

## Sample Outreach Toolkit

#GivingTuesday is a global movement celebrating philanthropy and generosity and here at the BAC, **we're embracing 2021 and hosting 21 Days of #givingBAC!**

When 210 of us come together and make a gift—of any size—by November 30, we will unlock a challenge gift of \$21,000 from BAC Board Chair, Judy Nitsch!

We would love for you to share why you #giveBAC with your network, classmates, coworkers, and friends and family. Here are some sample communications to promote BAC's 21 Days, customize them how you wish!

### **21 Days: Text and Email (November 9 – November 29)**

Join me and #giveBAC! This year the BAC is embracing 2021 and celebrating 21 Days of #givingBAC - join me and many alumni, friends, faculty, and firms in demonstrating our support by making a gift to Boston Architectural College. When 210 of us give back by #GivingTuesday, we'll unlock a \$21,000 challenge gift for the BAC! Make your gift and spread the word about #givingBAC. [the-bac.edu/giving/giving-tuesday](https://the-bac.edu/giving/giving-tuesday)

### **21 Days: Social Media (November 9 – November 29)**

Celebrate BAC's 21 Days of #givingBAC with me! When 210 of us give back, we'll unlock a \$21,000 challenge gift. Join me in making a gift to the BAC and spreading the word about 21 Days of #givingBAC. [the-bac.edu/giving/giving-tuesday](https://the-bac.edu/giving/giving-tuesday)

### **#GivingTuesday Text (November 30)**

Embrace 2021 with me! Today is #GivingTuesday – will you #giveBAC to the Boston Architectural College? Your gift – of any amount – can help unlock a \$21,000 challenge gift for the BAC to continue to provide inclusive access to an innovative design education. Make your gift and spread the word about #givingBAC. [the-bac.edu/giving/giving-tuesday](https://the-bac.edu/giving/giving-tuesday)

### **#GivingTuesday Email (November 30)**

Dear NAME, Boston Architectural College students are the designers, change-makers, and leaders of our future. Today is #GivingTuesday and the last day to help the BAC unlock a \$21,000 challenge gift. We need 210 of us to come together and #giveBAC to unlock this generous gift for the BAC! You can help to continue to provide inclusive access to an innovative design education. Please join me and many alumni, friends, faculty, and firms in making your gift today! [the-bac.edu/giving/giving-tuesday](https://the-bac.edu/giving/giving-tuesday)

### **#GivingTuesday: Social Media (November 30)**

Today is #GivingTuesday! Be one of 210 donors who can unlock a \$21,000 challenge gift for the BAC. Join me to make your gift and spread the word about #GivingTuesday. [the-bac.edu/giving/giving-tuesday](https://the-bac.edu/giving/giving-tuesday)