

## 2024 Back the 'Birds Champion Toolkit

Thank you for supporting **Back the 'Birds**, our 24-hour fundraising event aimed at bringing our Thunderbird community together in support of our varsity sports teams and causes. In this toolkit, you'll find the resources you need to make Back the 'Birds a success.

### Included in this toolkit:

- What do I do? Your Back the 'Birds Action Plan
- What do I say? – social media and email templates
  - Before Back the 'Birds – time to connect and engage (*Page 2 & 3*)
  - On September 17 – encourage people to give and share TODAY (*Page 4 & 5*)
  - After Back the 'Birds – share results and say thank you (page 6)
- Link to download Back the 'Birds creative and images (page 7)
- Back the 'Birds FAQs (page 7)

### Questions?

**We're here to help! So, if you have any questions about this toolkit or Back the 'Birds in general, please contact:**

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## What do I do? Your Back the 'Birds Action Plan

Here are some suggestions to build excitement, awareness and anticipation leading up to September 17, on the big day itself, and after. Post. Talk. Email. Share! See the 'what do I say' section below for messaging templates.

### *Before Back the Birds (up to September 17) – Spread the Word!*

- **Save the Date:** Share the September 17 date on social media.
- **Spread the Word:** Email family, friends, and colleagues that Back the 'Birds is coming up and encourage them to give.
- **Get Flashy:** Capture attention with Back the 'Birds images and logos. Or make your own using our Back the 'Birds Canva template–[follow the link to request access](#).

### *On September 17 – The Big Day!*

- **Donate if you can:** Consider donating to the team and/or cause you care about and let others know it's easy to make a difference. Donate at [backthebirds.ubc.ca](http://backthebirds.ubc.ca)
- **Inspire others:** Encourage others to donate, no matter what the amount.
- **Create buzz on social media:** Share your excitement online and inspire others to join in
- **Highlight Back the 'Birds Challenges:** Throughout the day, share the latest Back the 'Birds challenges. Remind everyone that their donation could unlock matching gifts and even more support for their team or cause.

### *After September 17 – let's celebrate!*

- **Kudos to everyone!** Let your followers know you're grateful and proud of what we've accomplished together.
- **Send personal Thank You's:** Thank people you've reached out to via email for their incredible support. Donors and supporters are the reason UBC Athletics & Recreation can continue to support and inspire the next generation of Thunderbird student-athletes.
- **There's still time to give:** Let people who may not have donated on September 17 know that they can still make a gift by going to [backthebirds.ubc.ca](http://backthebirds.ubc.ca).

## What do I say? Messaging Templates

Some examples are below, but feel free to get creative and customize these templates to inform and engage your followers.

### Before Back the 'Birds (up to September 17) – spread the word!

#### *Social Media General Posts:*

- Let's take flight on September 17! Together, we can show the world what it means to be a part of the Thunderbird community. [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds
- We only need 24 hours to accomplish something great! Whether you give a little or a lot, your gift on Back the 'Birds goes towards supporting our student-athletes and game-changing programs. Join us on September 17. [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds

#### *Social Media Team based Posts:*

- Our Thunderbirds are ready to take flight, how about you?! Support our <<TeamName>> on Back the 'Birds, Tuesday, September 17! #UBCBacktheBirds
- Who do you want to support on Back the 'Birds? I'm supporting our <<TeamName>>. Join me and spread the word #UBCBacktheBirds
- Back the 'Birds is September 17! Support our <<TeamName>> at [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds

#### *Social Media Challenge and Match Posts:*

- When you make a gift on September 17, you could help unlock extra money for our <<TeamName>>. If we reach <<fund criteria>>, <<DonorName>> will give an additional \$<<ChallengeAmount>>! [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds
- Double impact alert! When you support our <<TeamName>> at [backthebirds.ubc.ca](https://backthebirds.ubc.ca) on September 17 your gift will be matched and your impact doubled! Every gift will be matched until we hit <<Match\$Limit>>. Every dollar makes a difference! #UBCBacktheBirds
- Your gift on September 17 for Back the 'Birds could be worth more than you think! Our Back the 'Birds challenges mean you could be the key to unlock additional money for your favourite team or cause. Check them out at [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds

Email:

Subject: Mark your calendar: Back the 'Birds, September 17

Dear <<Salutation>>,

I am writing to you today to let you know that Back the 'Birds is coming up on Tuesday, September 17. This 24-hour giving challenge will bring together alumni, parents, student-athletes, coaches, donors, and friends in support of our remarkable student-athletes and game-changing programs.

Back the 'Birds is about the power of many. On September 17, we are taking flight to show the powerful impact we can have as a Thunderbird community in just one day! I will be supporting <<if you are supporting a specific fund, include here and the reason why>>, and I hope you will consider joining me.

