



SUPPORT YOUR SPORT

Leave it all on the field! February 13–17, 2023

OVERVIEW

- **The Support Your Sport Giving Challenge returns February 13–17, 2023!** This campaign invites the BC Athletics community (alumni, students, parents, friends, and staff) to compete in a fundraising challenge for prize funds for the team they're most passionate about.
- 2022's Support Your Sport Challenge saw generations of Eagles come together in support of their squads, with several teams breaking records for fundraising in program history.
- Last year, more than 4,300 donors raised nearly \$1.4M for Eagles and their teams. This year, the stakes are even higher, with more opportunities to win! Give your team a head start by spreading the word and making an early gift!

THE CHALLENGES

\$25,000 Alumni Champion (\$15,000 for Runner-Up)

Team with the highest percentage of student-athlete alumni participation

\$15,000 Recruiting Champion (\$10,000 for Runner-Up)

Team with the highest number of unique, individual donors

\$10,000 Impact Champion (\$5,000 for Runner-Up)

Team with the highest average gift size (minimum 100 donors)

Additional pop-up challenges will be revealed throughout the week, so follow [@BCEagles](#) on social media for the latest updates!

Challenge funds generously provided by Trustee Associate David Griffith '68 and Janet Griffith.

Questions? Email Flynn.Fund@bc.edu.

HOW TO PARTICIPATE

✓ Create an account on GiveCampus

- Visit give.bc.edu and click *Sign Up* at the top of the page.
- Create an account and check your email for a message from GiveCampus with confirmation instructions.
- Already have a GiveCampus account through another institution? You're all set! Your account is usable across all the institutions you support that use GiveCampus.

★ Consider your own gift

- Make your own gift at bc.edu/supportyoursport! It's much easier to ask your BC friends and family to join you in making a gift when you've already done it yourself!

📧 Share and tell your story

- The built-in sharing buttons on the campaign page generate a link that is unique to you. If you share while you're logged in, we can track it and celebrate your impact!
- **Storytelling:** Share your story to help inspire others. Post photos of moments that were joyful, exciting, challenging, or motivating for you during your time at the Heights. Share why that makes you passionate to support your sport.
- **Sample messages:** Customize the sample messages on the next page with your team name, then copy and paste in an email, social media post, or text message.
- **Personal plea:** Film a quick video telling your community why you're excited about the campaign and why others should get involved. Keep it quick, casual, and fun!

Pro-tip: Be sure to use an exciting image for your Facebook, Twitter, and Instagram posts. Feel free to use the Support Your Sport images, logos, and videos as well. Don't forget to use the hashtag #SupportYourSport!

🦅 Offer a match (or challenge)

- Leverage your gift and encourage others to give via a match or challenge.
- Consider restricting your match or challenge by your team (designation), affiliation, or to a list of your friends (by email address) to raise the stakes.

KEY SOCIAL MEDIA PAGES

BC Athletics	Facebook: @BostonCollegeAthletics Instagram: @bceagles Twitter: @BCEagles
BC Team Pages	Search for your team's social pages for team-specific content.
BC Alumni	Facebook: Boston College Alumni Instagram: @bcalumni Twitter: @BCAlumni

SAMPLE EMAIL

Send on: February 13, 2023

Subject line: The Support Your Sport Giving Challenge is back!

Hi **[Name]**,

Boston College's [Support Your Sport Giving Challenge](#) starts today, and our team needs you! This week-long fundraising competition between all of BC's 31 varsity sports will see winning squads receive a share of challenge funds.

Here's how to participate:

- Make your gift by visiting bc.edu/supportyoursport and clicking on our team's page.
- Become a social media advocate to spread the word to your network, using #SupportYourSport!

Last year, more than 4,300 donors raised nearly \$1.4M for Eagles and their teams, and the winners got off to a strong start with generous alumni support and creative messaging. The stakes are high, and every gift gets us closer to becoming champions. I hope you'll join in and help us win!

We are BC!

[Your name]

***Pro-tip:** Add your personal touch to those you have a relationship with. Also, following up with a phone call or text message can be helpful if you don't hear back right away.*

SAMPLE TEXT MESSAGE

Hi **[Name]**, have you heard about the Support Your Sport Giving Challenge yet? We're competing against BC's other teams to win a share of prize funds, which would be a game-changer for our team. Hope you can help us win! Visit bc.edu/supportyoursport to make your gift.

SAMPLE SOCIAL MEDIA POST

- Get in on #SupportYourSport! This week, all 31 BC varsity sports are going head-to-head in a fundraising competition to win a share of the challenge funds. Make your gift today to help **[SPORT]**: bc.edu/supportyoursport
- Show your passion for BC **[SPORT]**! Help us win a share of the challenge funds in the #SupportYourSport Challenge by making your gift at bc.edu/supportyoursport

Sample social media sharing images: [Facebook](#), [Instagram](#), [Instagram Story](#), [Twitter](#)