

Bolder Booster Club Team Captain Toolkit

Welcome to the Team!

Thank you for your dedication to Bolder Options and moving our mission forward by becoming a Team Captain of our Booster Club. We cannot do this work without you, and we appreciate the time you are taking to support our youth. You have committed to recruiting 30 donors giving at least \$30 a month to Bolder Options for the next three years. This is a big deal!! Thank you!

The purpose of this club is positioning Bolder Options for success as we head into the next 30 years of matching youth with mentors. By boosting monthly giving, we will be building a supporter base equipped to sustain our program goals for next year and beyond.

What's Included in this Toolkit

1. Quick Start Guide to Recruiting Boosters – *To give you a boost getting started.*
2. Five Steps to Being a Successful Captain – *For the methodical recruiter.*
3. Face to Face Fundraising Article – *Emailing is easy, but asking in person is best.*
4. Impact Stories – *Real life examples of the impact of programming.*
5. Sample Ask Language – *Templated verbiage for an email, in-person or letter ask.*
6. Brainstorming Guide – *Have questions on who to ask? Here's a start!*

A final note to remember: This toolkit is a guide. Whether you need to use all of it, some of it, or none of it, we are here for you to support your efforts every step of the way. We will be in regular contact, but feel free to reach out to us any time with questions. Good Luck!

For More Information or Questions, Contact:

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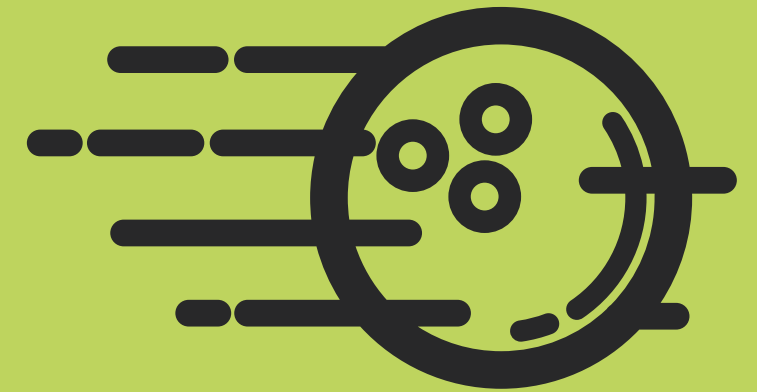
Here's How to Start Recruiting Boosters ASAP

A Quick Start Guide

1

Get the ball rolling

Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by being a booster yourself. This will make others more likely to get involved.



2

Create your why

The most important thing you can add to your fundraising page and your communications is why you are fundraising. Let people know why this matters to you, that's what they care about most!



3

Start with your close contacts

It's always best to start by connecting with your close contacts because they are the most likely to donate. Ask in person or try sending a quick personal message to your inner circle to build some momentum.



4

Now move to social media

Once you've connected with your inner circle, turn to social media. Make sure to tag people who have given while asking for new boosters. This spreads the message further and lets people know others are behind you.



5

Re-Engage in person or over email

Don't hesitate to follow up with people. Keep people up to date with your progress as you hit different milestones and ask supporters to help you hit the next milestone.



