



Week for the Kids

Second Semester Fundraising Campaign

February 22 - February 26, 2021

Week for the Kids is our national celebration of mentoring where we join together to raise funds and awareness to support mentoring relationships between college student mentors and their little buddies. We will have a theme each day of the week along with activities and events.

We want you to share YOUR stories and join our virtual events as your schedule allows!

Follow College Mentors for Kids national office social media pages for updates, content, and more:

[Facebook](#) - [Twitter](#) - [Instagram](#)

Throughout the week, please use #WeekForTheKids

Weeklong Engagement: BINGO

This organization-wide, week-long Instagram competition begins on Monday, February 22 and ends Friday, February 26 at 5:00 PM EST. Bingo winners from the drawing will be announced on the National Office Instagram page:

- 1st Place: Your choice of [College Mentors Apparel](#)
- 2nd Place: \$15 Starbucks gift card
- 3rd Place: \$10 Starbucks gift card

Personal Social Media Pages:

- Post and update the Week for the Kids virtual BINGO board on Instagram. The BINGO board is included in the toolkit and on Instagram @college_mentors.
- When you have a BINGO (five in a row across/down or four corners), tag @college_mentors or email your completed board to Abby Cox, acox@collegementors.org.

Chapter Social Media Pages:

- Post the empty board on your story and main feed and encourage volunteers to participate!

Day 1: Mentoring Matters Monday

[RSVP and join College Mentors for a webinar with David Shapiro; CEO, MENTOR](#), on February 22, 12:00 PM EST. David will reflect on the year in mentoring, how mentoring organizations have adjusted during COVID, and why mentoring is more important than ever.

Personal Social Media Pages:

- Share a photo of you and a little buddy as we kick off Week for the Kids!
- Change your cover photo with the following graphic:



- **Sample language:**

“This week is College Mentors’ Week for the Kids! College Mentors for Kids is a national, youth-mentoring organization serving kids through weekly afterschool activities focused on higher education & career, culture & diversity, and community service. We inspire growth, confidence, and brighter futures in the lives of kids and college students. My personal goal for this week is to raise insert amount! Partner with College Mentors to bring our mission to life by donating to our chapter here: individual/chapter fundraising link.”

Chapter Social Media Pages:

- Encourage your chapter volunteers to attend the Mentoring Matters webinar and share the [link to register](#) on your chapter social media page!
- Share your chapter’s fundraising goal for the week and encourage volunteers to share their personal goals.
- Share your mentors’ and chapter leaders’ posts and share stories/updates on your chapter’s social media pages.

- **Sample language:**

“Today kicks off Week for the Kids: a week to celebrating mentoring! Throughout the week, we will share stories from our program year and how we have shifted activities to continue transforming lives through mentoring. Our chapter has set a goal of amount. Partner with College Mentors for Kids at University Name to make mentoring possible by donating here: Chapter Fundraising Link”

Day 2: College Chapters Takeover Tuesday: “Day in My Life”

If you are participating in Takeover Tuesday or you are unsure of your chapter’s participation, please contact Abby Cox, acox@collegementors.org. Share stories on your personal and chapter social media platforms. In the “Day in My Life” series, mentors and chapter leaders can share about their activities in College Mentors for Kids.

Chapter Social Media Pages:

- **Sample language:**
- I’ve been a volunteer with College Mentors for Kids at **University Name** since **year you began volunteering**. This year has been different, but I love that we’ve still been able to create engaging virtual activities for mentors to do alongside their little buddies. From activities on culture and diversity to a paper airplane competition, little buddies set on the path of discovery at each activity. Will you support our weekly activities with a gift of \$20? **Insert individual/chapter fundraising page link**

Day 3: “Why” Wednesday

Tag your mentors, buddy family, chapter leaders, and other College Mentors friends to share their “Why” to create a tagging chain!

Personal Social Media Pages:

College Mentors volunteers across the country will share their “why” or reason for being part of College Mentors for Kids and believing in the power of mentoring. Sharing a photo with your little buddy or friends you've met at your chapter is encouraged! This post can be short and sweet or long and heartfelt. What's your "why" for dedicating yourself to College Mentors? Tag a friend or two in College Mentors to encourage them to post their “why.”

- **Sample language:**
“I’m working to raise **fundraising goal** to support my time with **buddy’s first name** for the year! Help me reach my goal by donating here: **individual fundraising page link**.”

