

I'M A HERO

TOOLKIT

~~FEAR~~ HOPE



**Future
Foundation**

prepare to stand out

WHAT IS IT?

A campaign in conjunction with GA Gives Day designed to educate the public about the plight of poverty-stricken youth and create stakeholder advocates.

GREAT, SO WHY DO YOU NEED ME?

In addition to the awareness component, we are asking our strongest allies to become “Heroes” for the campaign by spreading the word to their personal networks.

WHAT CAN I EXPECT AS A HERO?

- Repost daily and weekly messages
- Change your social media profile images to our campaign image during the duration of the campaign
- Set-up a GA Gives Day profile
- Commit to raising \$100 and recruiting at least 4 Heroes
- The top 5 fundraisers will receive a Future Foundation t-shirt

INTERESTING, SO WHY SHOULD I BE A HERO?

As a Hero, you not only get to support a great cause, but you will lead an exciting awareness campaign that will spark dialogue in your personal networks.

HOW DO I GET STARTED?

This toolkit provides simple step-by-step instructions for personalizing your social media accounts to show and tell the world you’re a hero. It will also walk you through setting up your Georgia Gives Fundraising Page. Please visit www.facebook.com/FutureFndation, like our page and invite your friends to like our page. Then, visit daily for tips, tools, and messages to help you launch a successful campaign.

~~FEAR~~ HOPE





IT'S EASY TO BE A HERO

Show the world you're a hero by uploading your "I'm A Hero" profile and cover photos to Facebook and Twitter.

1.

Tell the world the you're a hero by liking www.facebook.com/FutureFndation and spreading the word on your favorite social media sites.

2.

Fundraise like a hero by setting up your own personal fundraising page at: www.gagivesday.org.

3.

Invite your friends to become heroes, too.
We'll show you how!

4.

1. SHOW THE WORLD YOU'RE A HERO

A. UPLOAD YOUR "I'M A HERO" PROFILE IMAGES

Upload your "I'm A Hero" Facebook and Twitter profile photos.

- Click the images to the right and choose "Download" in the top right corner of your browser window to save to your computer.*
- Go to Facebook and change your profile picture.
- Go to your Twitter Page and change your profile picture.



FACEBOOK



TWITTER

DOWNLOAD IMAGES AT:

<https://www.dropbox.com/sh/247epd-95dljg7qr/GO4t0Qb8ae>

B. UPLOAD YOUR "I'M A HERO" FACEBOOK AND TWITTER COVER PHOTOS

Upload your "I'm A Hero" Facebook and Twitter cover photos.

- Click the Facebook Cover and Twitter Header photos on page 4 and Download.*
- Go to Facebook and change your cover photo.
- Go to your Twitter Page and change your header image and background.

C. POST ABOUT BECOMING A FUTURE FOUNDATION HERO.

Here are a couple of posts and tweets to get you started:

- I just signed up to Be a Hero! <https://www.facebook.com/FutureFndation>
- I'm a hero / you're a hero / he's a hero / we're all heroes. Wouldn't you like to be a hero too? <https://www.facebook.com/FutureFndation> [Remember to tag your friends!]

NEED HELP?

- **NEED HELP WITH FACEBOOK?**
VISIT: [HTTPS://WWW.FACEBOOK.COM/HELP/](https://www.facebook.com/help/)
[WWW/388305657884730/](https://www.facebook.com/help/)
- **NEED HELP WITH TWITTER? VISIT:**
[HTTPS://SUPPORT.TWITTER.COM/ARTICLES/15357-CUSTOMIZING-YOUR-PROFILE-DESIGN](https://support.twitter.com/articles/15357-customizing-your-profile-design)

*You must be connected to the Internet to download images

BE ~~A~~ ^{my}
HERO

November 13th is
Georgia Gives Day.
Please give.



