

BROVEMBER 2021

OUTREACH TOOLKIT



**Big Brothers
Big Sisters.®**
OF BUTLER COUNTY

bbbsbutler.org/brovember





ABOUT BROVEMBER

"Brovember" is a term often associated with the "Movember" campaign to promote men's health and wellness each November. This year, some Big Brothers Big Sisters (BBBS) agencies are utilizing this focus on men to promote male mentorship.

THE NEED

About two-thirds of the children and teens who are waiting for a mentor are boys. We don't think these boys should have to wait any longer, especially given the extra challenges and isolation caused by the pandemic. We need men in the community to step up now and become mentors for these boys.

THE ASK

Word-of-mouth is the most effective marketing tool in any context. We are asking you to encourage men in your life to become mentors by sharing your personal connection to Big Brothers Big Sisters. We're providing the tools; all we ask of you is to reach out to the great men in your life - family, friends, and coworkers. If each of our current Bigs, board members, and agency partners recruited even just one man to become a Big, we would no longer have any boys on our waiting list. Wouldn't that be wonderful?

THE STRATEGY

We are all different. Are you a people person? Do you feel more comfortable behind the scenes? Are you a natural at public speaking? Is social media more your style? There are so many ways to reach out and share your experience. Below are specific strategies and suggested approaches and language for each. And separate from this toolkit are graphics and a flyer you can share.

THE ELEVATOR PITCH

An elevator pitch is a brief way of introducing yourself, getting across a key point or two, and making a connection with someone. It's a great way to begin a conversation and quickly learn whether the person you are speaking with might be interested in learning more about the program. Here's an example:

"Have I ever told you about how much fun I'm having volunteering with BBBS? My Little and I get together every week and have so much fun. I know there are so many kids just like my Little who could really use the support of a mentor and I think you'd make a great Big! Would you be interested in learning more about the program? Here's some information on who to reach out to about volunteering. Thanks for considering!"



SOCIAL MEDIA

Sharing information online is an easy way to get your message out to lots of people at once. Check out the sample email and social media posts in this toolkit for inspiration. If you do use social media to reach out, remember to follow up individually, as one-to-one communication is the best way to recruit Bigs! You can also share our social media posts and add your personal touch!

Did you know?

If you're a member of a Christian congregation in Butler County, we have a template for a Bible study centered on mentoring in the Old and New Testaments. It's a great way to introduce the topic of mentoring to your church family.

IN-PERSON CONNECTIONS

Invite someone out for coffee or attend a meeting to personally engage with the people you know. Conversations can be as formal or informal as you like. Simply sharing a bit about your experience will have the greatest impact! If you are part of a sports team or civic organization, invite a BBBS staff member to speak about mentoring at your next get-together, meeting, or event.



MAIL

Do you know someone who would make a great Big Brother who isn't on social media? Separate from this toolkit is a flyer you can send via regular mail (or hand out in person). Just remember to include a special note that shares why you support mentoring and why you think your friend/family member/colleague would make a great Big Brother!

EMAIL

A personal email could go a long way toward giving someone the encouragement they need to consider mentoring. Explain why you support mentoring and why you think your friend/family member/colleague would make a great Big Brother. You can also easily include a link to the online application and attach the program flyer.



What if they say no?

It's okay! There are plenty of other ways to get involved. Can they set up a speaking engagement at their workplace? Could they make a donation or ask their business to sponsor an activity or event? Do they know someone else they can refer who would be a great Big? Can they follow us on social media and like/share our posts? Regardless of what they can (or can't) do right now, you will have planted a seed that may bear fruit later on!

SAMPLE MESSAGING

FOR CURRENT OR FORMER BIGS

In-Person

"Hey _____! It's been a while! You know - I was just thinking about you the other day! Have I ever told you that I'm a volunteer Big at BBBS? My Little and I get together a couple times a month and have so much fun. There are a lot of boys on the waiting list right now who could really use the support of a mentor and I was thinking you'd make a great Big Brother! Would you be interested in learning more about the program? I'm happy to answer questions or put you in touch with a BBBS staff member, Thanks for considering!"

