



# LunchBreak 2020 – Virtual Edition

## Marketing Toolkit

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## A Message from Laurie

Hello!

Thank you for being a part of the positive change in our community. Your support for Boys & Girls Clubs of King County is so important to ensuring safety, stability, and life-changing opportunities for the young people we serve.

In light of public health concerns in Greater Seattle, LunchBreak 2020 is entirely virtual. **That means we need your help spreading the word, sharing content, and inspiring gifts to fund Club programs!** [Join us daily](#) March 9-16 to hear new stories and check in on our fundraising progress.

Each year, gifts made at LunchBreak ensure our Clubs remain open and accessible to all kids, regardless of their family's financial circumstances. This year's goal – \$620,000 – is equivalent to the yearly cost of after-school programs and meals for our 400 Club teens.

We are so grateful for your participation in our virtual event, and for your efforts to broaden and galvanize our community of supporters. Please read on for tools and resources you can use in your outreach.

Thank you for your dedication to our kids, teens, and families!



Laurie Black  
President & CEO  
Boys & Girls Clubs of King County



## Sample Email #1

***To those who planned to attend LunchBreak:***

Dear [RECIPIENT NAME],

Thank you for registering to attend the LunchBreak event benefiting Boys & Girls Clubs of King County. Due to public health concerns, and given recommendations from public officials, the organization is no longer hosting a live event. Instead, LunchBreak 2020 will consist of a week-long, virtual campaign to raise funds for the Clubs' youth programs.

I am so grateful for your willingness to attend this year's event and learn more about Boys & Girls Clubs. I know it isn't easy taking time out of your busy day, and it means a lot to me that you signed up to contribute your time, attention, and generosity to help empower Club youth. I am sorry we won't have a chance to see one another on March 12!

**Your continued support is crucial to helping Boys & Girls Clubs reach their fundraising goal of \$620,000.** I hope our Club kids and families can still count on your participation in the virtual event. Please consider joining me in making a gift online. You can donate to the virtual event at [positiveplace.org/givetolunchbreak](https://positiveplace.org/givetolunchbreak).

**This week only, thanks to our generous Matching Challenge Pool donors, your gift could be matched!**

- Gifts of \$250-\$499 will be matched
- Gifts of \$500-\$999 will be double matched
- Gifts of \$1,000-\$5,000 will be tripled matched

Thank you, again, for being a part of the effort to provide safety, guidance, and resources for young people in our community.

With gratitude,

[YOUR NAME]

## Sample Email #2

***To those not registered for the luncheon:***

Dear [RECIPIENT NAME],

Boys & Girls Clubs of King County is an organization that means a lot to me. Their work helps ensure kids and teens in our community have access to mentorship, essential services, life-changing opportunities, and a range of academic and recreational programs.

Due to public health concerns, and given recommendations from public officials, the organization is no longer hosting their annual fundraising luncheon. Instead, LunchBreak 2020 will consist of a week-long, virtual campaign. Gifts to LunchBreak make up a large portion of the Clubs' operating budget and keep Club programs accessible to all youth.

**Your support is crucial to helping Boys & Girls Clubs reach their fundraising goal of \$620,000.** I hope you will join me in being a part of this virtual event! You can make a gift online at [positiveplace.org/givetolunchbreak](https://positiveplace.org/givetolunchbreak).

**This week only, thanks to our generous Matching Challenge Pool donors, your gift could be matched!**

- Gifts of \$250-\$499 will be matched
- Gifts of \$500-\$999 will be double matched
- Gifts of \$1,000-\$5,000 will be tripled matched

Thank you for being a part of the effort to provide safety, guidance, and resources for young people in our community.

With gratitude,

[YOUR NAME]

# Sample Social Media Posts

Check out our [Marketing Tools](#) page for graphics and other assets!

## FACEBOOK

Tag us [@BoysGirlsClubsofKingCounty](#)

Boys & Girls Clubs of King County needs our fundraising support!

Follow the #LunchBreak2020 virtual campaign, watch videos of powerful stories of the impact of the Club on individuals in our area, and consider donating to help fund more of these success stories!

Learn more at [positiveplace.org/lunchbreak](https://positiveplace.org/lunchbreak)

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## LINKEDIN

Tag us [@BoysGirlsClubsofKingCounty](#)

Due to public health concerns, Boys & Girls Clubs of King County has pivoted their second-largest fundraiser, LunchBreak, from an in-person event to a virtual campaign. The proceeds from this event are essential to providing kids and teens with the guidance, resources, and opportunities they need to be successful.

Please join me in making a gift to help the Clubs reach their fundraising goal. Every dollar counts! Thank you for your generosity in supporting our community's young people.

[positiveplace.org/lunchbreak](https://positiveplace.org/lunchbreak) #LunchBreak2020

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## INSTAGRAM & TWITTER

Tag us [@ClubInsider](#)

Support kids in Greater Seattle! [@ClubInsider's](#) #LunchBreak2020 event has gone virtual. Make a gift today to empower young people at [positiveplace.org/givetolunchbreak](https://positiveplace.org/givetolunchbreak)

## OR

This week only, your gift to [@ClubInsider](#) could be matched, thanks to our Matching Challenge Pool. Make a gift to #LunchBreak2020 & help kids achieve great futures! [positiveplace.org/givetolunchbreak](https://positiveplace.org/givetolunchbreak)

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## Notes:

- Remember to RSVP as “Going” for the [Facebook Live event](#), and share the event on your page!
- Like, share, and comment on #LunchBreak2020 posts
- Tune in to our live stream on Thursday, March 12, at 12pm, and share your questions/comments!

# About Boys & Girls Clubs of King County

## OUR MISSION:

To inspire and enable all young people, especially those who need us most, to reach their full potential as productive, responsible, and caring citizens.



## OUR CORE IMPACT AREAS:

- **Academic Success**—We help kids graduate high school on time with the tools, guidance, and experience they need to pursue their career goals. [Learn more.](#)
- **Healthy Lifestyles**—We encourage and enable young people to adopt a healthy diet, practice healthy lifestyle choices, and set personal goals for fitness and well-being. [Learn more.](#)
- **Good Character & Citizenship**—Our programs teach youth to be engaged citizens by getting involved in their Club and community, registering to vote, and modeling strong character. [Learn more.](#)

## OUR HISTORY:

Boys & Girls Clubs of King County was founded in 1943 with the opening of our Greenwood Boys & Girls Club, now called the North Seattle Boys & Girls Club. Since then, we've expanded to 34 locations throughout Greater Seattle, where we provide after-school and summer programs for youth ages 3-21.

Understanding that we all grow and learn at different paces, we offer programs that respond to the diverse needs of kids throughout our community. We are continually adapting our programs and services to best match the evolving needs of the young people we serve.

## WHO WE ARE & WHAT WE PROVIDE:

- **For over 76 years**, Boys & Girls Clubs have been opening doors to opportunity and preparing youth for great futures. We see possibility in every young person and are committed to amplifying the voices of all kids and teens.
- **On an average school day in 2019, we welcomed over 2,000 kids at Club sites throughout the county.** Each Club provides a space for kids and teens to learn, create, and attain their best in academics, athletics, arts, leadership, and more. [See our Club locations.](#)
- **We are a leader in out-of-school-time programming.** Our skilled, caring professionals work to understand where every kid is coming from and help them shape their path towards success.
- **We show up daily to elevate and empower kids in our community.** Every child matters. They all deserve opportunities to grow and achieve their dreams. We are here to let them know that they are capable, worthy, and important. We strive to give them the guidance and resources they need to be successful.