FACEBOOK COVER PHOTO 851 X 315 PIXELS. DOWNLOAD AT:
<https://www.dropbox.com/s/7pwlmbes6x5vkyd/FF-FB-Cover-Photo.jpg>



~~FEAR~~ HOPE



TWITTER HEADER, 520 X 260 PIXELS. DOWNLOAD AT:
<https://www.dropbox.com/s/66u574s5emumau9/FF-Twitter-Header-Image.jpg>

2. TELL THE WORLD YOU'RE A HERO

As a Future Foundation Hero, you've committed to raising funds and recruiting friends. In order to accomplish your goals, you'll want to tell the world about what you're trying to do. Here's how:

A. LIKE FUTURE FOUNDATION'S FACEBOOK PAGE

- Visit www.facebook.com/FutureFndation today and show your support for Future Foundation. Here's how:
- "Like" the Future Foundation.
- Visit Facebook daily and share Future Foundation's status updates with your friends.

B. POST ABOUT FUTURE FOUNDATION AND GEORGIA GIVES DAY ON YOUR FAVORITE SOCIAL MEDIA SITES.

Not sure what to say or how to ask friends for donations? Here are some posts you can copy and paste to your favorite social media sites in the week leading up to November 13th:

- I just signed up to Be a Hero! <https://www.facebook.com/FutureFndation>
- I'm a hero / you're a hero / he's a hero / we're all heroes. Wouldn't you like to Be a Hero, too? <https://www.facebook.com/FutureFndation> [Remember to tag your friends!]
- Help me spread the word about the great work Future Foundation is doing in our community! Ask me how you can join the Be a Hero campaign and help spread their message of hope, optimism, courage and community. <https://www.facebook.com/FutureFndation> [Remember to tag your friends!]



- Be a Hero is a campaign to educate the public about the plight of poverty-stricken youth and spread a message of hope, optimism, faith and courage. Join me in the Be a Hero campaign – it's fun, social and makes a difference in our community! Learn more at <https://www.facebook.com/FutureFndation> or <http://future-foundation.com/news-events/>
- Kids that don't have the tools they need to succeed face a tough future in the cycle of poverty, unemployment, crime and despair. Help stop this cycle by joining me in the Be a Hero campaign today. Learn more at <https://www.facebook.com/FutureFndation> or <http://future-foundation.com/news-events/>

IT'S EASY TO ASK YOUR FRIENDS TO DONATE:

- Future Foundation's mission is to level the playing field for poverty-stricken youth in South Atlanta by providing quality education, health and life skills programs. Your \$5 gift sponsors one day of tutoring and homework support for a young person in our community. #FutureFoundation #GAGivesDay2013
- So far I've raised [\$X.XX] for Future Foundation. Won't you help me reach my goal of raising [\$X.XX] by November 13? #FutureFoundation #GAGivesDay2013

3. INVITE YOUR FRIENDS TO BE HEROES!

You've invited your friends to like Future Foundations Facebook Page. Now take it a step further by encouraging them sign up as a Future Foundation Hero too. After all, you know that Atlanta's kids deserve a chance to achieve their dreams? Here's how you can incentivize your friends to help:

INVITE YOUR FRIENDS TO LIKE FUTURE FOUNDATION'S FACEBOOK PAGE

Visit www.facebook.com/futurefndation and invite your friends to like our page and to sign up as Future Foundation Heroes. Here's a sample post you can cut and paste into Facebook when you invite your friends:

- 1. INVITE YOUR FRIENDS** to like our page and to sign up as Future Foundation Heroes. On the next page, you'll find some sample posts you can cut and paste into Facebook when you invite your friends.



