

#BLUESKIESAHEAD

Help Blue Sky Create Outdoor Connections for RVA youth!



First, a huge **THANK YOU!** By opening this toolkit you've already taken the first and hardest step. The goal of this #BlueSkiesAhead Toolkit is to make it super easy to rally your network to support our 2022 campaign.

Here are a few best practices to ensure success in your #BlueSkiesAhead journey:

- **Sample Messages:** Copy, paste, send! Seriously - it's meant to be that simple. [Although we suggest adding a personal message is always a great touch!]
- **Personal Story:** To that note above - share with your network your WHY behind supporting Blue Sky Fund - here are some prompts
 - What was your first outdoors experience? What did you gain from it?
 - Have you volunteered with BSF? Share about it!
 - Favorite outdoor adventure? Include a photo from your own adventure and share the impact it made - your network will love the personal story & insight!
- **Social Media:** Follow along and share the #BlueSkiesAhead posts on Instagram, Facebook, or LinkedIn - help spread awareness! Be sure to add a short personal message when you share a post for the biggest impact!
- **Click "Going" to our #BSA Events on Tuesday May 3rd**
 - [Sub Rosa](#) - 8AM to 5PM and a portion of your purchase goes back to BSF!
 - [Union Market](#) - 4PM to 9PM and a portion of all prepared food, draft beer, and wine by the glass goes back to BSF!

Campaign Page Link: www.blueskyfund.org/donate

[Download Our Shareable Graphics - Click here for the #BSA Graphics](#)



TEXT MESSAGE



Text 1: Short & Sweet

Hey [first name]! Have I told you about Blue Sky Fund? I just donated to support their #BlueSkiesAhead campaign to help connect RVA youth from low-income households to the outdoors. Any gift made before 7PM on Tues. 5/3 will be matched dollar for dollar.

Would you join me in donating today >>> www.blueskyfund.org/donate

Text 2 - Donation Ask

Hey [first name]! Have I shared about Blue Sky Fund with you? I just donated to support their #BlueSkiesAhead campaign to help connect RVA youth from low-income households to the outdoors. Through outdoor education and outdoor adventure, BSF's programming leverages the positive impact of being in nature to help kids connect and heal from the isolation of the pandemic.

Would you join me in donating today? They are looking to raise \$25,000 in 36 hours. Plus, any gift made before 7PM on Tues. 5/3 will be matched dollar for dollar >>

www.blueskyfund.org/donate

Text 2 - Social Media / Awareness Ask

Hey [first name]! Favor to ask - would you help me spread the word about Blue Sky Fund's #BlueSkiesAhead campaign? They are a local nonprofit focused on connecting RVA youth from low-income households to the outdoors and currently running a crowdfunding campaign to raise \$25,000 in 36 hours. While a donation is always welcome - so is sharing their posts! You can find them @BlueSkyFund on IG, FB and LI.

[Optional] BSF means a lot to me because... . So I appreciate any way you can help support!



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SOCIAL MEDIA CAPTION & PHOTOS



Caption:

Do you remember your first experience outdoors? What did it mean to you?

For many Blue Sky kids who come from low-income households, Blue Sky program days are the first time they experience Richmond's beautiful green spaces. Too often BSF kids do not have safe access to the green spaces around them or even if they do, they don't feel welcome.

@BlueSkyFund aims to change this narrative by *creating outdoor connections* for youth in the City of Richmond.

That's why I'm supporting their #BlueSkiesAhead campaign, a 36 hour fundraiser of rallying the community to raise \$25,000 by 7PM on 5/3. Plus, thanks to the Blue Sky Family, every donation will be matched dollar for dollar up to \$25,000.

Will you join me in #CreatingOutdoorConnections for kids in RVA by donating to @blueskyfund? <click on the link in their bio



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EMAIL TEMPLATE



Dear [first name],

Do you remember your first experience outdoors? What did it mean to you?

For me, my first outdoors experience launched a lifetime of enjoyment. And I want to be sure to give back to support this for others in this. So I just donated to Blue Sky Fund's #BlueSkiesAhead campaign. And I want to challenge you to donate as well! Here's why...

For many Blue Sky Fund kids who come from low-income households, Blue Sky program days are the first time they experience Richmond's beautiful green spaces. Too often BSF kids do not have safe access to the green spaces around them or even if they do, they don't feel welcome. Blue Sky Fund aims to change this narrative by *creating outdoor connections* for youth in the City of Richmond. Through outdoor education and outdoor adventure, BSF's programming leverages the positive impact of being in nature to help kids connect and heal from the isolation of the pandemic.

That's why I'm supporting their #BlueSkiesAhead campaign, a 36 hour fundraiser of rallying the community to raise \$25,000 by 7PM on Tuesday, May 3rd. Plus, thanks to the Blue Sky Family, every donation will be matched dollar for dollar up to \$25,000.

Will you join me in #CreatingOutdoorConnections for kids in RVA by donating to blueskyfund.org/donate?

With gratitude,
[your name]



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