Five Steps to Being A Successful Captain

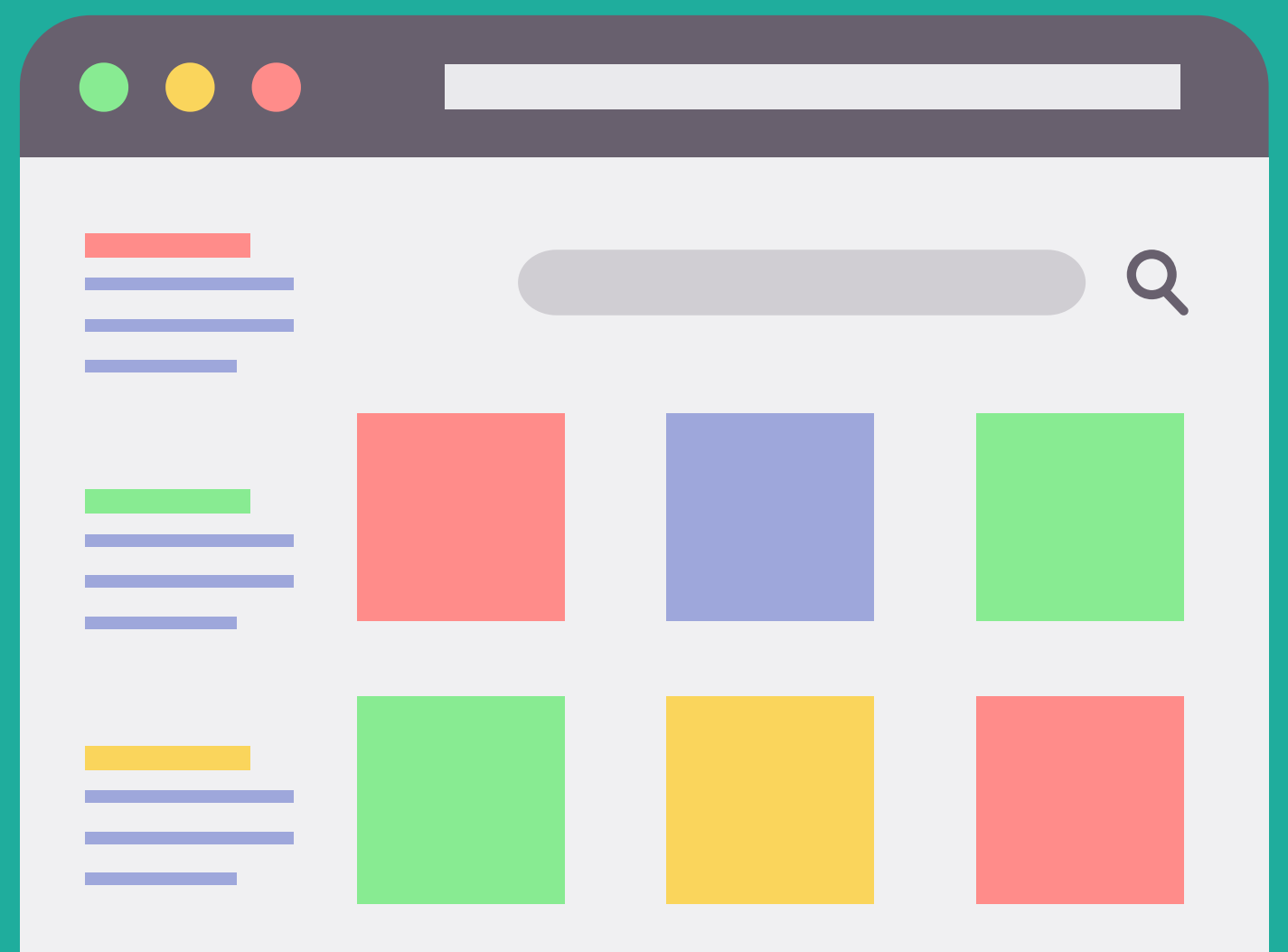
1

Do These 3 Things After Starting Your Booster Fundraising Page

Make A Donation To Your Own Page. Other people are more likely to donate to your page when they see someone has already contributed. Becoming the first Bolder Booster demonstrates that you are serious about helping Bolder Options

Personalize Your Fundraising Page. Add your own text, pictures, or video. Remember, your potential boosters will be interested in the cause, but they are also primarily interested in you. Make sure to tell them why you are getting involved and what your connection to Bolder Options is.

