

Springfield Sister Cities Association
Give Ozarks Day: Rally for Recovery
Wednesday, March 24, 2021 from 7am-7pm

Give Ozarks: Rally for Recovery, presented by Bass Pro Shop and the Community Foundation of the Ozarks, is a regionwide online giving day on Wednesday, March 24 from 7am-7pm. About 150 organizations across southwest Missouri are participating to raise money to replace funds lost due to COVID-19.

DONATING

Donations can be made through CFO's secure crowdfunding platform, CauseMomentum: causemomentum.org/projects/create-cultural-connections-in-sgf. Donations are tax-deductible to the fullest extent allowed by the IRS.

PRIZES

For each unique donor that gives to our project during each hour, we will be entered to win the hourly \$5,000 "Luck of the Draw" prize! This means that if you spread your contribution out across different hours, you'll be increasing our chance to win big! For example, if Sally wants to donate \$60, she could give \$5 within each of the 12 hours which would give Sister Cities 12 entries to the "Luck of the Draw" prize.

Do not try to donate with multiple credit cards, names, or accounts within a single hour. The system will catch these and remove them from our chances.

SHARING

Sister Cities' campaign will be most successful if you give and SHARE. However you're able to share our campaign will greatly increase our reach and therefore the number of donations we receive. People give to people; if your friend sees you share the campaign, they may give to it simply because they like you and want to support your passion.

Below you'll find some examples that you can copy and paste for a quick share as well as tips to create your own message if you prefer.

SAMPLE SOCIAL MEDIA POST

This #GiveOzarks, I'm donating to #SGFsistercities because I believe cultural opportunities improve quality of life in Springfield. Sister Cities brings Mexican and Japanese culture to the Ozarks through events and exchanges that demonstrate the value of cultural diversity. Join me in making sure Sister Cities can continue to create #CulturalUnderstanding in Springfield!

DONATE: causemomentum.org/projects/create-cultural-connections-in-sgf

#SSCAGiveOzarks #GiveCulture #PeaceThroughPeople

SAMPLE TEXT MESSAGE

Hey! Today is Give Ozarks, a regionwide online giving day. I'm giving to Springfield Sister Cities because I believe in the value of cultural diversity, and I think cultural understanding is as important now as ever. Sister Cities needs our help to recover from COVID-19 so it can continue to create cultural opportunities in Springfield. Join me by donating as little as \$5 at causemomentum.org/projects/create-cultural-connections-in-sgf.

SAMPLE E-MAIL

Dear (Recipient's Name),

Today is Give Ozarks Day: Rally for Recovery, a regionwide online giving day. About 150 nonprofits across southwest Missouri are raising funds to help them recover from the impacts of COVID-19.

I've chosen to donate to Springfield Sister Cities Association because their mission means a lot to me. Sister Cities encourages goodwill between the people of Springfield and its sister cities by creating and promoting opportunities to foster multi-cultural awareness and appreciation. In today's socio-political climate, Sister Cities' vision of "Peace Through People" is as important as ever.

In a normal year, Sister Cities would foster cultural understanding through travel opportunities, hosting opportunities, and public events like the Kite and Pinata Festival, the Japanese Fall Festival, and Taste of Tlaquepaque. All of these were cancelled or modified in 2020 resulting in a severe loss of funds.

Please join me in supporting one of Springfield's few cultural agencies. You can donate as little as \$5 to help ensure Sister Cities can continue to create cultural opportunities for the people of Springfield. Learn more and donate at causemomentum.org/projects/create-cultural-connections-in-sgf.

Thank you so much for your consideration of this cause. It is so important to me, and I would really appreciate your support.

Thank you,

(Your Name)

TIPS FOR CREATING YOUR OWN

- On social media,
 - always include the following hashtags: #GiveOzarks #SSCAGiveOzarks #SGFSisterCities #GiveCulture #PeaceThroughPeople #CulturalUnderstanding
 - keep it brief but still specific
- Always include the link to donate:
causemomentum.org/projects/create-cultural-connections-in-sgf
- Tell a personal story, and use personal photos if you have them
 - Why is Sister Cities important to you?
 - How has Sister Cities impacted your life?

PHOTOS

Using photos with your shares makes your message more impactful. If you have your own photos you can use, that's great! If you need some photos, we have some on our DropBox that you can download and use:

dropbox.com/sh/7mfri3wr0lu35is/AACbcl5vCFhjt7-dSSzAXNYoa?dl=0.

FACEBOOK PROFILE PICTURE FRAME

If you're on Facebook, you can add our frame to your profile picture! To do this, go to your profile and click on your profile picture. Select "update profile picture," then select "add frame." In the search bar, begin typing "Sister Cities Give Ozarks" and our frame will pop up. Select it, adjust your settings, then click "use as profile picture."