



## *Bloom Anew Team Leader Toolkit*

### *WELCOME!*

Welcome to the Team Leader Toolkit! This toolkit is designed to give you the text, images, and links necessary to get your friends and family involved in Bloom Anew: City Garden's Virtual Campaign & Celebration. Feel free to use this content as is, or with any alterations. Please contact Cassidy Flynn at [cassidy.flynn@citygardenschool.org](mailto:cassidy.flynn@citygardenschool.org) or 314.420.0626 for any comments, questions, or concerns.

### *HOW IT WORKS*

*Become a crowdfunding partner by sharing the message of your choice via text, email, or on your favorite social media. You can also visit our website at **[citygardenschool.org/toolkit](http://citygardenschool.org/toolkit)** and just copy and paste; it's that easy!*

### *CHOOSE YOUR MESSAGE*

*We have multiple message templates for folks to use. What about City Garden matters most to you?*

## TEXT MESSAGING

### Before the Campaign

Preschool Messaging	Anti-Bias/Antiracism (ABAR) Messaging	Family Support Messaging
Hi [NAME]! I am a Team Leader for City Garden Montessori School's 24-hour matching campaign called <b>Bloom Anew. The campaign starts at noon on 4/21</b> and I would so appreciate it if you would consider making a gift of \$25 to my pledge goal. Every gift is quadruple matched and will support us in bringing the <b>child-centered, Montessori model to other children in St. Louis city.</b>	Hi [NAME]! I am a Team Leader for City Garden Montessori School's 24-hour matching campaign called <b>Bloom Anew. The campaign starts at noon on 4/21</b> and I would so appreciate it if you would consider making a gift of \$25 to my pledge goal. Every gift is quadruple matched and will support us in bringing our <b>Anti-Bias/Antiracism focus</b> to holistic education.	Hi [NAME]! I am a Team Leader for City Garden Montessori School's 24-hour matching campaign called <b>Bloom Anew. The campaign starts at noon on 4/21</b> and I would so appreciate it if you would consider making a gift of \$25 to my pledge goal. Every gift is quadruple matched and will support us in bringing our <b>focus on Family Support</b> to students in St. Louis city.

## TEXT MESSAGING

### During the Campaign

Preschool Messaging	Anti-Bias/Antiracism (ABAR) Messaging	Family Support Messaging
Hi [NAME]! City Garden Montessori School's 24-hour matching campaign has begun. Would you consider making a \$25 gift to my pledge goal? Every gift is quadruple matched and will support us in bringing the <b>child-centered, Montessori model to other children in St. Louis city.</b> Visit <a href="http://citygardenschool.org/bloom-anew">citygardenschool.org/bloom-anew</a> and then click on the Give Now button to show your support. You can also find us on <b>Venmo @CityGardenSchool</b> or <b>CashApp \$CityGardenSchool</b> to make a gift.	Hi [NAME]! City Garden Montessori School's 24-hour matching campaign has begun. Would you consider making a \$25 gift to my pledge goal? Every gift is quadruple matched and will support us in bringing our <b>Anti-Bias/Antiracism focus</b> to holistic education. Visit <a href="http://citygardenschool.org/bloom-anew">citygardenschool.org/bloom-anew</a> and then click on the Give Now button to show your support. You can also find us on <b>Venmo @CityGardenSchool</b> or <b>CashApp \$CityGardenSchool</b> to make a gift.	Hi [NAME]! City Garden Montessori School's 24-hour matching campaign has begun. Would you consider making a \$25 gift to my pledge goal? Every gift is quadruple matched and will support us in bringing our <b>focus on Family Support</b> to students in St. Louis city. Visit <a href="http://citygardenschool.org/bloom-anew">citygardenschool.org/bloom-anew</a> and then click on the Give Now button to show your support. You can also find us on <b>Venmo @CityGardenSchool</b> or <b>CashApp \$CityGardenSchool</b> to make a gift.