Personally Ask 5-10 Closest People. Ask them for donations first. Getting your "inner circle" to donate to your page will help build up some momentum. It's also good to start with people you are most comfortable with



Five Steps to Being A Successful Captain

2

Use The Onion Method

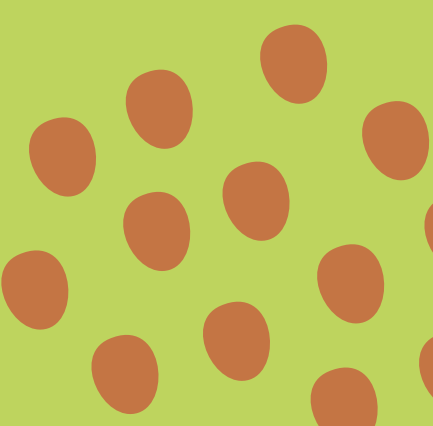
Think about your fundraising/booster strategy like peeling an onion from the inside out. The best fundraisers start by asking their closest contacts first (the core) and progressively working outward to more distant contacts (the outer skin).

Day 1 Email #1: Send to 5-10 very close contacts (family and your closest friends).

Day 2 Email # 2: Send to 10-15 close contacts (your entire circle of good friends).

Day 3 Email #3: Send to as many other contacts you feel comfortable sending a message to (co-workers, friends of friends, distant relatives, your entire address book, etc.).

Day 4 Social Media: Promote via Social Media to anyone who will listen.



Five Steps to Being A Successful Captain

3

Think About Your Email Audience

There is no perfect formula for writing an email asking family and friends to donate and become a booster. But here are some best practices to guide you:

Writing A General Email

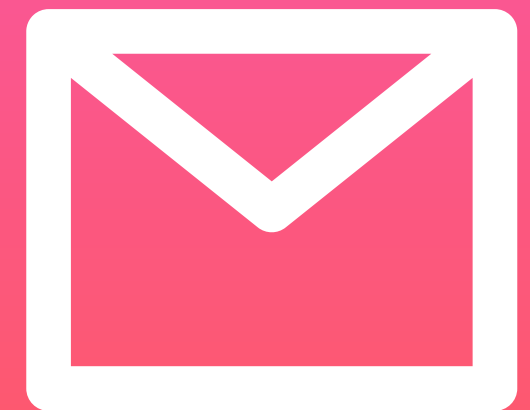
- Start by explaining your connection to Bolder Options and why it's important to you. Describing how Bolder has touched your life is probably the most important element of your message.
- In a sentence or two explain the awesome work Bolder Options is doing to support youth. This helps potential boosters understand where their money would be going and what it would be used to accomplish.
- Be clear to potential boosters about what you are looking for; make a direct ask for \$30 a month or more
- Include a link to your fundraising page.
- Thank them for their time and support.



Remember, when you're writing to your contacts, just be yourself!

Writing To Your Closest Contacts

- You know your closest contacts better than anyone does. Don't feel like you need to stick to a predefined formula.
- If a one line message is going to work, go ahead and do that. If a longer personal message will work best, do that.
- Just make sure to include a direct request for support and a link to your fundraising page at the end of your message.



Five Steps to Being A Successful Captain

4

Make The Most Of Social Media

Start recruiting boosters through Facebook, Twitter and Instagram after you've sent out your initial batch emails and personal asks.

Get Your Tag On. Start on Facebook by tagging those that have already donated and thanking them for their donations. When you tag someone your post gets shared in your activity feed and the other persons feed too. This also sets the frame that people are already donating to your page (remember success breeds success!).



Set Internal Goals. 5 boosters by one week. 10 by two weeks etc. Use your social media accounts to update followers on your progress towards each goal and ask people to help you get over the hurdle.

Don't Make Every Post An "Ask". Share inspiring stories, video and mentoring successes.



Embedded Share. If you're using our fundraising/booster page, share buttons are right on the page!

[Share](#)

Five Steps to Being A Successful Captain

5

Follow Up

By setting internal goals you accomplish two things. First, you create more urgency when you ask friends and family for support. And second, you give yourself a built-in reason for follow up.

