First Star Peer-to-Peer Fundraising Toolkit for Year-End Giving

**Toolkit Includes:**

- Text-to-Give
- Social Media Tags
- Email templates:
  - Day-of email template
  - Thank you email template
- Social media templates:
  - Day-of social media posts (x 2)
  - Thank you social media post
- Text template

**Text-to-Give**

By texting GIVING2022 to 44-321, donors will receive a link to the donation page.

**Social Media Tags:**

Instagram: @firststarinc
Facebook: [https://www.facebook.com/firststar.org](https://www.facebook.com/firststar.org)
Twitter: @FirstStar
LinkedIn: [https://www.linkedin.com/company/first-star-inc-](https://www.linkedin.com/company/first-star-inc-)

Feel free to tag us in your social media posts. And, liking, sharing, and reposting our content is always appreciated and helpful!

**Day-of Email Template:**

Dear friends,

As you may know, I’m a supporter of First Star, a national nonprofit that uplifts communities and creates change by building strong pathways for high school-age youth in foster care to post-secondary education and successful adult lives. Over the past six years, on average, 99% of foster youth who complete the four-year Academy program graduate from high school, and 88% go on to post-secondary education. I am passionate about First Star because (insert 1-2 sentences about your investment in First Star).
Please join me this Giving Tuesday / this holiday season in uplifting the lives of young people in foster care, many of whom have been exceptionally challenged by the pandemic and ongoing inflation. Your support lifts up some of the most vulnerable in our society, and prevents outcomes often associated with foster care, such as homelessness and incarceration. Donations at this time of year will support First Star’s work and our Alumni Microgrants program, which helps our scholars and alumni overcome resource barriers as they pursue post-secondary goals. Thank you for being a bright spot in the lives of our scholars this holiday season.

To donate, please visit the First Star website or text GIVING2022 to 44-321.

Thank you,
Name

Thank You Email Template

Dear friends,

Thank you so much for your support of First Star this Giving Tuesday / holiday season. I deeply appreciate your thoughtfulness and generosity. Your support goes a long way to improving educational outcomes for youth in foster care. At First Star, over the past six years, on average, 99% of foster youth who complete the four-year Academy program graduate from high school, and 88% go on to post-secondary education, and your support makes this possible! Thank you.

I hope you have a healthy and happy holiday season.

Happy New Year,
Name

Day-of Social Media Post (#1)


Caption: Less than 50% of youth in foster care graduate from high school, and less than 10% enroll in college. First Star, an org I love and support, is changing these statistics. For scholars who complete the First Star Academy program, 99% graduate from high school and 88% enroll in college. This program is making a huge difference. Please join me in supporting First Star by donating at https://www.firststar.org/donate/ / donate through link in bio / texting GIVING2022 to 44-321.
Day-of Social Media Post (#2)

**Image:** “#GivingTuesday is here” or “#GivingEveryTuesday” post.

**Caption:** This #GivingTuesday / holiday season, I’m supporting First Star, an org that uplifts youth in foster care. *I’m passionate about First Star because (insert 1 sentence).* Please join me in supporting youth in foster care this giving season! *Donate at [https://www.firststar.org/donate](https://www.firststar.org/donate) / donate through link in bio / Donate by texting GIVING2022 to 44-321.*

Thank You Social Media Post

**Image:** Thank you post

**Caption:** Thank you so much for supporting First Star on #GivingTuesday / this holiday season! Your donations go a long way and make a huge impact on the lives of youth in care. If you haven’t yet been able to support, there’s still time! *Donate at [https://firststar.org/donate](https://firststar.org/donate) / donate through link in bio / donate by texting GIVING2022 to 44-321. Thank you!*