## EMAIL MESSAGING

### Before the Campaign

Preschool Messaging	Anti-Bias/Antiracism (ABAR) Messaging	Family Support Messaging
<p>Hi [Name],</p> <p>As you know, our family is involved with City Garden Montessori, and we love the impact that the <b>child-centered, Montessori model</b> has made on our family.</p> <p>[Feel free to add a personal example you feel comfortable sharing here]</p> <p>Children learn best when they are motivated, free to be independent and aware of the world around them.</p> <p>Our 24-hour matching campaign called <b>Bloom Anew starts on April 21 at noon CST and ends on April 22 at noon CST</b>, and I have pledged my support as a Team Leader. Would you consider making a gift of \$25 to my pledge goal? Each gift made during the 24-hour campaign will unlock a quadruple match, meaning <b>a gift of \$25 will actually be \$100!</b></p> <p>I would appreciate any support you could offer so that other children in St. Louis city can benefit like our family has. Please visit <a href="http://citygardenschool.org/bloom-anew">citygardenschool.org/bloom-anew</a> to learn more. Thank you for supporting equity in education!</p>	<p>Hi [Name],</p> <p>As you know, our family is involved with City Garden Montessori, and we love the <b>Anti-Bias/Antiracism</b> training and curriculum they provide to students, families, and the community at large.</p> <p>[Feel free to add a personal example you feel comfortable sharing here]</p> <p>Children learn best in diverse communities that center equity and justice not only in classrooms, but the world around them.</p> <p>Our 24-hour matching campaign called <b>Bloom Anew starts on April 21 at noon CST and ends on April 22 at noon CST</b>, and I have pledged my support as a Team Leader. Would you consider making a gift of \$25 to my pledge goal? Each gift made during the 24-hour campaign will unlock a quadruple match, meaning <b>a gift of \$25 will actually be \$100!</b></p> <p>I would appreciate any support you could offer so that other children in St. Louis city can benefit like our family has. Please visit <a href="http://citygardenschool.org/bloom-anew">citygardenschool.org/bloom-anew</a> to learn more. Thank you for supporting equity in education!</p>	<p>Hi [Name],</p> <p>As you know, our family is involved with City Garden Montessori, and we love their emphasis for <b>Family Support</b>.</p> <p>[Feel free to add a personal example you feel comfortable sharing here]</p> <p>Children learn best when their basic human needs are met and families are deeply supported.</p> <p>Our 24-hour matching campaign called <b>Bloom Anew starts on April 21 at noon CST and ends on April 22 at noon CST</b>, and I have pledged my support as a Team Leader. Would you consider making a gift of \$25 to my pledge goal? Each gift made during the 24-hour campaign will unlock a quadruple match, meaning <b>a gift of \$25 will actually be \$100!</b></p> <p>I would appreciate any support you could offer so that other children in St. Louis city can benefit like our family has. Please visit <a href="http://citygardenschool.org/bloom-anew">citygardenschool.org/bloom-anew</a> to learn more. Thank you for supporting equity in education!</p>

## EMAIL MESSAGING

### During the Campaign

Preschool Messaging	Anti-Bias/Antiracism (ABAR) Messaging	Family Support Messaging
<p><i>Hi [Name],</i></p> <p><i>City Garden Montessori School's 24-hour matching campaign has begun! Would you consider making a \$25 gift to my pledge goal?</i></p> <p><i>Every gift is quadruple matched, and will help ensure children and families have scholarship support and access to a high quality, early childhood education.</i></p> <p><i>Visit <a href="https://citygardenschool.org/bloom-anew">citygardenschool.org/bloom-anew</a> and then click on the Give Now button to show your support. You can also find us on <b>Venmo @CityGardenSchool</b> or <b>CashApp \$CityGardenSchool</b> to make a gift.</i></p> <p><i>Thank you for supporting equity in education!</i></p>	<p><i>Hi [Name],</i></p> <p><i>City Garden Montessori School's 24-hour matching campaign has begun! Would you consider making a \$25 gift to my pledge goal?</i></p> <p><i>Every gift is quadruple matched, and will help fund City Garden's Anti-Bias, Antiracism programs this coming year.</i></p> <p><i>Visit <a href="https://citygardenschool.org/bloom-anew">citygardenschool.org/bloom-anew</a> and then click on the Give Now button to show your support. You can also find us on <b>Venmo @CityGardenSchool</b> or <b>CashApp \$CityGardenSchool</b> to make a gift.</i></p> <p><i>Thank you for supporting equity in education!</i></p>	<p><i>Hi [Name],</i></p> <p><i>City Garden Montessori School's 24-hour matching campaign has begun! Would you consider making a \$25 gift to my pledge goal?</i></p> <p><i>Every gift is quadruple matched, and will help City Garden continue to provide direct financial assistance to families affected by the COVID-19 health pandemic.</i></p> <p><i>Visit <a href="https://citygardenschool.org/bloom-anew">citygardenschool.org/bloom-anew</a> and then click on the Give Now button to show your support. You can also find us on <b>Venmo @CityGardenSchool</b> or <b>CashApp \$CityGardenSchool</b> to make a gift.</i></p> <p><i>Thank you for supporting equity in education!</i></p>