Use Goals As A Follow Up Tool

- Reach back out to non-responders when you're approaching one of your internal goals. If you set a few internal goals, you can plan on sending a couple follow up emails. Remember people can easily miss or skip over your initial outreach!
- And of course, include progress updates in your follow up messages.



Continue To Use Social Media. Social media is a softer medium for communicating with your contacts and it's more acceptable to frequently post updates in those channels.



**Believe
In The Cause**



**Commit To
Follow Through**



**Get Creative
Have Fun**

Give 'Em Good Content

- Consider including any inspiring stories or personal anecdotes you have about Bolder Options.
- Also, share related blogs, events or posts.



Harvard Business Review

Business Writing

A Face-to-Face Request Is 34 Times More Successful Than an Email

by Vanessa Bohns

April 11, 2017



Summary. A new study finds that people tend to overestimate the power of their persuasiveness via text-based communication, and underestimate the power of their persuasiveness via face-to-face communication. In one experiment, 45

participants... [more](#)

Imagine you need people to donate to a cause you care about. How do you get as many people as possible to donate? You could send an email to 200 of your friends, family members, and acquaintances. Or you could ask a few of the people you encounter in a typical day—face-to-face—to donate. Which method would mobilize more people for your cause?

Despite the reach of email, asking in person is the significantly more effective approach; you need to ask six people in person to equal the power of a 200-recipient email blast. Still, most people tend to think the email ask will be more effective.

In research Mahdi Roghanizad of Western University and I conducted, recently published in the *Journal of Experimental Social Psychology*, we have found that people tend to overestimate the power of their persuasiveness via text-based communication, and underestimate the power of their persuasiveness via face-to-face communication.

In one study, we had 45 participants ask 450 strangers (10 strangers each) to complete a brief survey. All participants made the exact same request following the exact same script; however, half of the participants made their requests over email, while the other half asked face-to-face.

We found that people were much more likely to agree to complete a survey when they were asked in-person as opposed to over email. These findings are consistent with previous research

showing that people are more likely to comply with requests in person than over email.

However, prior to making their requests, we asked participants in each condition to predict how many of the 10 strangers they asked would agree to fill out the survey. Participants in the face-to-face condition guessed that on average 5 out of 10 people would agree. Participants in the email condition guessed that on average 5.5 out of 10 people would agree. This difference was not statistically significant; participants who made requests over email felt essentially just as confident about the effectiveness of their requests as those who made their requests face-to-face, even though face-to-face requests were *34 times* more effective than emailed ones.

Why do people think of email as being equally effective when it is so clearly not? In our studies, participants were highly attuned to their own trustworthiness and the legitimacy of the action they were asking others to take when they sent their emails. Anchored on this information, they failed to anticipate what the recipients of their emails were likely to see: an untrustworthy email asking them to click on a suspicious link.

Indeed, when we replicated our results in a second study we found the nonverbal cues requesters conveyed during a face-to-face interaction made all the difference in how people viewed the legitimacy of their requests, but requesters were oblivious to this fact.

If your office runs on email and text-based communication, it's worth considering whether you could be a more effective communicator by having conversations in person. It is often more convenient and comfortable to use text-based communication than to approach someone in-person, but if you overestimate the effectiveness of such media, you may regularly—and unknowingly—choose inferior means of influence.

Vanessa Bohns is a Professor of Organizational Behavior at Cornell University and the author of *You Have More Influence Than You Think*. You can learn more about her research on social influence and persuasion [here](#).

Recommended For You

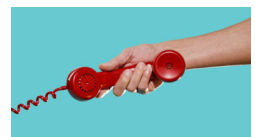
When Do We Really Need Face-to-Face Interactions?



When Do We Actually Need to Meet in Person?



Need a Favor? Research Suggests It's Best to Ask In Person.



