consider adding a link to your fundraising page in the signature of your email, both personal and business (if this is allowed).

Award And Prize Categories

To inspire you to participate and achieve your goals, check out the Leaderboard tab so you know where you stack up against other individuals and teams. And if you find yourself at the top of the Leaderboard, you might just go home with some great prizes! No matter what, just by creating a page you get a hat!

We will award team prizes for the following:

- Individual who raises the most funds
- Individual who gets the most number of donors

Important Dates

April 1st	***The Big Give*** Opens
April 21st	The Big Give **Fairbanks** Bash: Lavelle's Taphouse 5:30 - 7:30pm
April 22nd	The Big Give **MatSu** Bash: Everetts Restaurant 5:30 - 7:30pm
April 28th	The Big Give **Juneau** Bash: Spice Cafe 5:30 - 7:30pm
April 30th	The Big Give **Anchorage** Bash: Double Shovel 5:30 - 7:30pm
April 30th	***The Big Give*** Closing Day!

Contact Us

If you have a question that's not answered here or need assistance, please contact:

development@bbbsak.org or your team captain