Back the 'Birds will also include challenges throughout the day to unlock additional gifts and amplify your impact.

Together, we can have a powerful impact and make Back the 'Birds a success. Here are a few ways you can help on September 17:

- Give to the team or cause that you care about most—every gift will make a difference, no matter the size!
- Spread the word—encourage your friends and family to participate by sending an email, a text or share Back the 'Birds on your social media channels using the hashtag #UBCBacktheBirds

Visit [backthebirds.ubc.ca](http://backthebirds.ubc.ca) to learn more about the day, our teams & causes, and how you can be involved.

Thank you in advance for your support.

[Signature]

## On September 17 – encourage people to give and share TODAY

### *Social Media General Posts*

- Today, we take flight! Let's Back the 'Birds and join forces to accomplish something great. Make a gift to the team or cause you care about most at [backthebirds.ubc.ca](https://backthebirds.ubc.ca). #UBCBacktheBirds
- Ready to make a difference? It's Back the 'Birds! Support our Thunderbird student-athletes with a gift at [backthebirds.ubc.ca](https://backthebirds.ubc.ca). Every bit counts! #UBCBacktheBirds
- It's Back the 'Birds day! Make your gift now at [backthebirds.ubc.ca](https://backthebirds.ubc.ca) and be part of the action. Let's see what we can achieve together! #UBCBacktheBirds
- Back the 'Birds is here! Show your support before midnight by donating to your favourite team or cause. Every donation, big or small, creates an enormous impact. [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds

### *Social Media Team based Posts*

- Back the 'Birds is here! Rally behind our <<TeamName>> and make a gift before midnight. All donations, big and small, add up to have an enormous impact. [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds
- I'm all in for <<TeamName>>—are you? Donate before midnight to support and celebrate the impact we can make together! [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds
- It's Back the 'Birds and what matters most is getting involved! Give what you can at [backthebirds.ubc.ca](https://backthebirds.ubc.ca). Support our <<TeamName >>, and challenge others to do the same! #UBCBacktheBirds
- Whether you give \$10 or \$100, what matters is that every donation makes an impact. Join me by giving today to our <<TeamName>> for Back the 'Birds, because every gift is powerful when we make them together. [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds
- You've only got <<X>> hours left to back your 'Birds! Show your support for our <<TeamName>> now! [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds #UBCBackTheBirds

### *Social Media Challenge or Match Posts:*

- Can you help? Your gift could be the one to unlock extra money for our <<TeamName>> today! If we reach <<fund criteria>>, <<DonorName>> will give an additional \$<<ChallengeAmount>>. You can give now at [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds
- Double impact alert! Support our <<TeamName>> at [backthebirds.ubc.ca](https://backthebirds.ubc.ca) TODAY and your gift is doubled! It's true! Every dollar = two until we reach our goal of <<Match\$Limit>>. #UBCBacktheBirds
- Your gift today could be worth more than you think! Special Back the 'Birds challenges mean you could be the key to unlock additional money for your favourite team. Let's make a difference together—give now at [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds
- A gift to our <<TeamName>> today means so much more! To celebrate Back the 'Birds, your gift will be matched 1:1 until we reach our goal of \$<<MatchAmount>>, doubling your impact. [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds

*Social Media Challenge unlocked posts:*

- Yes! Together we've made a difference and unlocked <<ChallengeName>>! This means an additional \$<<ChallengeAmount>> will go to our <<TeamName>> from <<DonorName>>. Well done!  
#UBCBacktheBirds
- We did it! Thank you to everyone who donated to Back the 'Birds. With your help, we reached our challenge goal and unlocked an additional \$<<ChallengeAmount>> for our <<TeamName>> thanks to <<DonorName>>.
- <<ChallengeName>> unlocked! Our generous donors just helped to unlock an additional \$<<ChallengeAmount>> for our <<TeamName>>. Thank you everyone who donated! Now let's keep it going. Support #UBCBacktheBirds at [backthebirds.ubc.ca](http://backthebirds.ubc.ca)

*Email:*

**Subject:** Back the 'Birds starts now!

Dear <<Name>>,

Today is the day! Back the 'Birds is back—24 hours to support our varsity teams and student-athletes.

At UBC, we have strength in numbers. Join students, alumni, faculty, staff, and donors to help make Back the 'Birds a success!

It's fun – and easy to show your support. Head to [backthebirds.ubc.ca](http://backthebirds.ubc.ca) and donate to the team or cause that matters to you most. Every gift, whether large or small, is powerful when we make them together.

