

RIGHT NOW A CHILD IS WAITING



Big Peter & Little Lance -
2026 Match of the Year

Here's how you can help!

SCAN THE QR CODE

on May 6 & 7 to donate or visit:
[www.staugustinegives.us/organization/
Epic-Community-Services-1](http://www.staugustinegives.us/organization/Epic-Community-Services-1)



AND

PROMOTE GIVING DAY 2026

Use your social media accounts to encourage your friends and family to donate during Giving Day 2026, May 6 & 7.

1. Download Giving Day 2026 social media posts at bbbsstjohns.orgstaugustinegivingday2026.html
2. Following us on Facebook and Instagram

Waiting for someone to show up.

Waiting for someone to listen.

Waiting for someone who believes in them.

Being a kid today isn't easy. Many are navigating anxiety, family stress, academic pressure, and uncertainty about their future. For some, what's missing isn't potential — it's consistent encouragement. It's one steady, caring adult who says, "I see you. You matter. I believe in you."

That's where Big Brothers Big Sisters steps in.

Through carefully screened mentors — **Bigs** — matched one-to-one with **Littles**, BBBS creates professionally supported relationships that change the trajectory of a child's life. A Big isn't just a volunteer. They're a role model. A safe place. A steady presence. And for a child who may feel overlooked or alone, that relationship can mean everything.

But here's the hard truth: there are children on a waiting list right now.

They are hoping someone will say yes.

When you give during St. Augustine Giving Day 2026, you are not just making a donation. You are helping create a match. You are helping fund the training, coaching, and ongoing support that ensures each Big and Little relationship thrives. You are helping provide resources for families who need encouragement and guidance.

Your gift could be the reason:

- A child's grades improve because someone is cheering them on.
- A teen makes positive choices because they have a mentor to call.
- A young person discovers confidence they never knew they had.

This is your chance to stand in the gap.

Don't assume someone else will step up.

Be the reason a child doesn't have to wait anymore.

Give generously during St. Augustine Giving Day.

Help Big Brothers Big Sisters of St. Johns County reach more children, make more matches, and unlock more potential.



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Big Sisters.**
OF ST. JOHNS COUNTY

(904) 829-9986 | bbbsstjohns.org

[BBBSStJohns](https://www.facebook.com/BBBSStJohns) [bbbs_stjohns](https://www.instagram.com/bbbs_stjohns)

Be the reason a child doesn't have to wait anymore.

ST. AUGUSTINE GIVING DAY

MAY 6&7

Because one caring adult can change a life.
And your gift can make that connection possible.

DONUT FEEL GOOD, ST. AUGUSTINE CAMPAIGN

HELP US WIN \$1,500

This isn't about big donations—it's about more people stepping up. Every single donor counts. One gift = one vote.
Objective: Drive the highest number of unique donors on May 7 between 9:00–11:00 AM (ET) to win the \$1,500 prize.

YOUR ROLE: Lead the Charge: You become the face of urgency and credibility—personally activating your network. **Send Social Posts, Emails and text messages** to your network of friends and family.

Campaign Timeline Starts April 26

- Personally text and email 50–100 contacts or more
- Post 2–3 teaser posts on LinkedIn/Facebook/ Instagram
- Secure "I'll donate" pledges

48-Hour Countdown: Mon., May 4th

- Goal: Lock in intent
- Send teaser posts and text messages
- Send Countdown post **Wed., May 6**

Go Time: Thur., May 7 (9–11 AM)

- Post at 8:55 AM (launch post)
- Send direct texts at 9:05 AM
- Post updates at 9:45 AM & 10:30 AM
- Send direct texts 5 minutes later
- Go LIVE or record a quick video if possible

HELPFUL TIPS FOR RUNNING SUCCESSFUL CAMPAIGNS!

