



 Big Brothers Big Sisters.
OF METROPOLITAN DETROIT

MOVE 
FOR KIDS' SAKE

SKATE



DANCE



CLIMB



RIDE



GARDEN



PLAY



MOVE



2021 Participant Toolkit

WHAT is Move for Kids' Sake?

Join the AAA Auto Club Group in our first-ever **Move for Kids' Sake** to benefit **Big Brothers Big Sisters of Metropolitan Detroit!** In past years, AAA employees have made a BIG impact for local youth through Big Brothers Big Sisters' annual, in-person Bowl For Kids' Sake fundraiser. Due to the pandemic, we have made some changes to the event. **This year, join us to MOVE instead!**

This virtual fundraising, but real-life activity event is designed to help you get active and reach your own goals while making a difference for local youth. It only takes a little bit of effort to help raise the money that is vital to the program's success.

What's Involved?

1. **Start or Join a team on our company fundraising website:** AAA.BBBSMove.com
2. **Choose Your Move!** You can commit to run, walk, bike, dance, shoot hoops (or whatever activity strikes your fancy). Set your personal goal to move a certain number of days, hours, steps, miles... it's up to you!
3. **Set your fundraising goal.** Think BIG! Earn a t-shirt for raising over \$150 (adult) or \$75 (youth, 17 years and younger).
4. **Share the link to your personal fundraising page.** Email or post on your social media pages to ask friends, family, and co-workers to join your team or support your efforts by making a donation. Use this toolkit for ideas on how to reach out.
5. **Win prizes!** There will be drawings for those who reach their activity goals and prizes for top fundraisers. (Read on to learn more.)

WHEN is Move for Kids' Sake?

Registration is **NOW OPEN!** Register to participate by end of business on Monday, June 14.

Fundraising window: Mon., June 14–Mon., July 9. **Activity window:** Fri., July 9–Wed., July 26.

Reach your goals by July 9 (fundraising), and July 26 (activity), to be entered to win prizes!

WHY Participate?

Now more than ever, having a mentor through Big Brothers Big Sisters provides youth with critical support and guidance to ignite their power and promise. Youth matched with a mentor are less likely to abuse substances or skip school, experience increased confidence in themselves, their schoolwork, and positive expectations for their futures, and have better relationships with peers and adults. *Every dollar raised will support youth in the Metro Detroit area through the life-changing, professionally supported mentoring relationships provided by Big Brothers Big Sisters.*

Ready? Set? Let's MOVE!

Questions? Contact: Jeremy Zickerman - JJZickerman@acg.aaa.com

AAA Participant Guidelines

- Each participant must complete [ACG's Volunteer Participation form in PeopleSoft](#) before registering for the event.
- Your chosen activity must be new to you– an activity you don't normally participate in.
- ACG employees may register as an individual participant or register as a team.
 - All teams must consist of at least 1 ACG employee participant. Friends and family members are welcome to join an employee's MFKS team. **All teams will have a maximum of five members.**

AAA Participation Incentives

- Each ACG employee participant will receive a "High-Five"
- Participants reaching their activity goal by the end of the activity window and send an email to BBBSMove@bbbsdetroit.com describing their activity to BBBS will be entered into a drawing to win a \$25 Amazon gift card and/or a PBX.
 - Attaching a picture to your email will earn you a 2nd entry into the drawings.
- Other individual awards:
 - 1st Place Fundraiser - Bronze Award
 - 2nd Place Fundraiser - On the Spot Award
 - 3rd Place Fundraiser – "High Five" Award
 - Participants who raise over \$150 will be entered to win a \$100 Door Dash gift card. **Earn a bonus entry for each additional \$50 raised over \$150.**
- Team awards: *(Teams must raise \$250 or more to qualify.)*
 - 1st Place Fundraising Team – \$25 Amazon gift card for each team member
 - 2nd Place Fundraising Team – \$20 Amazon gift card for each team member
 - 3rd Place Fundraising Team – \$10 Amazon gift card for each team member
- Participants raising over \$150 (adult) or \$75 (youth, 17 years and younger) will receive a Move For Kids' Sake T-Shirt.
- Winners will be announced on July 14 (fundraising) and July 28 (activity), 2021.



Fundraising & Activity Examples

1. Jon's mom agrees to donate \$20.00 and a neighbor agrees to donate \$50 in exchange for his commitment to walk 2 miles per day during the two-week event.
2. Sally's husband agrees to donate \$25.00 and her cousin agrees to donate \$40 in exchange for her commitment to cook a healthy meal each day during the two-week event.
3. David's daughter agrees to donate \$10.00 in exchange for his commitment to swim 20 laps per day during the two-week event.
4. Jeremy agrees to shoot one basket at a local basketball court for every \$1 raised on his fundraising page.

Sample Co-worker Recruitment Email:

Dear Colleagues,

Are you ready to Get Moving in support of local youth? Through July 7, the AAA Auto Club Group will be participating in the first-ever Move for Kids' Sake fundraiser to benefit Big Brothers Big Sisters of Metropolitan Detroit. This team building event is a great opportunity to come together and have fun while supporting our local youth.