# SOCIAL MEDIA MESSAGING - FACEBOOK

## During the Campaign

Preschool Messaging	Anti-Bias/Antiracism (ABAR) Messaging	Family Support Messaging
<p><i>Want to make a difference in St. Louis city? Join City Garden Montessori School and make high quality, early childhood education accessible to children across the St. Louis city!</i></p> <p><i>I am partnering with City Garden as a Team Leader for their 24-hour matching campaign called Bloom Anew. The campaign runs from noon on April 21, to noon on April 22. Every gift is quadruple matched and will support us in making transformative, early childhood education accessible to other children in St. Louis city.</i></p> <p><i>By making a gift, you will be entered into a chance to win any of our exciting raffle items! Click here to give and learn more: <a href="http://citygardenschool.org/bloom-anew">citygardenschool.org/bloom-anew</a></i></p> <p><i>You can also find us on <b>Venmo @CityGardenSchool</b> or <b>CashApp \$CityGardenSchool</b> to make a gift.</i></p> 	<p><i>Want to make a difference in St. Louis city? Join City Garden Montessori School and make high quality, early childhood education accessible to children across the St. Louis city!</i></p> <p><i>I am partnering with City Garden as a Team Leader for their 24-hour matching campaign called Bloom Anew. The campaign runs from noon on April 21, to noon on April 22. Every gift is quadruple matched and will help make Anti-Bias, Antiracism training and curriculum available to students, families, and the community at large this coming year.</i></p> <p><i>By making a gift, you will be entered into a chance to win any of our exciting raffle items! Click here to give and learn more: <a href="http://citygardenschool.org/bloom-anew">citygardenschool.org/bloom-anew</a></i></p> <p><i>You can also find us on <b>Venmo @CityGardenSchool</b> or <b>CashApp \$CityGardenSchool</b> to make a gift.</i></p> 	<p><i>Want to make a difference in St. Louis city? Join City Garden Montessori School and make high quality, early childhood education accessible to children across the St. Louis city!</i></p> <p><i>I am partnering with City Garden as a Team Leader for their 24-hour matching campaign called Bloom Anew. The campaign runs from noon on April 21, to noon on April 22. Every gift is quadruple matched and will help City Garden continue to provide direct financial assistance to families affected by the COVID-19 health pandemic.</i></p> <p><i>By making a gift, you will be entered into a chance to win any of our exciting raffle items! Click here to give and learn more: <a href="http://citygardenschool.org/bloom-anew">citygardenschool.org/bloom-anew</a></i></p> <p><i>You can also find us on <b>Venmo @CityGardenSchool</b> or <b>CashApp \$CityGardenSchool</b> to make a gift.</i></p> 