VISIT FACEBOOK.COM/FUTUREFNDATION & USE THE INVITE BOX PINNED TO THE LEFT OF THE PAGE TO INVITE YOUR FRIENDS TO LIKE FUTURE FOUNDATION

2. SAMPLE TEXT TO POST ON FACEBOOK when you invite your friends to like Future Foundation:

- I just signed up to Be a Hero! You know you want to like this page and sign up too at <https://www.facebook.com/FutureFndation> [Remember to tag your friends!]
- Be a Hero is a campaign to educate the public about the plight of poverty-stricken youth and spread a message of hope, optimism, faith and courage. Join me in the Be a Hero campaign – it's fun, social and makes a difference in our community! Learn more at <http://future-foundation.com/news-events/>
- Kids that don't have the tools they need to succeed face a tough future in the cycle of poverty, unemployment, crime and despair. Help stop this cycle by joining me in the Be a Hero campaign today. Learn more at <http://future-foundation.com/news-events/>

3. FORWARD THIS TOOLKIT to your friends and invite them to become Future Foundation Heroes. [You can also download the toolkit, "FF-BeAHero-Toolkit.pdf," at <https://www.dropbox.com/sh/247epd95dljg7qr/GO4t0Qb8ae>.]**4. HAVE FUN BEING A HERO!** Here are some fun ways to raise more money and motivate friends to do the same:

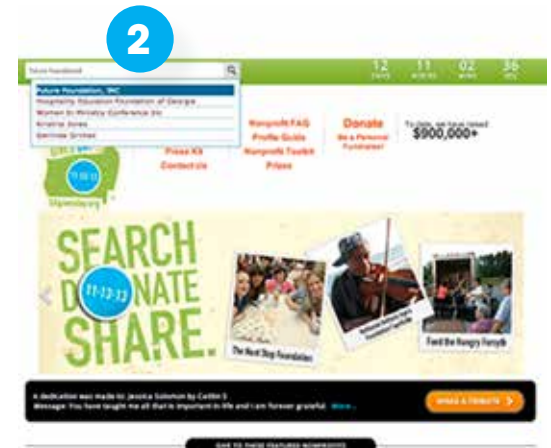
- Host a "Be A Hero" party and enjoy socializing while you walk friends and family through the process of setting up their own Georgia Gives Day Fundraising Pages.
- Challenge your friends to a friendly fundraising competition and offer fun prizes for the top fundraisers and most creative fundraising campaigns.
- Make an "I'm a Future Foundation Hero" sign and post it on your desk at work so that your coworkers see it and are encouraged to ask you about it.



4. FUNDRAISE LIKE A HERO

Now that you've told the world you're a hero, the world is going to want to help. Friends who live nearby can always make donations in person, but wouldn't it be great if you could also accept donations online? **Georgia Gives has made it simple for you to create your very own Fundraising Page.** Here's how:

1. Go to www.gagivesday.org.



2. SEARCH FOR "FUTURE FOUNDATION"

2. Search for "Future Foundation" in the search box at the top of the screen.



3. CHOOSE "FUTURE FOUNDATION"

3. Choose "Future Foundation" from the list of search results.



4. CLICK "BECOME A FUNDRAISER"

4. Click the red "Become a Fundraiser" button near the bottom right of the Future Foundation GA Gives page.

5. Complete the “Become a Fundraiser” form and click “Submit.”

Search Georgia Statewide Fundraising (0 items) | [Q](#)

12 10 37 41
2014 2013 2012 2011

GEORGIA STATEWIDE FUNDRAISING

[About Us](#) [FAQ](#) [Press Kit](#) [Contact Us](#) [Nonprofits FAQ](#) [Profile Guide](#) [Nonprofits Toolkit](#) [Prices](#)

Donorize
like a Personal Fundraiser

\$900,000+

For more information, visit our website

[@fundraising.org](#)

BECOME A FUNDRAISER

Please fill out your first name, last name and e-mail address in the form below and click Submit. You will be sent to a page with a confirmation code and instructions.

First Name Name *

Last Name Name *

Email Address *

5. COMPLETE THE FORM & SUBMIT

6. Georgia Gives will send you an email with the subject line “GiveBig Responder.” The email contains a code. Input that code in the “Confirm Your Code” box.

