



Contribute to Your Crew Toolkit

Hello, COBS Crew member! We are kicking off the summer programming season, and we can't thank you enough for spreading the word about our **2024 Contribute to Your Crew Campaign**. Register today, rally your team, and join us in raising funds to provide life-changing outdoor experiences to more youth! Included are sample messages designed to make it easy for you to copy, paste, and share with your networks.

Action Item Calendar:

- **Today**
 - Register as a Peer-to-Peer Fundraiser. Choose "Join or Start a Team" if working with a team.
<https://secure.qgiv.com/event/contributetoyourcrew2024/register/form/registration>
 - You'll be prompted to create a pw and then you'll have access to all of the resources in the Fundraising Center.
 - Follow COBS on social media here: [Facebook](#), [Instagram](#) and share COBS's posts to spread awareness!
- **Wednesday, May 8th:**
 - Campaign Launches! Help us kick off the campaign by making an early donation – every dollar counts, and then send your first message to your network!
- **Wednesday, May 15th:**
 - Keep spreading the word to your network. Check out the resources in the Qgiv platform to make this easy.
- **Wednesday May 22nd:**
 - Share updates to your network!
- **Wednesday, May 29th:** One week left!
 - Share the campaign with friends and family. Check our social media for shareable content.
- **Wednesday, June 5th:** Final Day! Donations can be received through 11:59pm.
 - Send a final message to your network letting them know how we are doing with the campaign and what they can do to help us surpass our goal.

Contribute to Your *Crew*





Resources:

- [Register as a Peer-to-Peer Fundraiser](#)
- [Video Tutorial: Register as a Peer-to-Peer Fundraiser](#)
- [Intro to Fundraising Center](#)
- [Fundraising Tip Sheet](#)
- [Campaign Link to Share with Others - To donate or sign up to fundraise.](#)
- [Sample Messages](#)
- [Sample Photos and Graphics](#)

Sample Messages: To make your busy life easier, we have templates for you below. You can also find COBS email templates and images in the Qgiv Fundraising Platform:

SOCIAL MEDIA POST

This year, I'm supporting the #ContributeToYourCrew campaign to help @cobs_org provide youth with life-changing experiences through their outdoor education programs. The COBS crew is working hard to serve a growing number of youth through transformative outdoor courses designed to cultivate key social-emotional skills. Did you know 78% of COBS students say they're more equipped to deal with life challenges after their OB experiences? You can change the future for COBS and fuel the growth of these critical social-emotional skills for students by contributing to your crew now. Donate at [insert link to personal fundraising page]

TEXT MESSAGE *[Because some people just respond best to text!]*

Hey [first name]! I'm excited to support the Colorado Outward Bound School (COBS) with their Contribute To Your Crew fundraiser. COBS is raising money to provide youth with life-changing outdoor experiences. This is a great way to support youth in reconnecting with the outdoors and rebuilding social-emotional skills. Join me in contributing to the COBS crew by making a donation. [insert link to personal fundraising page]

Contribute to Your Crew





EMAIL MESSAGE

Hello [first name],

The only constant in life is change. And whew, these past three years have been full of changes. The upside of change is that it often leads to growth, and coming out stronger on the other side. Which is exactly what [Colorado Outward Bound School](#) (COBS) inspires on life-changing outdoor courses.

This positive growth is why I'm excited to support COBS with their **Contribute to Your Crew** fundraiser this month. We're raising money to provide youth with transformative outdoor courses designed to cultivate key social-emotional skills.

For the past 60 years, COBS has been on a mission to change lives through challenge and discovery in the outdoors. COBS is uniquely positioned to support students in recovering from a tough few years. With each step on the trail, students build stronger skills of belonging, courage, physical engagement and reflection to rise above daily challenges.

You can change the future for COBS students by fueling the growth of these critical social-emotional skills. This year, I'm aiming to raise [insert \$XXXX goal] this year. If you are able, please consider contributing to the COBS crew by making an online gift here [insert link to personal fundraising page]. Thank you for considering – we appreciate you supporting our crews!

[Your name]

FOLLOW-UP MESSAGE

Hi again, [first name]!

I'm reaching out one last time to ask for your support of my fundraising efforts for Colorado Outward Bound School. I'm \$X from reaching my fundraising goal of \$X - every dollar counts and can truly make a difference.

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I strongly believe that COBS can play an important role in shaping today's youth to become compassionate and resilient leaders. **Donate now** [insert link to personal fundraising page] to help change the future for COBS students.

Thanks so much for considering,

[Your name]

THANK YOU MESSAGE

Hello [first name]!

Thank you so much for your contribution to Colorado Outward Bound School! Your generosity truly means the world to me, and I know the COBS crew is incredibly grateful as well.

Together, we are changing the future for countless youth. Your contribution will enable COBS to run a successful summer season supporting 1,000 crew members in cultivating key social-emotional skills such as belonging, courage, physical engagement and reflection.

Thanks again for your support – you rock!

[Your name]

Sample Photos / Graphics

A picture is worth a thousand words! We've created sample photos to use in your outreach – these can be found in your Qgiv Fundraising Dashboard, following these navigation directions: head to [campaign website](#), enter login details, navigate to "Fundraising Dashboard" by clicking the navigation menu at right of page, and then click "Resources" on the left-hand navigate menu.

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