## SOCIAL MEDIA MESSAGING - TWITTER

### During the Campaign

Preschool Messaging	Anti-Bias/Antiracism (ABAR) Messaging	Family Support Messaging
<p>@CGMontessori is making high quality, early childhood education accessible to kids in St. Louis! Click the link to support the 24-hour matching campaign. You will be entered to win great raffle prizes! <a href="https://tinyurl.com/2atc9dy4">https://tinyurl.com/2atc9dy4</a> <b>Venmo &amp; CashApp</b> available. #citygarden #montessori</p> 	<p>@CGMontessori is making high quality, early childhood education accessible to kids in St. Louis! Click the link to support the 24-hour matching campaign. You will be entered to win great raffle prizes! <a href="https://tinyurl.com/2atc9dy4">https://tinyurl.com/2atc9dy4</a> <b>Venmo &amp; CashApp</b> available. #citygarden #antiracist</p> 	<p>@CGMontessori is making high quality, early childhood education accessible to kids in St. Louis! Click the link to support the 24-hour matching campaign. You will be entered to win great raffle prizes! <a href="https://tinyurl.com/2atc9dy4">https://tinyurl.com/2atc9dy4</a> <b>Venmo &amp; CashApp</b> available. #citygarden #familysupport</p> 

# SOCIAL MEDIA MESSAGING - INSTAGRAM

## During the Campaign

Preschool Messaging	Anti-Bias/Antiracism (ABAR) Messaging	Family Support Messaging
<p><i>@citygardenmontessori we know that children learn best when they are motivated, free to be independent and aware of the world around them.</i></p> <p>.</p> <p><i>I am partnering with City Garden as a Team Leader for their 24-hour matching campaign called Bloom Anew. The campaign runs from noon on April 21, to noon on April 22. Every gift is quadruple matched and will support us in making transformative, early childhood education accessible to other children in St. Louis city.</i></p> <p>.</p> <p><i>Click the link in my bio to make a gift! You can also find us on <b>Venmo @CityGardenSchool</b> or <b>CashApp \$CityGardenSchool</b> to make a gift. #CityGarden #Montessori #BloomAnew</i></p> 	<p><i>@citygardenmontessori we know that children learn best in diverse communities that center equity and justice not only in classrooms, but the world around them.</i></p> <p>.</p> <p><i>I am partnering with City Garden as a Team Leader for their 24-hour matching campaign called Bloom Anew. The campaign runs from noon on April 21, to noon on April 22. Every gift is quadruple matched and will help make Anti-Bias, Antiracism training and curriculum available to students, families, and the community at large this coming year.</i></p> <p>.</p> <p><i>Click the link in my bio to make a gift! You can also find us on <b>Venmo @CityGardenSchool</b> or <b>CashApp \$CityGardenSchool</b> to make a gift. #CityGarden #Antiracist #BloomAnew</i></p> 	<p><i>@citygardenmontessori we know that children learn best when their basic human needs are met and families are deeply supported.</i></p> <p>.</p> <p><i>I am partnering with City Garden as a Team Leader for their 24-hour matching campaign called Bloom Anew. The campaign runs from noon on April 21, to noon on April 22. Every gift is quadruple matched and will help City Garden continue to provide direct financial assistance to families affected by the COVID-19 health pandemic.</i></p> <p>.</p> <p><i>Click the link in my bio to make a gift! You can also find us on <b>Venmo @CityGardenSchool</b> or <b>CashApp \$CityGardenSchool</b> to make a gift. #CityGarden #FamilySupport #BloomAnew</i></p> 