Search by name, address, or zip code

13 Jan 13 09:00 AM 40 100

Georgia Department of Transportation

About Us
FAQ
Press Kit
Contact Us

Workforce FAQs
Profile Guide
Workforce Toolkit
Press

Donate
Be a Personal
Fundraiser

By giving, you have helped
\$900,000+

Georgia
Department of
Transportation

CONFIRM YOUR CODE

An e-mail has just been sent to you with your code. This is a step to verify you are real and not an automated program.

Please check your e-mail (including spam) for your verification code. Then return here and enter it.

Thanks for your support of the organization and patience to restore the integrity of the program.

Your Email:

Your Code:

Submit

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6. INPUT THE CODE GA GIVES EMAILS TO YOU

7. Select a profile name and create a password to complete your registration.

[About Us](#)
[FAQ](#)
[Privacy Policy](#)
[Contact Us](#)

[Wangpoth FAQ](#)
[Profile Guide](#)
[Wangpoth Toolkit](#)
[Pricing](#)

[Donate](#)
 Be a Personal Fundraiser

The public can have access to
\$900,000+

COMPLETE YOUR REGISTRATION

Please enter the information below to complete your registration.

First Name*
 Last Name*
 Profile Name*
 This profile name appears at the end of the URL, e.g. [http://www.gapsp.org/your-profile-name/](#)
 (Profile names cannot be changed once set.)

Password*
 Repeat Password*

7. COMPLETE YOUR REGISTRATION



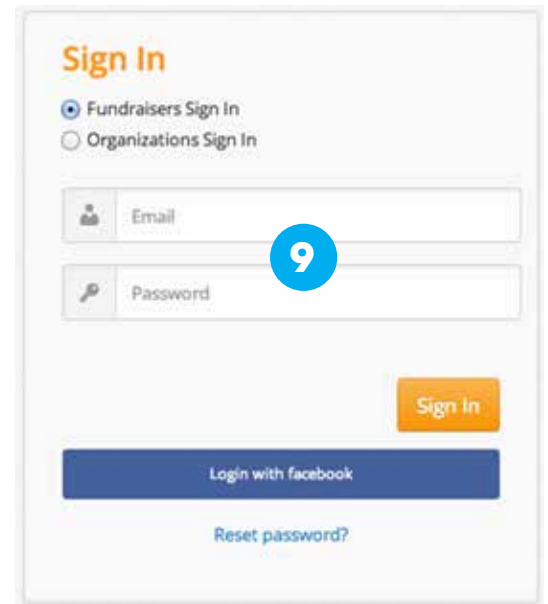
8. Log In to Georgia Gives to get started.

- Click the “Fundraiser Sign In” radio button.



8A. CLICK “FUNDRAISER SIGN IN”

- Input your email and password and click “Sign In.”



8B. INPUT YOUR EMAIL & PASSWORD

9. You are now a Future Foundation Fundraiser. You’re our hero! Just a few more steps. Click the small “Setting” button at the top left of the “I am a Fundraiser for Future Foundation, INC” box.



9. CLICK “SETTING”

10. Set up your Georgia Gives Profile.

- Set your **TARGET** fundraising goal at \$100 or more.
- If you are able, **SEED** your campaign with a donation of your own.
- Write a **SUMMARY** of why you are fundraising, or simply paste our suggested summary into the box: **I'M A FUTURE FOUNDATION HERO. I'm empowering metro Atlanta youth by supporting the Future Foundation, whose mission is to provide quality education, health, and life skills programs to at-risk kids and their families.**
- Write a **DESCRIPTION** to tell your donors a little bit about the Future Foundation. Here's some suggested text to get you started: The Future Foundation levels the playing field for metro Atlanta youth by providing quality education, health, and life skills programs. On the next page, we've given you long and short options you can paste into the description field.