JUN. 2022

"I WANT HER IN MY LIFE FOREVER"

YEARS LATER, BOLDER OPTIONS MENTOR AND MENTEE STAY CONNECTED

Bolder Impact Story



Sarah & Ashley at Mentor and Alumni Appreciation Night, 2019

When Ashley was first paired with her Bolder Options mentor, Sarah, they were both a bit nervous. Ashley was a quiet 14-year-old who was skeptical about mentoring. Sarah was an introvert who wanted to make a difference but doubted whether a teenager would like spending time with her.

Their bond grew as they spent more time together. They'd go to the gym and run a 5k. They also attended Bolder Options events with staff and other pairs.

Little did they know that four years later they'd remain close friends—even as Ashley begins college. They still text regularly and meet up to go for walks and talk about life. "She's one of the people that I know I can count on no matter what," Ashley said. "I want her in my life forever."

Ashley once confided in Sarah that she didn't like high school, and Sarah admitted that she hadn't liked it either. It validated her feelings and built trust between them.

"She was so open-minded," Ashley said. "I felt like I could open up to her."

When they graduated from the program, neither was ready to say goodbye. They have continued to stay connected. Sarah attended Ashley's high school graduation, and they even went on a weeklong Bolder Options alumni trip to the Boundary Waters Canoe Area.

"I've seen your confidence grow, and you're trying new things," Sarah told Ashley. "You'd never been camping, but you signed up for seven days in the wilderness with no breaks. I'm just so proud of how brave you are."

Sarah's confidence has grown, too. She even took on a new Bolder Options mentee, a step that Ashley fully endorsed.

"I didn't know at the start how much I needed her, but over time I've realized how much Sarah has impacted my life in a positive way," Ashley said. "If she can do that for someone else, then yes, please do it."

The depth of their lasting relationship is just one example of the impact that Bolder Options mentoring has on lives, not only for the mentee but the mentor, too.



Sarah & Ashley at Ashley's High School graduation ceremony, 2021

JAN. 2021

BRIAN & DAVID

Bolder Impact Story



Brian & David at their graduation ceremony, Aug. 2020

A shared enthusiasm for Puerto Rican pool (table) games isn't what initially drew David and Brian together; that was a bonus activity they discovered along the way while getting to know each other as well as they do today. Brian was inspired to pursue mentorship with Bolder Options when he heard Darrell Thompson, Bolder Options President, talking about the program on the radio. As Brian described it, "I had reached the place in my life where I finally felt I had the time for something I'd wanted to do for a while – volunteer with a mentoring program. Darrell's excitement really resonated with me – rewarding relationships, growth experiences (of both mentors and mentees), and the focus on health and learning together."

David is actually an exceptionally shy person. He was encouraged by a teacher to explore Bolder Options early in 8th grade. "I'm a quiet guy, pretty shy," David said softly, "Brian was cool with that." So, Brian did most of the talking while he and David embarked on more physical activities, like jogging, at first. "I'm a naturally curious person, but I learned quickly to ask fewer questions and practice patience," explained Brian. "One of so many things David has taught me!"

The pair met in September 2019, and graduated together this August.

It wasn't long before David said more, bit-by-bit, and not just with Brian. "Brian didn't always expect me to tell him stuff but always listened when I did. That helped me be able to talk more with other people, more than before anyway." Meanwhile, Brian was surprised by how much he learned "through David's lens, seeing the world around us as a shy young man who is really filled with so many thoughts unspoken," according to Brian.

Beyond words, "I learned that I could push myself more than I thought," David said. He and Brian joined the YMCA, where David set – and is achieving – some aggressive weightlifting goals – particularly in the bench press where David continued to exceed the goals set as he became stronger. They also completed the Resilinator adventure race and David's first running race, the Turkey Trot 5k, last fall. "I even learned how to ice skate," declared David, with pride. "I never thought I'd do that, or have so much fun outside in the winter, snowshoeing too!" Brian is impressed by how much David's confidence has expanded over the past year as he stretched to try more activities and excel at the same time. "I'm so proud of David and his growth over the past year."