Big Brothers Big Sisters (BBBS) facilitates life-changing relationships that empower children and youth. Results show that youth who are matched with a mentor: are less likely to engage in risky behaviors like substance abuse or skipping school (96%), experience increased confidence in themselves, their schoolwork, and positive expectations for their futures (92%), and have better relationships with peers and adults (94%). While there are a lot of successes to celebrate, over 100 children are waiting to access BBBS's services in our community alone. By joining our Move for Kids' Sake team, you are helping more children access these crucial mentoring programs and are contributing to the healthy development of children in the Metropolitan Detroit region.

What's Involved:

1. Register to participate at AAA.BBBSMove.com.

Registration is NOW OPEN! Register to participate by end of business on Monday, June 14.

Fundraising window: Mon., June 14–Mon., July 9. **Activity window:** Fri., July 9–Wed., July 26.

Reach your goals by July 9 (fundraising), and July 26 (activity), to be entered to win prizes!

2. Set your activity goal. You can commit to run, walk, bike, dance, shoot hoops (or whatever activity strikes your fancy) and raise funds for youth in Metro Detroit who need a mentor, now more than ever. Set your personal goal to move a certain number of days, hours, steps, miles... it's up to you!
3. Set your fundraising goal. Earn a t-shirt for raising over \$150 (adult) or \$75 (youth, 17 years and younger) and other fun prizes for reaching your activity and fundraising goals.
4. Raise! Share the link to your fundraising page or collect donations offline from family, friends, and coworkers.
5. LET'S GET MOVING! Once you're signed up, you will receive information via email with tips to reach your fundraising and activity goals.

Please register no later than June 14 to secure your spot on our team! If you have any questions at all, please do not hesitate to reach out to me at: [your contact info]

Thank you for supporting youth through Big Brothers Big Sisters and Move For Kids' Sake!

Sample Friends & Family Recruitment Email:

Dear [Name],

Are you ready to Get Moving in support of local youth? Through July 9, my company AAA and I will be participating in the first-ever Move For Kids' Sake fundraiser to benefit Big Brothers Big Sisters of Metropolitan Detroit. This is a great opportunity to get active and have fun while supporting youth who need a mentor, now more than ever. Will you join me?

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What's Involved:

1. Find my team and register to participate at AAA.BBBSMove.com.
2. Set your activity goal. You can commit to run, walk, bike, dance, shoot hoops (or whatever activity strikes your fancy) and raise funds for youth in Metro Detroit who need a mentor, now more than ever. Set your personal goal to move a certain number of days, hours, steps, miles... it's up to you!
3. Set your fundraising goal. Earn a t-shirt for raising over \$150 (adult) or \$75 (youth, 17 years and younger) and other fun prizes for reaching your activity and fundraising goals.
4. Raise! Share the link to your fundraising page or collect donations offline from family, friends, and coworkers.
5. GET MOVING! Reach your goals by July 9 (fundraising), and July 26 (activity), to be entered to win prizes!

If you have any questions at all, please do not hesitate to reach out to me at: [your contact info]

Thank you for supporting youth through Big Brothers Big Sisters and Move For Kids' Sake!

Sample Donation Request Email:

Dear [Name],

The challenges young people are facing today can feel overwhelming. Now more than ever, having a mentor through Big Brothers Big Sisters provides youth with critical support and guidance to ignite their power and promise. Through July 9, I will be participating in the first-ever Move For Kids' Sake fundraiser to benefit Big Brothers Big Sisters of Metropolitan Detroit.

Will you help youth reach their full potential by making a donation to my fundraising page?
[Link your personal fundraising page.]

By making a donation to support Move For Kids' Sake, you will help more children access these crucial mentoring programs and contribute to the healthy development of children in the Metro Detroit region.

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Thank you for supporting youth through Big Brothers Big Sisters and Move For Kids' Sake!

Sample Social Media Posts

There are over 100 youths waiting for a Mentor with @BBBSMetroDetroit [Facebook] or @BigBroBigSisDet [Twitter]. It's important they get our support! I'm Moving For Kids Sake this month. Will you join me?
BBBSMove.com #DefendersOfPotential

Will you help me raise funds for Metropolitan Detroit's youth with @BBBSMetroDetroit [Facebook] or @BigBroBigSisDet [Twitter]? BBBSMove.com #DefendersOfPotential

Having a mentor through @BBBSMetroDetroit [Facebook] or @BigBroBigSisDet [Twitter] provides youth with critical support and guidance to ignite their power and promise. This month, I'm supporting youth through #MoveForKidsSake Will you join me? AAA.BBBSMove.com #DefendersOfPotential

Let's help every young person reach their full potential with @BBBSMetroDetroit [Facebook] or @BigBroBigSisDet [Twitter]! Join my #MoveForKidsSake team or make a donation today!
AAA.BBBSMove.com #DefendersOfPotential

SAMPLE POSTS FOR GROUPS & COMPANIES

AAA is Moving For Kids' Sake this month to benefit youth through @BBBSMetroDetroit [Facebook] or @BigBroBigSisDet [Twitter]. Will you join us by forming a team or making a donation today?
AAA.BBBSMove.com #DefendersOfPotential

AAA Auto Club Group is empowering youth to reach their full potential by raising funds through @BBBSMetroDetroit [Facebook] or @BigBroBigSisDet [Twitter]. first ever Move For Kids' Sake. Will you join us? AAA.BBBSMove.com #DefendersOfPotential

Social Graphics