Then, spread the word using the hashtag #UBCBacktheBirds. You can:

- Share why giving is important to you and amplify your team/cause
- Encourage your friends and family to give
- Post about Back the 'Birds challenges to help unlock additional funds
- Create excitement by sharing updates on how much we've raised throughout the day

Please make a gift and show your support for Back the 'Birds before midnight tonight. Help make a difference for our talented student-athletes and game-changing programs.

Thank you!

[Signature]

Give today at [backthebirds.ubc.ca](http://backthebirds.ubc.ca) | Spread the word using #UBCBacktheBirds

## After Back the 'Birds - share results and say thank you

### *Social Media General Posts:*

- Thank you to everyone who supported Back the 'Birds! Your gift will make a significant difference to our student-athletes and help inspire the next generation of T-Birds. [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds
- Every gift is more powerful when we make them together. Thanks for supporting UBC Back the 'Birds. [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds
- Missed Back the 'Birds? There's still time to give towards the causes that matter most to you. [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds

### *Social Media Team based Posts:*

- Thank you to everyone who supported our <<TeamName>> on Back the 'Birds! Your gift will support <<FundPurpose>>. [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds
- You're amazing! Thanks for donating to our <<TeamName>> on Back the 'Birds and helping us take flight this upcoming season. [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds
- Missed Back the 'Birds? You can still give to our <<TeamName>> or any other team or cause that matters to you. [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds
- Outstanding! Together we've managed to raise <<AmountRaised>> for our <<TeamName>>. Thank you so much for backing the 'Birds! [backthebirds.ubc.ca](https://backthebirds.ubc.ca) #UBCBacktheBirds

### *Email:*

**Subject:** Thank you for supporting <<TeamName>> for Back the 'Birds!

Dear <<Name>>,

I really want to thank you for helping to make Back the 'Birds such a success.

With the help of students, alumni, faculty, staff, and donors, we raised \$<<TotalAmount (based on website)>> in just 24 hours! And I'm excited to announce that our <<TeamName>> raised \$<<TotalTeamNameAmount>>! We're so grateful for your support.

You can view the results of all the teams and causes featured for Back the 'Birds too—check them out at [backthebirds.ubc.ca](https://backthebirds.ubc.ca). You'll be amazed!

I'm so proud of what we've achieved together. With your help, we'll be able to continue to support and inspire the next generation of Thunderbird student-athletes here at UBC. Thank you so much for being a part of it!

[Signature]

## Link to download Back the 'Birds Images and Logos

- Download Back the 'Birds Images and Logos
  - Poster
  - Email Signature
  - Social Media posts
  - Logos
- Make your own Back the 'Birds graphics with our Canva templates.  
[Follow the link to request access](#)

## Back the 'Birds FAQs

Refer to this FAQ to help answer any questions you might get about Back the 'Birds. More FAQs are available on the Back the 'Birds website

### *What is Back the 'Birds?*

Back the 'Birds is a 24-hour fundraising event aimed at maximizing awareness and engagement in the community, while fundraising for causes that will support and encourage all our student-athletes to reach new heights on the national and international stage.

### *How can people get involved?*

Most of the participation is online and where people can give, share messages to boost their favourite Thunderbirds team, and encourage others to participate. In addition to this, to build anticipation and engagement, special challenges will be set throughout the day, that, if accomplished, will 'unlock' additional funds for their team or cause. Everyone can watch the total update in real-time on the Back the 'Birds website – [backthebirds.ubc.ca](https://backthebirds.ubc.ca).

### *What difference can one day really make?*

Days of giving are about the power of many. By joining forces, they can have a greater impact than any one person could on their own. In only 24 hours, donors and supporters can accomplish something great!

### *Why does UBC Athletics have Back the 'Birds Day?*

Back the 'Birds is about more than just philanthropy-it creates a sense of pride in being part of UBC and proud of what our broader community can achieve together. It is also an opportunity to celebrate the contributions donors make to our community.

### *What are the key details for Back the 'Birds?*

- **When:** Tuesday, September 17, 2024
- **Where:** participation is online, visit [backthebirds.ubc.ca](https://backthebirds.ubc.ca) or spread the word using #UBCBacktheBirds.
- **Who:** Everyone can be part of the day. Coaches, parents, student-athletes, and donors can all get involved.
- **How:** Go to <https://backthebirds.ubc.ca> and give to the team or cause you care about most.
- **What do I care about?** Choose from 20 varsity teams and causes that support our student-athletes and game-changing programs.

- **Why:** We only need 24 hours to show the powerful impact we can have as a Thunderbird community!
- **Learn more at:** [backthebirds.ubc.ca](https://backthebirds.ubc.ca) | **Share:** #UBCBacktheBirds