

ROOSEVELT *for Generations* TOOLKIT

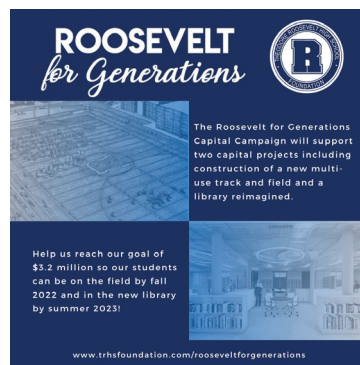
The TRHS Foundation has recently announced a \$3.2 million campaign, *Roosevelt for Generations*, to support two major initiatives; a new track and synthetic turf field, and a reimagined library designed for collaboration and innovation. The project addresses current facility needs and innovative ways of learning. Through the Roosevelt for Generations campaign, we will continue the high standards of excellence which are the fabric of Roosevelt High School. We have currently raised over \$3 million of our \$3.2 million goal. To get to the finish line, we are challenging you to help spread the word. This toolkit is for alumni, community members and leaders, future Rider families.

Key Messages



- ✓ Roosevelt for Generations – for students today and in the future
- ✓ Help us cross the finish line
- ✓ Rider Pride is alive and well
- ✓ No donation is too small

Promote

Example social media images



DETAILS

-  TRHS School Foundation Website
-  @TRHSFoundation

Ways to share

Help us reach alumni, Roosevelt families, future Roughriders, and community members by:

- + Connecting with your fellow alumni by participating in the Alumni Class Challenge. Post a memory or experience of when you were at Roosevelt High School. (Provided: [graphics](#))
- + Passing along the [Roosevelt for Generations flyer](#) in the community.
- + Liking us on [Facebook](#) and [Instagram](#) to keep up with the campaign and engage with us on social media by using #Roosevelt4Generations. (Provided: [suggested copy](#) and [graphics](#))
- + Sharing your favorite Roosevelt memories and photos with us through [Facebook](#) or [Instagram](#).
- + Sending an email to your [fellow alumni](#), your [feeder school PTA](#), or [families with future Riders](#) attending: Callanan, Cowles, Downtown, Edmunds, Greenwood, Hubbell, King, Merrill, Perkins, Walnut Street, and Windsor Heights
- + Sharing this initiative for this campaign on your neighborhood or alumni class Facebook page. (Provided: [suggested copy](#))
- + Using the following hashtags to find more posts from alumni - #Roosevelt4Generations, #RiderAlum, #RooseveltRoughRiders, #supportourschools, #RiderClassof1940 (customize with your class)

All Roosevelt for Generations toolkit files can be accessed through this [Google Drive folder](#). Need help posting on Facebook? [Visit this link](#).

Questions? Contact trhsfoundationdm@gmail.com