"Hi _____, nice to see you!! Do you have a minute? I have something I want to run by you... I used to be a Big in the BBBS program and it really made an impact on my life. I remember the experience fondly. I was thinking that you might have an interest in getting involved. Would you be interested in learning more about the program? I'm happy to share my experience and also put you in touch with a BBBS staff member if you'd like to learn more. Thanks for considering!"

Mail / Email

Dear _____, I hope you are happy and well! I wanted to reach out because I've been a volunteer Big at Big Brothers Big Sisters since [date] and it has been a very fun and rewarding experience for me. There are a lot of boys on the waiting list right now and I'm wondering if you might consider becoming a Big Brother? All it takes is a couple hours a month and you can participate in activities with your Little that you already spend time on! I'm happy to answer any questions you have and I hope you end up becoming a Big because you have a lot to offer a young person. I think it would be a really great experience for you.

Dear _____, I hope you are happy and well! I wanted to reach out because I was thinking about the time I spent as a Big with Big Brothers Big Sisters and it was a very fun and rewarding experience for me. I found out there are a lot of boys on the waiting list right now and I'm wondering if you might consider becoming a Big Brother? All it takes is a few hours a month and you can participate in activities that you already like spending time on! I'm happy to share some of my experience with you, and I hope you consider it because you have a lot to offer a young person. I think it would be a really great experience for you as well.

Social Media

Had a great time today hiking with my Little today! Just another example of the fun things we do together. Do you have a few hours a month to spend with a young person? You could join in the fun of being a Big too! Send me a message or visit www.bbbsbutler.org to learn more.
#IgnitePotential #BiggerTogether [add photo with parent permission]

BBBS of Butler County is looking for Big Brothers for the great boys currently on their waiting list. I was a Big years ago and it was a great experience! Check out www.bbbsbutler.org to learn more.
#IgnitePotential #BiggerTogether

SAMPLE MESSAGING

FOR THE BOARD, DONORS, VOLUNTEERS & COMMUNITY PARTNERS

In-Person

"Hi! So good to see you! I've been meaning to ask you something. Have I mentioned Big Brothers Big Sisters to you? I've been [volunteering/supporting/partnered with] the organization for X years now and it's been a really great experience. We're looking for new Big Brothers and your name rose to the top for me. I'm wondering if you might be interested in learning more about the program? It feels great to know that my help is making a real difference for kids right here in our community. You might really enjoy being a Big Brother and sharing your hobbies, interests and life experience with a boy. Would you be interested in learning more about the program? I'd be happy to share my experience with you and can help to connect you to the team. Thanks for considering!"

Mail / Email

Dear _____, I hope all is well! I wanted to share that I've been a supporter of Big Brothers Big Sisters of Butler County since [date] and they are looking for new Big Brothers. I think you are the perfect person to mentor a young person. All it takes is a few hours a month and you can share activities with your Little that you already spend time on! I'm happy to answer any questions you have and I hope you consider becoming a mentor because you really have a lot to offer a young person. This could be a really fun and rewarding experience for you, too.

Social Media

End the wait for a boy in your community. Become a Big Brother at www.bbbsbutler.org
#IgnitePotential #BiggerTogether

Do you want to support a young person in your community? Learn more at www.bbbsbutler.org
#IgnitePotential #BiggerTogether

Seeking volunteer mentors throughout Butler County to serve as Big Brothers. Reach out today at www.bbbsbutler.org #IgnitePotential #BiggerTogether

Use the above scripts as a guide and add your own personal touch. Links of interest:



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[linkedin.com/company/bbbsbutlerco](https://www.linkedin.com/company/bbbsbutlerco)

Agency website: www.bbbsbutler.org Campaign website: bbbsbutler.org/brovember

Application link: <https://bbbsa.force.com/bbbsforms/s/?type=big>

FAQs about being a Big: www.bbbsbutler.org/faq-bigs