



TO: Roosevelt for Generations Capital Campaign Cabinet  
FR: SPPG Team  
DATE: 4/5/22  
RE: Public Campaign Launch

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The SPPG Team is excited to work with you on launching the public phase of the *Roosevelt for Generations* Capital Campaign. The public phase is the portion of the campaign in which *Roosevelt for Generations* publicly raises gifts of all sizes from the broader Roosevelt community. This is the fun part – the COMMUNITY CAMPAIGN!

Our core message pillars include:

- a) A focus on the student beneficiaries, not solely the track/field/library projects
- b) Put us over the finish line
- c) Rider Pride is alive and well
- d) No donation is too small
- e) Roosevelt for Generations theme

The public phase of the campaign officially launched on March 4 and included the TRHS Press Release, Capital Campaign Donor Email, Event Flyer, Donor Prospect Email and Donor Prospect Mailing. Upon conclusion of a quick burst of energy in the week after March 4 the focus will turn to more intensive outreach to Alumni, Community and Feeder Schools. The public phase of the campaign will conclude at the end of June 2022.

The campaign will seek to maintain the momentum generated by the public phase announcement to secure the final donations needed to reach the fundraising goal. This stage will utilize four core strategies:

#### **FEEDER SCHOOL ENGAGEMENT**

- Announcement at existing community/family events
- Emails by PTA and Principal
- Backpack Flyer
- Field Trip Option

#### **DONOR/PROSPECT ENGAGEMENT**

- Direct Mail Solicitation (early April)
- Email Solicitation (ongoing)

#### **SOCIAL MEDIA CAMPAIGN**

- Shareable, Engaging Content
  - Alumni Share Their Favorite Teacher
  - Alumni Photo Challenge – Track, Field or Library
  - Alumni - Celebrate Alumni Accomplishments
  - Alumni - Share Throwback Photos

- Instagram Story Add Yours Prompt “Rider Pride” or “TRHS Alumni Challenge”
  - Engagement - Share Inspirational Quotes
  - Alumni - Track Down Formerly Lost Alumni
  - Feeder School - Future Riders
  - Feeder School – When I grow up....
  - Rider Pride – Favorite Teacher
  - Rider Pride – Favorite Staff
  - Rider Pride – Favorite Memory
- Energetic Video

### **ALUMNI CLASS CHALLENGE**

- Email to Alumni Reunion List
- Publish Alumni Toolkit
- Regular Class Challenge Fundraising Thermometer Updates – by Class, by Decade
  - Visibility to drive donation and friendly competition between alumni classes

### **DONOR RECOGNITION, FINAL REPORTING AND CLOSEOUT**

- Donor Recognition and Signage
- Dedication and Celebration
- Thank You Correspondence

### **NEXT STEPS:**

#### **Ongoing**

1. Like/Share TRHS Roosevelt for Generations Facebook Posts
2. Participate in weekly challenges with photos and engagement
3. Sign Up to adopt a feeder school – help with generating enthusiasm and low dollar donations in feeder schools

### **SUCCESS METRICS:**

- \$\$ Total Raised
- % New Donors
- % Growth in Facebook
- % Growth in Email Sign Up