Chapter Social Media Pages:

“Why Wednesday” is a good opportunity to highlight the “why” of your chapter leaders. Tag and share your mentor’s posts to encourage the tagging chain!

- **Sample language:**
“We are halfway through our Week for the Kids and so far, we’ve reached **Percent** of our goal! Help us raise **_____** more dollars to reach our goal of **_____**! Tag our chapter page so we can feature your story!”

Day 4: Virtual Inspire Celebration and Thank You Thursday

Join College Mentors for Kids on February 25 at 7:00PM EST, virtually, for our first-ever national Inspire Celebration! Inspire 2021 will highlight the important work of mentoring, how chapters have adjusted to a virtual program delivery model, and honor our chapter leaders, partners, and mentors who are going above and beyond! **Register for the FREE event in advance [here](#).**

Personal Social Media Pages:

College Mentors volunteers are encouraged to share a post thanking the mentor(s) in their life. Be creative in your post by sharing a personal story, short anecdote, or genuine words of thanks to a mentor who has impacted your life. You could also include a photo of you and your mentor(s)!

- **Sample language:**

“Mentoring transforms lives! We can all think of someone who has made a difference in our lives. Thank you for your help in reaching my fundraising goal this week. There’s still time to support our mentoring activities at [University/College Name](#) by making a gift here [individual/chapter fundraising page link](#).”

- **“Thank you Thursday” social media graphic:**



Chapter Social Media Pages:

- Encourage your chapter to attend the Virtual Inspire Celebration!
- Thank You Thursday is an opportunity to thank the people who help make your chapter great on your social media pages! Here are some suggestions:
 - Site Manager
 - School Partners
 - Mentors
 - Parents/Guardians of Little Buddies
 - Staff Members
- Be sure to include the link to your chapter's fundraising page at the end of the post.
- Tag others to encourage participation and share your chapter volunteer posts on your chapter social media pages.

Day 5: Flashback Friday

Personal Social Media Pages:

Share a favorite College Mentors memory! This can be as simple as recapping a fun activity day or highlighting how much your little buddy has grown since you first met them.

- **Sample language:**

"Today is the last day of College Mentors for Kids' Week for the Kids! I am amount left to reach goal away from reaching my goal for the week. If x number of people give y number of dollars, I'll reach my goal by the end of the day! Insert individual fundraising page link"

Chapter Social Media Pages:

- Share final updates from the week and repost your chapter volunteers' fun College Mentors memories or share highlights from your virtual program year.
- **Sample language:**

"Thank you to everyone that participated in Week for the Kids! Today is the last day of College Mentors for Kids' Week for the Kids. We are insert amount left to reach goal away from reaching our goal for the week. Now more than ever, mentoring is needed to encourage growth, confidence, and brighter futures for our little buddies. If x number of people give y number of dollars, we will reach our goal by the end of the day. Your support helps make mentoring possible! Insert fundraising page link"

Thank you for participating in Week for the Kids!

We know this year has been especially challenging as we all continue to navigate COVID restrictions. We are grateful for your inspiring work to continue mentoring kids across the nation.

Resources and Tools:

Week for the Kids graphic banner:



Week for the Kids BINGO Board:

WEEK FOR THE KIDS
BINGO

COLLEGE MENTORS FOR KIDS

TEXT A FELLOW MENTOR	\$1	POST A FUN COLLEGE MENTORS MEMORY	\$5	WEAR COLLEGE MENTORS APPAREL
\$3	FOLLOW NATIONAL OFFICE'S INSTAGRAM	\$1	TEXT A MENTOR IN YOUR LIFE	\$4
SEND A THANK YOU TEXT TO SOMEONE	\$2	FREE SPACE	\$1	THANK YOU POST
\$5	ATTEND INSPIRE	\$3	FOLLOW YOUR CHAPTERS INSTAGRAM	\$2
\$1	\$5	\$2	\$4	\$3

Venmo: @CollegeMentors & include the mentor's name & chapter

Instagram: @college_mentors

Week for the Kids Thank you graphic:

THREE THINGS I'M GRATEFUL FOR...

TAG 3 FRIENDS TO TAKE THE CHALLENGE!

COLLEGE MENTORS FOR KIDS
@COLLEGE.MENTORS