The screenshot shows the 'Create Profile' page on the Georgia Gives website. It includes a progress bar at the top showing 13 days, 10 hours, 18 minutes, and 24 seconds remaining. The page has a green header with navigation links: 'About us', 'FAQ', 'Press Kit', 'Contact Us', 'Nonprofit FAQ', 'Profile Guide', 'Nonprofit Toolkit', 'Press', 'Donate', 'Be a Personal Fundraiser', and 'To date, we have raised \$900,000+'. The main form area is titled 'Profile: Build network, Download report'. It contains several sections: 'Enter information here to create your profile page. Enter your Fundraising Target. In Summary give a brief reason why you are fundraising for this nonprofit. Summary will show under your image.'; 'The Description will be the body of your page. Here you may elaborate on your nonprofit and why you support it by adding text and images. Note: If copying and pasting text, best practice is to copy/paste from Word or PowerPoint. Add an Avatar or image to represent you. Note the size and file type requirements. Click SAVE to update.'; 'Target: \$100.00' (with a callout 1); 'Seed: \$0.00' (with a callout 2); 'Summary: (Enter a brief summary of why you are fundraising - Maximum 300 Characters.) I'm A FUTURE FOUNDATION HERO I'm empowering metro Atlanta youth by supporting the Future Foundation, whose mission is to provide quality education, health, and life skills programs to at-risk kids and their families.' (with a callout 3); 'Description: (Approximately 10,000 characters) Note: Copying text from applications such as MS Word will include a large amount of hidden formatting tags which will add to the word count and size. If copying and pasting, we recommend pasting your content into WordPad or Notepad and copying from there.' (with a callout 4); and 'Avatar: Browse and select your top avatar (Recommended image size in pixels: 90x90 72dpi, max file size: 104K, .png, .jpg or .gif)' (with a callout 5). On the right side, there is a 'MAKE A DONATION' section with a list of suggested amounts: '\$5 - for one day of tutoring and homework support for one student', '\$10 - for one week of tutoring and homework support for one student', '\$15 - for two weeks of tutoring and homework support for one student', '\$100 - for one month of tutoring and homework support for one student', and '\$150 - for one month of tutoring and homework support for one student'. There is also a 'MAKE THIS DONATION' button and a 'One time only' checkbox.

10. SET UP YOUR GEORGIA GIVES PROFILE BY ENTERING THE FOLLOWING INFORMATION:

- TARGET
- SEED
- SUMMARY
- DESCRIPTION
- AVATAR



OPTION 1: SHORT

They call themselves the Future Foundation because they encourage kids to dream about, invest in, and prepare for their futures. They prepare students and parents to have the self-confidence to envision a better life, and stand out from the cycle of negativity and hopelessness, and affect change in their lives and communities. Whether it's tutoring, college prep, guidance toward healthy choices, or providing a safe space to make those choices, the Future Foundation's programs help students draw on their resilience and thrive in the face of their challenges. They offer programs to help parents build stronger families, and encourage community members to invest in our youths' future. In this way, they build a foundation for a better future for all of us.

I've signed up to be a Future Foundation Hero. Visit their Facebook Page to find out how you can be a hero too.

OPTION 2: LONG

When Future Foundation asked students ages 13 and 14 in urban Atlanta neighborhoods about their future, 95% believed they would graduate from high school and 90% believed they would graduate college. In reality, less than half will actually graduate high school and less than one-third will attend college.

Future Foundation's mission is to level the playing field for metro-Atlanta youth by providing quality education, health and life skills programs, and its impact has been amazing!

Please support our mission by making a donation today.

- Your \$5 gift sponsors one day of tutoring and homework support.
- Your \$40 gift sponsors one week of after school tutoring.
- Your \$80 gift sponsors two weeks of tutoring.
- Your \$150 gift sponsors one month of academic coaching.



How Do We Do It?

As a nonprofit organization (501(c)(3)), Future Foundation directly serves over 1,000 students in grades 5-12 through several programs.