In addition to regular meet-ups at the Y and training together, the pair participated in many of the weekly activities offered at Bolder Options. "This is a really supportive program," said Brian. "It's an incredible staff, we met a great community of other mentors and youth, and it wasn't all on me to create meaningful experiences with David."

Of course, the coronavirus pandemic shifted their playbook this spring, but they adjusted and remained in close contact. "We met outdoors, in parks and going running, and more often as it warmed up" noted Brian. They also connected remotely, checking in and talking about how David was doing in school. The Bolder virtual events helped them stay connected as well. "I was still able to talk with him whenever I wanted, and we did a lot more texting," laughed David. As for Brian, "Thanks to David, I realized I had become a better listener when we were challenged to stay connected by electronic communications."

And about those Puerto Rican pool table games? "They're a variation on the traditional eight-ball game, with more Puerto Rican variations we came up with together with the Bolder Options team, some of whom are Puerto Rican," explained Brian. "Yeah," laughed David, "we've had some good fun a lot of laughs playing pool at the Bolder house."

JUL. 2020

THE JACKSON FAMILY


Bolder Impact Story



the Jackson Family

We originally joined Bolder Options for my oldest son Kelan. He had an injury and was told that he would never be able to play football again. So we tried to find something to keep him active. Never did we think this program would completely change our lives and allow us to build so many meaningful relationships. Before Kelan was paired with Jon we were having many problems with him. He was constantly getting in trouble at school, not having very good grades and he had run away many times. He was always an angry child trying to find who he was in life. Dealing with the hurt and abandonment he was facing that his biological dad had left and made no effort to contact him.

Elisha and I had felt worn out and didn't know what to do anymore. There was a point where we thought that Kelan would be better off living somewhere else. It was truly a God-send that Bolder and Jon were placed in our lives. It gave us hope, seeing some light at the end of that dark season.



After Kelan graduated from the program it was suggested from Jon that we enroll Ramiyah into Bolder. He thought that his wife Maggie would be the perfect match for Ramiyah. OH BOY, was he right!!! They hit it off instantly. Ramiyah was a quiet and shy girl. She wasn't confident because she had a learning disability. She was unsure of herself. She didn't want to try any new things and was not willing to take any risks.

After both of my children graduated from the program I couldn't believe the change I saw in them both. Kelan has learned to control his anger and channel it into more positive activities. He has not run away in about 4 years and has no desire to! The miracle we saw and the healing that took place for him to be able to play football again. He is on the varsity football team at North High School. He has made the "B" Honor Roll this last semester. His goal is to go to Nebraska University.

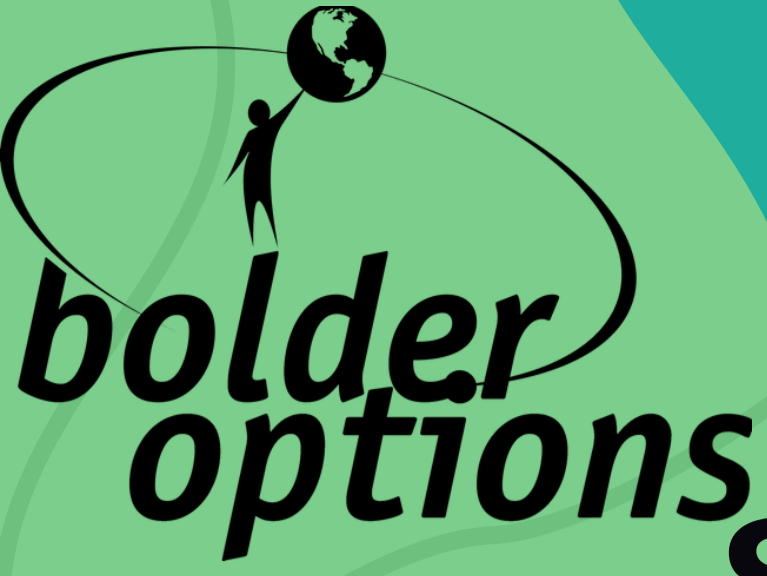
Ramiyah's confidence boosted. She is more confident in reading out loud even with her learning disability. She works so hard and is so determined that she now is at her grade reading level. She takes more risks and tries so many new things. She is more outspoken and not so shy anymore. Her goal is to be an actress and singer and is very talented at both!