Key Message (simple + repeatable)

- Skip your morning donut.
- Change a child's life instead.
- Give \$10. Be counted.
- Be the Strategy That Wins

Lower the barrier:

Ask for \$5–\$15, not big gifts

Repeat urgency:

Time window matters

Go personal:

Texts outperform posts

Go LIVE: or record a quick video if possible

Use micro-influencers:

Ask 5 friends to each bring 5 donors

Optional Boost Ideas

- "I'll match the first 20 donors"
- Quick selfie/video

Local touches that boost results

- Mention BBBS waiting list
- Use "St. Augustine" in every message

Tag local groups:

- Neighborhood Facebook groups
- Local business pages
- Rotary / Chamber connections

Scan QR Code to download

DONUT FEEL GOOD, ST. AUGUSTINE Campaign Kit



CAMPAIGN KIT INCLUDES:

1. **Email** (Send 5–7 days before + morning of)
2. **Social Teaser Post # 1 & Text Message**
"St. Augustine friends - quick favor"
(Send 3–5 days before)
3. **Social Teaser Post & Text Message # 2**
Set you alarm and Share Your impact story (short + emotional)
(Send 2–3 days before)
4. **Countdown Post & Text message**
Donut Feel Good St Augustine - starts tomorrow
(Send day before, May 6th)
5. **Game Time : Day of messages (May 7th)**
LIVE Post & Text Message
Donut Feel Good Challenge is LIVE!
6. **Mid-Push & Text Message**
LIVE Post & Text Message
We're LIVE right now! Video of possible
7. **Final Push & Text Message**
LIVE Post & Text Message
Last Chance

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DONUT FEEL GOOD, ST. AUGUSTINE CAMPAIGN KIT

Email (Send 5-7 days before + morning of)



Email Image: Big and Little playing on the beach with a large inflatable donut

Subject: We need you for 2 hours to change a child's life in St. Augustine

Hello My family & Friends!

On May 7, from 9:00 to 11:00 AM, we have a short window to do something big for kids right here in St. Augustine.

Big Brothers Big Sisters of St. Johns County is competing in the "Donut Feel Good" Challenge during St Augustine Giving Day 2026—and the winner isn't based on how much money is raised. It's based on **how many people show up**. That means \$5 or \$10 gift matters just as much as a \$100 gift. Every single donor counts. And right now, more children in our community are waiting for a mentor than we can serve.

So here's the ask:

Skip your morning coffee or donut on May 7 and give what you can during that 2-hour window.

Be counted. Because when you show up, a child gets closer to having someone who believes in them.

Set a reminder on your calendar on May 7 | 9–11 AM

Give here: <https://www.givingday.us/organization/Epic-Community-Services-1>

If you've ever thought about making a difference locally, this is one of the simplest and most powerful ways to do it.

Thank you for being part of what makes St. Augustine stronger.

—Your name

**HEY FRIENDS & FAMILY
WE NEED YOUR HELP!**



Post #1 Image: A donut with the caption: "We need your help!"

Social Teaser Post # 1 & Text Message (Send 3–5 days before)

SOCIAL TEXT: *St. Augustine friends - quick favor On May 7 (9–11am), I'm helping Big Brothers Big Sisters of St. Johns County win \$1,500 for local kids. The catch? It's not about how much you give—it's about how MANY people give. Would you be willing to donate \$10 during that time? The price of coffee and donuts.*

#DonutFeelGood #StAugustine #givingday2026 #bigbrothersbigsisters

TEXT MESSAGE BLAST (Most Important)

Hey! Quick favor—Big Brothers Big Sisters is competing for \$1,500 for St. Augustine kids on May 7 from 9 to 11 AM. The focus is on the number of donors rather than the total amount donated. Can you donate \$5 or \$10? It only takes 30 seconds!

I'll send a reminder. Your support will help a local child get a mentor. Thanks!

Give link for May 7: <https://www.givingday.us/organization/Epic-Community-Services-1>

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DONUT FEEL GOOD, ST. AUGUSTINE CAMPAIGN KIT



Post #2 Image:

An impact story in donut font.

Social Teaser Post & Text Message # 2 (Send 2–3 days before)

Caption: Skip the donut. Change life.

