



BOYS & GIRLS CLUB
OF ROCHESTER

Blue Jeans for Blue Doors

Program Overview

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When: June – July 2016

What: A week or day-long, fun method of raising funds to support Boys & Girls Club of Rochester while boosting employee morale at the same time. The Blue Jeans for Blue Doors program is a turnkey way to get your employees involved in your BGCR partnership, while promoting teamwork and community involvement.

How it Works: For a small donation (suggested amounts: \$25 for one week or \$5 for one day), employees get to wear jeans at work during Blue Jeans for Blue Doors Week. It's easy, and there is no cost for companies to participate. In fact, Boys & Girls Club of Rochester will supply all of the necessary items to kick off a successful Blue Jeans for Blue Doors campaign, including:

- Recruitment tools, such as email templates, social media content, fliers and more
- Step-by-step implementation tips
- Recognition tools and templates to thank participants
- We want to make it fun and easy for our corporate partners and all of their employees to participate!

Who Benefits: Funds raised through this program will benefit Boys & Girls Club of Rochester.

How You Can Participate: Getting started is easy! Please contact Jennifer Teske at 507-287-2311 and let her know your company would like to participate. A complete tool kit with fundraising resources will be provided. Let us know if you'd like to see the tool kit!



**BOYS & GIRLS CLUB
OF ROCHESTER**

Blue Jeans for Blue Doors Partner Tool Kit

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Thank you for participating in Blue Jeans for Blue Doors during the months of June & July 2015 to support Boys & Girls Club of Rochester. The program encourages employee engagement in our partnership, while promoting teamwork and community involvement.

Getting Started

Select a captain in each corporate office to:

- Review the materials in this tool kit.
- Print and display the promotional materials within the office/location (or request from BGCR).
- Recruit co-workers to participate.
- Distribute recognition icons – stickers or badges to thank individuals who sign up.
- Facilitate payments back to Boys & Girls Club of Rochester.

Once captains are selected, use the following attached resources to promote and implement Blue Jeans for Blue Doors:

Recruitment Tools

- Recruitment Email Template
- Encouragement Email Template
- Break room Flier
- Paycheck Stuffer

Program Management

- Sign-up Sheet
- Goal-Tracker Flier
- Recognition Icons – Stickers/Badges
- Thank-You Email Template

Collecting Funds:

- Gift Collection Card (preferred)
- Tax Receipt Template
- Investment Summary Document

Program Implementation Tips

Getting Employees Excited About the Program

- Notify people at least two weeks in advance and send reminders as Blue Jeans for Blue Doors approaches.
- Include Blue Jeans for Blue Doors paycheck stuffers in paychecks or employee mailboxes.
- Post recruitment fliers in the break room or other public space.
- Track participants and their donations using the sign-up sheet.
- When they sign up, give each participant a recognition badge or sticker to wear or post in their workspace. This will acknowledge them and help spread the word.

Creative Ideas

- Host a kick-off event or announce the program at a staff meeting to help promote sign-ups.
- If multiple sites are involved in your company, have a competition between each location. Offer a paid half-day off or other incentive.
- Motivate employees further by offering to match the funds they contribute. Is your office already casual? You can still invite your employees to participate during Blue Jeans for Blue Doors Week. Get creative! (For example, participants could wear their favorite team colors, wear flip-flops, or wear blue in support of Boys & Girls Club of Rochester.)

Running the Program

- Use the sign-up sheet(s) to track participants.
- You can set up donation amounts that make the most sense for your company. Suggested donation amounts are:
 - \$25 donation: Employees can wear jeans the entire week.
 - \$5 donation: Employees can wear jeans one day during the week.
- Encourage participants to pay upon signing up.
- BGCR would like to recognize your employees for their donation as well as give them a tax receipt. Please ask employees to use the gift collection cards and return in sealed envelopes provided by BGCR (preferred) or use the tax receipt template attached.
- Use materials to kick off Blue Jeans for Blue Doors Week and remind the participants to wear their jeans (you can print yourself or request from BGCR using the request form attached).

Wrapping Up

- Be sure to recognize all participants at the end of Blue Jeans for Blue Doors Week. (Use the email template provided)
- When you have collected all funds from participants, please complete the investment summary form and send it, along with a check for any donations not accompanied by a gift card, indicating the total investment amount, to the address listed below:

Jennifer Teske
Director of Philanthropy
Boys & Girls Club of Rochester
1026 East Center Street
Rochester, MN 55904

If possible, please send funds to Boys & Girls Club of Rochester within one week of completing your campaign or by August 1, 2016. If you have any questions about the donation process, you can reach Jennifer Teske, Director of Philanthropy, by email at jteske@bgclubroch.org or simply call 507-287-2311.



