

#BlueSkiesAhead Toolkit

Thank you in advance for helping us spread the word!

Sample Email Message

Hello [first name],

I hope you are staying healthy, safe and sane during this challenging time.

I don't know about you, but being cooped up inside has made me appreciate getting outside in a whole new way, and I'm looking forward to enjoying outdoor adventures once this crisis is behind us.

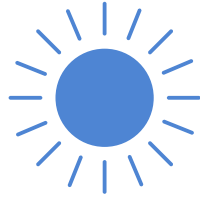
This appreciation for the outdoors is why I support **Blue Sky Fund**, an organization that provides students from low-income areas with transformative outdoor experiences that increase their access to natural spaces, enhance their academic learning, and strengthen their resilience, especially in students that have been impacted by adverse childhood experiences. Learn more at **www.blueskyfund.org**.

The need for outdoor access and experiential education will last long after the COVID-19 crisis, with a renewed imperative for students to access hands-on outdoor learning after depending on virtual education for months.

If you are able, please consider investing in blue skies ahead for children in our community by making an online gift at www.blueskyfund.org/donate. I recognize that this is an especially difficult time, finances are tight, and there are other priorities on people's minds. Every dollar will help Blue Sky Fund serve children now with experiential learning and relaunch outdoor programming once it's safe to do so.

Thank you for considering, and take care!
[Your name]

Remember to tag @BlueSkyFund in your posts!



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Sample Social Media Post

Our resilience as a community is currently being challenged, and we could all use the reminder that there are brighter days on the horizon!

I'm supporting the #BlueSkiesAhead campaign for Blue Sky Fund, which provides experiential outdoor education to children from the most vulnerable areas in our city. These students often face challenges that I can't imagine, which have only been heightened by this crisis. I appreciate the outdoors more than ever and want to ensure that children across Richmond are able to strengthen their resilience while learning outside long after this crisis.

If you are able, please consider investing in blue skies ahead for children in our community by donating to this fundraiser. I recognize that this is an especially difficult time; every dollar will help Blue Sky Fund serve children now with experiential learning and relaunch outdoor programming once it's safe to do so. [include link to Facebook #BlueSkiesAhead fundraiser]

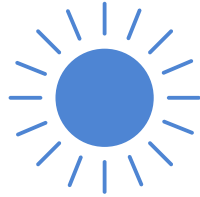
Share Facebook Fundraiser

Blue Sky Fund will launch our #BlueSkiesAhead fundraiser on Facebook on Friday, May 1st by 9:00 am. Make sure that you're following the organization on Facebook by searching @BlueSkyFund or clicking [HERE](#) and then the "follow" button under the cover photo.

Once the fundraiser is live on our page on May 1st, click on the fundraiser and spread the word to your network in the following ways:

1. **Click "invite" button:** This allows you to individually select friends to join the fundraiser by clicking "invite" button next to their name, which will immediately send a notification.
2. **Click "share" button:** You will be able to share the fundraiser on your timeline. In the "say something about this fundraiser" box, we encourage you to copy and paste the text of the sample social media post above, then click post at bottom right.

Remember to tag @BlueSkyFund in your posts!



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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].

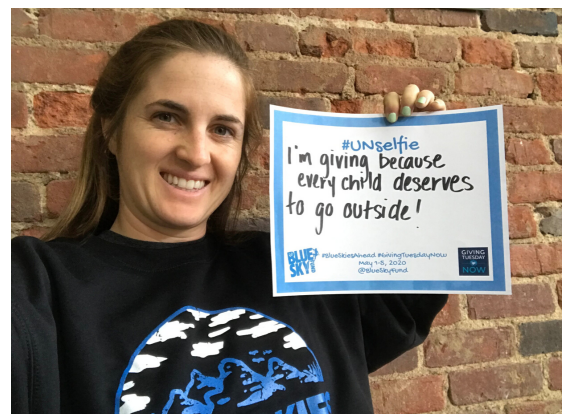


Post an "UNSelfie!"

The #UNSelfie, or the selfless selfie, is a powerful way to show how and why you are giving. Here's how:

1. Take a "selfie" with our template (next page) to explain how or why you are giving.
2. Add the hashtags #UNSelfie and #GivingTuesdayNow.
3. Post it to Instagram or Facebook and be sure to tag @BlueSkyFund - share far and wide & get your friends to join you! [see example -->]

Want to share why you give to Blue Sky Fund but you don't have a printer? Post a "Digital UNSelfie" on your Instagram or Facebook story and tag @BlueSkyFund!



Thanks Sarah Jane!

Remember to tag @BlueSkyFund in your posts!

#UNselfie



#BlueSkiesAhead #GivingTuesdayNow
May 1-5, 2020
@BlueSkyFund