- RealTalkATL, as featured on CNN (clip), sparks conversations about healthy choices regarding sex, love, dating and relationships through partnerships with area under-performing schools and community centers.
- The Reef House Learning Center for 5th-7th graders and the Reef Teen Center for 8th-12th graders are supervised, secure environments where experienced staff and certified teachers cultivate an atmosphere of excellence in academics, health and leadership. Many of the youth served are at risk because their parents and grandparents were at risk.
- Future Foundation takes a holistic approach by empowering parents to engage in their youth's success through its Parent Connection program.

How Can You Help?

Future Foundation is making a significant difference in the lives of metro-Atlanta students, their families and communities. Here's how you can support our mission and help spread our message of hope, optimism, courage and community.

Donate Today. Future Foundation needs public donations to provide these programs. 100% of board members made personal donations last year, but they are not enough. Please consider supporting us by making your own donation.

Join the Be a Hero campaign. Spread the word about what we are doing! Forward this email on to your friends and family and take the time to tell them about Future Foundation. Visit <https://www.facebook.com/FutureFndation> to join our Be a Hero campaign and help spread our message of hope, optimism, courage and community.

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11. Upload your “I’m A Hero” Georgia Gives Avatar. Click the images to the right and choose “Download” in the top right corner of your browser window to save to your computer.* (*You must be connected to the Internet to download images)



12. Click “Save.”

11. UPLOAD AN “I’M A HERO” AVATAR.
DOWNLOAD IMAGES AT <https://www.dropbox.com/sh/247epd95dljg7qr/GO4t0Qb8ae>

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13. Last, but not least, tell your friends how to donate safely and securely online by sharing your new Georgia Gives Fundraising Page on social media. You’ll find links for Facebook, Twitter, Pinterest and Google+ under the blue “I am a Fundraiser for Future Foundation, INC” box on your new personalized fundraising page!



13. CLICK THE SOCIAL MEDIA LINKS TO TELL ALL YOUR FRIENDS YOU’RE A HERO!



DOWNLOAD & RESOURCE LINKS

DOWNLOADS

Facebook Cover Photo: <https://www.dropbox.com/s/7pwlInbes6x5vkyd/FF-FB-Cover-Photo.jpg>

Facebook Profile Picture: <https://www.dropbox.com/s/nf6y3nwa2v3ewfp/FF-FB-Profile-Picture.jpg>

Twitter Header Image: <https://www.dropbox.com/s/66u574s5emumau9/FF-Twitter-Header-Image.jpg>

Twitter Profile Picture: <https://www.dropbox.com/s/so5onrzb14frifo/FF-Twitter-Profile-Picture.jpg>

Blue "I'm A Hero" Avatar for your Georgia Gives Fundraising Page: https://www.dropbox.com/s/kc6csdHb6e99c83/GA_Gives_Avatar_Blue.jpg

Green "I'm A Hero" Avatar for your Georgia Gives Fundraising Page: https://www.dropbox.com/s/nympbi71fh9flzc/GA_Gives_Avatar_Green.jpg

Orange "I'm A Hero" Avatar for your Georgia Gives Fundraising Page: https://www.dropbox.com/s/6kopsW0awbeqpqr/GA_Gives_Avatar_Orange.jpg

Red "I'm A Hero" Avatar for your Georgia Gives Fundraising Page: https://www.dropbox.com/s/g0vrd09efs1p64z/GA_Gives_Avatar_Red.jpg

I'm A Hero Toolkit: Download the file named "FF-BeAHero-Toolkit.pdf," <https://www.dropbox.com/sh/247epd95dljg7qr/GO4t0Qb8ae>

RESOURCES

Customizing your Twitter profile design: <https://support.twitter.com/articles/15357-customizing-your-profile-design>

Facebook Help, Add a Profile Picture & Cover Photo: <https://www.facebook.com/help/www/388305657884730/>

Future Foundation Website: <http://future-foundation.com>

Future Foundation Facebook Page: <https://www.facebook.com/FutureFndation>

Georgia Gives Day Website: <https://www.gagivesday.org/c/GGD>