## SOCIAL MEDIA MESSAGING - LINKEDIN

### During the Campaign

Preschool Messaging	Anti-Bias/Antiracism (ABAR) Messaging	Family Support Messaging
<p><i>@citygardenmontessori we know that children learn best when they are motivated, free to be independent and aware of the world around them.</i></p> <p><i>I am partnering with City Garden as a Team Leader for their 24-hour matching campaign called Bloom Anew. The campaign runs from noon on April 21, to noon on April 22. Every gift is quadruple matched and will support us in making transformative, early childhood education accessible to other children in St. Louis city.</i></p> <p><i>By making a gift, you will enter into a chance to win any of our exciting raffle items! Click here to give and learn more:</i>  <a href="https://citygardenschool.org/bloom-anew">citygardenschool.org/bloom-anew</a></p> <p><i>You can also find us on Venmo @CityGardenSchool or CashApp \$CityGardenSchool!</i></p> 	<p><i>@citygardenmontessori we know that children learn best in diverse communities that center equity and justice not only in classrooms, but the world around them.</i></p> <p><i>I am partnering with City Garden as a Team Leader for their 24-hour matching campaign called Bloom Anew. The campaign runs from noon on April 21, to noon on April 22. Every gift is quadruple matched and will help make Anti-Bias, Antiracism training and curriculum available to students, families, and the community at large this coming year.</i></p> <p><i>By making a gift, you will enter into a chance to win any of our exciting raffle items! Click here to give and learn more:</i>  <a href="https://citygardenschool.org/bloom-anew">citygardenschool.org/bloom-anew</a></p> <p><i>You can also find us on Venmo @CityGardenSchool or CashApp \$CityGardenSchool!</i></p> 	<p><i>@citygardenmontessori we know that children learn best when their basic human needs are met and families are deeply supported.</i></p> <p><i>I am partnering with City Garden as a Team Leader for their 24-hour matching campaign called Bloom Anew. The campaign runs from noon on April 21, to noon on April 22. Every gift is quadruple matched and will help City Garden continue to provide direct financial assistance to families affected by the COVID-19 health pandemic.</i></p> <p><i>By making a gift, you will enter into a chance to win any of our exciting raffle items! Click here to give and learn more:</i>  <a href="https://citygardenschool.org/bloom-anew">citygardenschool.org/bloom-anew</a></p> <p><i>You can also find us on Venmo @CityGardenSchool or CashApp \$CityGardenSchool!</i></p> 

## PHONE CALLS

### During the Campaign

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<p><i>Hi [NAME]!</i></p> <p><i>I am partnering with City Garden as a Team Leader for their 24-hour matching campaign called Bloom Anew. The campaign runs from noon on April 21, to noon on April 22. Every gift is quadruple matched and will support us in making transformative, early childhood education accessible to other children in St. Louis city.</i></p> <p><i>If you can, please make a gift online at <a href="https://charidy.com/citygarden">charidy.com/citygarden</a>. That's C-H-A-R-I-D-Y dot com, slash City Garden.</i></p> <p><i>You can also find us on <b>Venmo @CityGardenSchool</b> or <b>CashApp \$CityGardenSchool!</b></i></p> <p><i>We also hope you can help us spread the word to your family and friends, because every gift, no matter the amount, will help us reach our goal! Thank you!</i></p>	<p><i>Hi [NAME]!</i></p> <p><i>I am partnering with City Garden as a Team Leader for their 24-hour matching campaign called Bloom Anew. The campaign runs from noon on April 21, to noon on April 22. Every gift is quadruple matched and will help make Anti-Bias, Antiracism training and curriculum available to students, families, and the community at large this coming year.</i></p> <p><i>If you can, please make a gift online at <a href="https://charidy.com/citygarden">charidy.com/citygarden</a>. That's C-H-A-R-I-D-Y dot com, slash City Garden.</i></p> <p><i>You can also find us on <b>Venmo @CityGardenSchool</b> or <b>CashApp \$CityGardenSchool!</b></i></p> <p><i>We also hope you can help us spread the word to your family and friends, because every gift, no matter the amount, will help us reach our goal! Thank you!</i></p>	<p><i>Hi [NAME]!</i></p> <p><i>I am partnering with City Garden as a Team Leader for their 24-hour matching campaign called Bloom Anew. The campaign runs from noon on April 21, to noon on April 22. Every gift is quadruple matched and will help City Garden continue to provide direct financial assistance to families affected by the COVID-19 health pandemic.</i></p> <p><i>If you can, please make a gift online at <a href="https://charidy.com/citygarden">charidy.com/citygarden</a>. That's C-H-A-R-I-D-Y dot com, slash City Garden.</i></p> <p><i>You can also find us on <b>Venmo @CityGardenSchool</b> or <b>CashApp \$CityGardenSchool!</b></i></p> <p><i>We also hope you can help us spread the word to your family and friends, because every gift, no matter the amount, will help us reach our goal! Thank you!</i></p>