They keep in contact with both of their mentors. They usually see them every couple of months. They always involve our other son Elisha Jr in everything that they do. We are just one big family. Kelan and Ramiyah are a part of the alumni program as well. I love that they started this. It gives them a chance to continue to be involved and never lose track. It is important that we don't allow any child to get lost in the shuffle or be lost to the streets. They allow our whole family to be involved and I just love the opportunity to be able to spread love anywhere that we go.

I can not go without saying how much we appreciate Bolder Options!! When they say that it takes a village to raise a family, I can attest to that statement! We LOVE you all with all of our hearts. I just enjoy the time we all have together. We recently went to a cooking night at the Bolder House and it turned into a dance party! We had so much fun!! We can be ourselves. When we are struggling or need help we don't ever have to worry about being judged.

Thank you all for your LOVE, SUPPORT, AND FAITHFULNESS!!!!





Sample Ask Language

Dear Nathan Prospect,

I am doing something big. To celebrate 30 years of mentoring youth, I committed to be a Team Captain for the Bolder Booster Club at Bolder Options, a youth mentoring program that uses running and biking to help local youth learn to set goals and succeed in life. Our big goal is to BOOST monthly giving to help support and raise awareness for the program. I am asking for your help and support.

As many of you know, I have mentored, worked, and volunteered with Bolder Options for almost 20 years. From mentoring a young man named Bill, to witnessing hundreds of others go through the program, I have seen firsthand the dramatic impact our program has on the youth it reaches. I can't begin to explain what Bolder Options has meant to me personally, and professionally.

Bolder Options is a transformational mentoring program for at-promise, middle school youth. "At-promise" because 75% of Bolder families are low-income, 86% are single-parent families with an average of three kids, 70% of youth identify as people of color, and 28% speak a language other than English at home. Youth are matched with volunteer mentors and meet for 2-4 hours every week for at least one year.

At the heart of the Bolder model is a commitment of each pair to complete at least three physical challenges (5K running races or 15-30-mile bike rides). In addition to a physical health goal, youth set and work towards one academic goal (e.g. improving grades or attendance), and one goal focused on social/emotional health (e.g. dealing with conflict, improving relationships with family/friends). I am proud of the work Bolder Options does and the difference that a mentor can make in the life of area youth.

The Booster Club is a big deal. Our goal is to raise at least \$360,000 to position Bolder Options for success as we head into the next 30 years of matching youth with mentors. As a Team Captain, I have committed to recruiting 30 Boosters who are willing to donate at least \$30 a month. By boosting monthly giving, we will be building a supporter base equipped to sustain our program goals for next year and beyond.