**BOYS & GIRLS CLUB
OF ROCHESTER**

**Blue Jeans for Blue Doors
Program Resources**

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Order the following program resources by filling out the request form on page 1:

Recruitment Tools:

- Recruitment Email Template- pg. 2
- Encouragement Email Template- pg. 3
- Break room Flier- pg. 4
- Paycheck Stuffer –pg. 5

Program Management:

- Sign-up Sheet- pg. 6
- Goal-Tracker Flier- pg.7
- Recognition Icons – pg. 8 & 9
- Appreciation Email Template- pg. 10

Collecting Funds:

- Gift Collection Card – pg. 11
- Tax Receipt Template- pg. 12
- Investment Summary Document – pg. 13



**BOYS & GIRLS CLUB
OF ROCHESTER**

Blue Jeans for Blue Doors Program Resources Request Form

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Thank you for participating in Boys & Girls Club of Rochester's Blue Jeans for Blue Doors campaign. Please complete the form below and return it to Jennifer Teske at jteske@bgclubroch.org with your promotion requests at least 48 hours prior to the date that you need the materials.

Company Name: _____

Captain Name: _____

Phone: _____ Email: _____

Date (s) of your company BJBD campaign: _____ Number of employees _____

Date promotional materials needed: _____

These are the promotional materials that I need and the quantity needed of each:

_____ Break room Flier- pg. 4

_____ Paycheck Stuffer –pg. 5

_____ Sign-up Sheet- pg. 6

_____ Goal-Tracker Flier- pg.7

_____ Recognition Stickers –pg. 8

_____ Gift Collection Cards with Envelopes– pg. 10

_____ Tax Receipt Template- pg. 11

Tell us about your campaign (special requests/creative modifications/photo opportunities, etc.):

Recruitment Template Email

Use this suggested email content to announce Blue Jeans for Blue Doors to your employees.

Wear Jeans to Support a Great Cause!

<Company> is a proud supporter of Boys & Girls Club of Rochester! We're helping to build great futures for young people in our community! You can help, too, by making a small donation to wear blue jeans during Blue Jeans for Blue Doors Week, <insert your dates>. This fun new program is called Blue Jeans for Blue Doors.

Why: Because Boys & Girls Club of Rochester cares about kids, and so do we!

Who Benefits: Funds raised through this program will benefit Boys & Girls Club of Rochester.



BOYS & GIRLS CLUB
OF ROCHESTER

How to Participate:

Sign up today! Donate <\$X> to wear jeans for a day or <\$X> for the whole week. Please see <Insert Company Contact Name> for more information.

E-mail Template Header



Encouragement Template Email

Subject line: Blue Jeans for Blue Doors Week: Are YOU wearing jeans?

Next week is Blue Jeans for Blue Doors Week! If you're participating in our fun Blue Jeans for Blue Doors campaign, don't forget to wear your jeans.

Together we've raised <\$amount> for Boys & Girls Club of Rochester.



**BOYS & GIRLS CLUB
OF ROCHESTER**

<Company> has supported Boys & Girls Club of Rochester for X years. Together, we <Insert details about your partnership>.

Please, join us in supporting Boys & Girls Club of Rochester and help open the door to a child's future. If you haven't already, contact <Insert Team Captain's Name> at <Insert Contact Information> to sign up.





BOYS & GIRLS CLUBS

BLUE JEANS & BLUE DOORS



WEAR JEANS
to support a
GREAT CAUSE!



For more than 100 years, Boys & Girls Clubs have helped America's youth build great futures. Kids who enter the doors of a Club find caring adult mentors and life-changing programs.

AND YOU CAN HELP.

Contact _____ at _____ to find out how you can support your local Boys & Girls Clubs by making a small donation. And you'll get to wear jeans, too!

OPEN THE DOOR TO A CHILD'S FUTURE TODAY.



BLUE JEANS FOR BLUE DOORS



We're proud to support the Boys & Girls Club in our community. We care about kids, and we know you do, too. Help us open the door to great futures for young people by making a small donation – and you'll get to wear jeans to work, too!

**MAKE A SMALL DONATION TODAY.
OPEN THE DOOR TO A CHILD'S FUTURE.**



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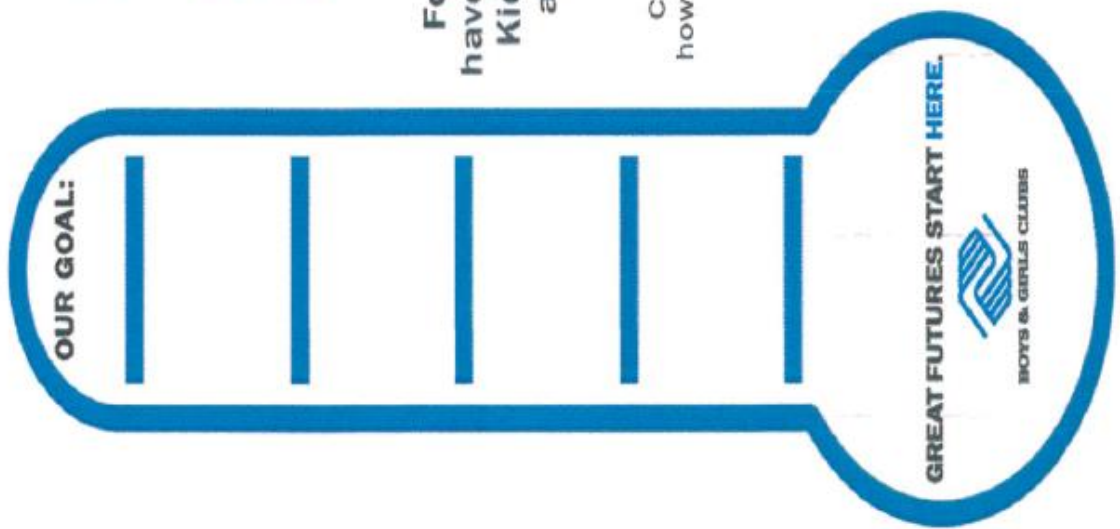