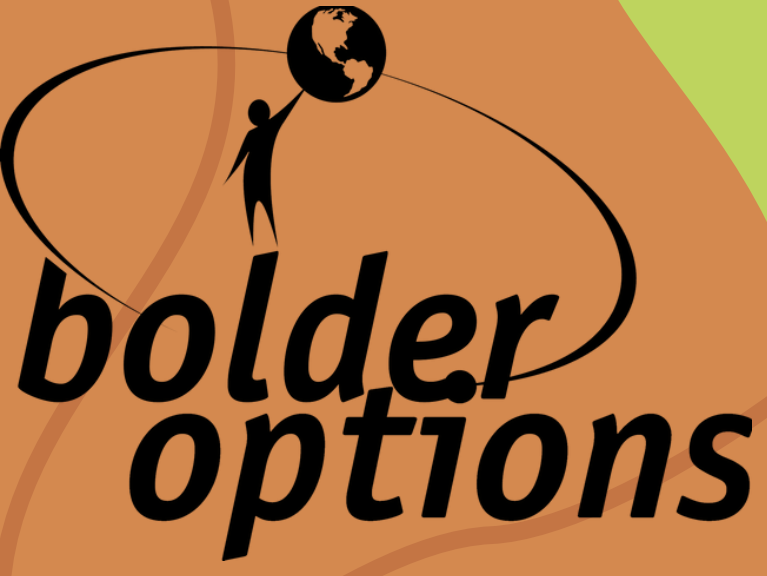
Will you support youth in our community by being a Booster on my Team? Being a part of my team is quick and easy, start by clicking here on my team page.

Thank you so much for considering this impactful program. If you have questions, I have answers. Feel free to learn more about Bolder Options at www.bolderoptions.org or reach out to me directly.

Sincerely,

Joe Booster Captain





Building Your Booster Network Brainstorming Guide

WHO DO I KNOW IN MY FAMILY?

- Mom _____
- Dad _____
- Stepmother _____
- Stepfather _____
- Grandmother _____
- Grandfather _____
- Brothers _____
- Sisters _____
- Aunts _____
- Uncles _____
- Cousins _____
- Nieces _____
- Nephews _____
- Mother-In-Law _____
- Father-In-Law _____
- Godparents _____

WHO DO I KNOW AT...

- Accountant _____
- Alterations _____
- Appraiser _____
- Architect _____
- Attorney _____
- Auditor _____
- Baby sitter _____
- Baker/Cater _____
- Bartender _____
- Butcher _____
- Carpenter _____
- Carpet Cleaner _____
- Chiropractor _____
- Dentist _____
- Dietitian _____
- Electrician _____
- Engraver _____
- Exterminator _____
- Financial Planner _____
- Interior Decorator _____
- Nurse _____
- Office Cleaner _____
- Optometrist _____
- Painter _____
- Pharmacist _____
- Photographer _____
- Physical Therapist _____
- Physician _____
- Piano instructor _____
- Plumber _____
- Police Officer _____
- Psychologist _____
- Publisher _____
- Recruiter _____
- Security Guard _____
- Veterinarian _____

WHO IS/ARE MY...

- Bingo _____
- Bed & Breakfast _____
- Bowling _____
- Coffee Shop _____
- Child Care _____
- Place of Worship _____
- Chamber _____
- Garden Center _____
- Golf Course _____
- Hardware Store _____
- Gym/Yoga _____
- Hospital _____
- Hotel _____
- Kennel _____
- Library _____
- Museum _____
- Night Club _____
- Nursing Home _____
- Pharmacy _____
- Post Office _____
- Recycling Center _____
- Resort/Club _____
- Restaurant _____
- School _____
- Super Market _____
- Tanning Salon _____
- Tennis Court _____
- Volunteer Group _____

WHO SOLD ME MY...

- Auto _____
- Antiques _____
- Audio _____
- Auto Repairman _____
- Awnings _____
- Barbecue _____
- Bicycle _____
- Bed _____
- Blinds _____
- Boat _____
- Cabinets _____
- Camera _____
- Camper _____
- Car Wash _____
- Carpeting _____
- Cell Phone _____
- Christmas Tree _____
- Clothing _____
- Computer _____
- Cosmetics _____
- Dry Cleaning _____
- Eye Glasses _____
- Fence _____
- Firewood _____
- Flowers _____
- Furniture _____
- Hot Tub _____
- House _____
- Insurance _____
- Jewelry _____
- Mutual Fund _____
- Newspaper _____
- Pets _____
- Picture Framing _____
- Sprinkler System _____
- Storage _____
- Tools _____
- Television _____
- Windows _____