BLUE JEANS FOR BLUE DOORS

For more than 100 years, Boys & Girls Clubs have helped America's youth build great futures. Kids who enter the doors of a Club find caring adult mentors and life-changing programs. **AND YOU CAN HELP.**

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OUR GOAL:

GREAT FUTURES START HERE.



**OPEN THE DOOR
TO A CHILD'S
FUTURE TODAY.**





I support
great futures
for kids!



I support
great futures
for kids!



I support
great futures
for kids!



I support
great futures
for kids!



Appreciation Template Email

Subject line: You Made a Difference!

Thank you to everyone who participated in our fantastic Blue Jeans for Blue Doors campaign for Boys & Girls Club of Rochester. Because of you, we raised <\$amount> to help start great futures for young people in our community.

Our sincere appreciation to everyone who donated:

<List names>

You make a difference for kids!

Sincerely,



PLEASE UPDATE MY CONTACT INFORMATION:

Name: _____ / _____
(Please print) (Name(s) as you wish it to appear in all recognition pieces)

Address: _____ City: _____

State: _____ Zip: _____ Email: _____

Cell Phone: _____ Work Phone: _____

Home Phone: _____ Employer: _____

Birth Date __/__/____

My spouse and/or I work for a company that matches charitable contributions.

I am a Boys & Girls Club alumnus.

I would like more information about making a planned gift to Boys & Girls Club.

I would like my gift to remain anonymous.

I would like more information about The Place.

Please remember to include us in your will and estate plans.

[See Investment Options on Back](#)

BE THE ONE *to make a* DIFFERENCE.

INVESTMENT OPTIONS:

Check:

My \$ _____ gift is enclosed. *(Please make checks payable to Boys & Girls Club)*

Credit Card:

Please charge my credit card \$ _____ once monthly quarterly annually for a total of \$ _____. I would like payments to begin on __/__/20__.

Name on card *(Please print clearly)*

Billing Address

City

State

Zip

Visa MasterCard Discover American Express

Exp. Date: _____

Card #:

Signature

Electronic Funds Transfer:

I would like to support Boys & Girls Club with a monthly gift of \$ _____. Please use the enclosed check as my first payment. Subsequent payments will be deducted from my account on the [1st] or [15th]. *(circle preferred date)*

Pledge:

I would like to pledge \$ _____ monthly quarterly annually for a total of \$ _____.

Reminders will be mailed accordingly. I would like my pledge to begin on __/__/20__.

My first pledge payment of \$ _____ is enclosed.

Stock Transfer and/or Planned Giving: Please call 507-287-2316 for additional information.

Online giving: www.bgclubroch.org/invest.php

GREAT FUTURES START [HERE](#).



Donation Receipt

Date: _____

Amount: \$ _____

Received from: _____

Received by: _____

Thank you for your donation!

GREAT FUTURES START [HERE](#).



Donation Receipt

Date: _____

Amount: \$ _____

Received from: _____

Received by: _____

Thank you for your donation!

GREAT FUTURES START [HERE](#).



Donation Receipt

Date: _____

Amount: \$ _____

Received from: _____

Received by: _____

Thank you for your donation!

GREAT FUTURES START [HERE](#).



Donation Receipt

Date: _____

Amount: \$ _____

Received from: _____

Received by: _____

Thank you for your donation!



Investment Summary

Thank you for participating in Boys & Girls Club of Rochester's **Blue Jeans for Blue Doors** campaign. We hope your employees enjoyed going casual while supporting our mission. Please complete the form below and return it with your donations. We appreciate your insight and hope you will participate again next year!

Please print this form and mail a completed copy to Boys & Girls Club of Rochester at the address referenced below.

A contribution of \$ _____

Methods of Payment:

Check/Money Order Payable to:

Boys & Girls Club of Rochester
Jennifer Teske
1026 East Center Street
Rochester, MN 55904
507.287.2311

Name: _____

Address 1: _____

Address 2: _____

City: _____

State, Zip Code: _____

Email: _____

***Your gift helps Boys & Girls Club of Rochester provide the life-changing programs and guidance that make our Club successful. Thank you for your support.

By providing us with your email address you will automatically receive news & updates from Boys & Girls Club of Rochester. If you would prefer not to receive updates from the Boys & Girls Club of Rochester via the email address provided, please check the box below.

I prefer not to receive emails from then Boys & Girls Club of Rochester.