Share Your BBBS impact story (short + emotional) (Why you support BBBS)

#DonutFeelGood #StAugustine #givingday2026 #bigbrothersbigsisters

Link to give on May 7 from 9 to 11 am: <https://www.givingday.us/organization/Epic-Community-Services-1>

Text Message Blast (Most Important)

Hey! Me again, just a friendly reminder about helping my cause—Big Brothers Big Sisters is competing for \$1,500 for St. Augustine kids on May 7 from 9 to 11 AM. The focus is on the number of donors rather than the total amount donated. Can you donate \$5 or \$10? It only takes 30 seconds! Your support will help a local child get a mentor. Thanks!

Link to give on May 7: <https://www.givingday.us/organization/Epic-Community-Services-1>



Countdown post image:

A donut-shaped alarm clock with the caption: "Set your alarm!"

Countdown Post & Text message (Send day before, May 6th)

Donut Feel Good St Augustine - starts tomorrow

Caption: Tomorrow, the day for my St. Augustine family and friends to show up.

From 9–11am, every single donor counts toward \$1,500 for kids in our community.

Skip the donut. Change life. Set your alarm. I'll post the link again in the morning.

Give tomorrow between 9 and 11 am, <https://www.givingday.us/organization/Epic-Community-Services-1>

#DonutFeelGood #StAugustine #givingday2026 #bigbrothersbigsisters

Text Message Blast (Most Important)

Hey! Me again, just a friendly reminder about helping my cause—Big Brothers Big Sisters is competing for \$1,500 for St. Augustine kids on May 7 from 9 to 11 AM. The focus is on the number of donors rather than the total amount donated. Can you donate \$5 or \$10? It only takes 30 seconds! Your support will help a local child get a mentor. Thanks!

Give tomorrow between 9 and 11 am, link: <https://www.givingday.us/organization/Epic-Community-Services-1>



Game-time post image: A happy donut with the caption: "Donut feel good challenge is live!"

Game Time : Day of messages (May 7th) Send at 8:55am

Caption: IT'S ON, ST. AUGUSTINE! From now until 11am, every donor counts—any amount. \$5. \$10. It all matters.

Help us win \$1,500 for local kids waiting for mentors. Don't wait, this is only 2 hours.

Give now: <https://www.givingday.us/organization/Epic-Community-Services-1>

#DonutFeelGood #StAugustine #givingday2026 #bigbrothersbigsisters

Text Message Blast (Most Important)

Hey! IT'S ON,— Please help Big Brothers Big Sisters win \$1,500 for St. Augustine kids

DONATE RIGHT NOW (9–11am). It's based on number of donors, not amount. Can you give \$5 or \$10? Takes 30 seconds:

<https://www.givingday.us/organization/Epic-Community-Services-1>

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DONUT FEEL GOOD, ST. AUGUSTINE CAMPAIGN KIT



Halfway post Image:

Man eating a donut and looking at phone

Mid-Push & Text Message (Send at 10 am)

Use image or make a live video if possible

Caption: *We're halfway there, St. Augustine If you've been meaning to give—now's the time.*

Every single donor gets us closer to \$1,500 for local kids. Any amount. It's based on number of donors, not amount.

Can you give \$5 or \$10?

Takes 30 seconds. CLICK NOW : <https://www.givingday.us/organization/Epic-Community-Services-1>

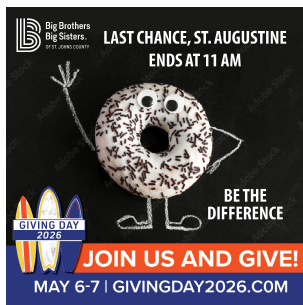
#DonutFeelGood #StAugustine #givingday2026 #bigbrothersbigsisters

Text Message Blast (Most Important) 10 am text

We are half way there. If you haven't already given, — Please help me help Big Brothers Big Sisters win \$1,500 for St. Augustine kids.

It's based on number of donors, not amount. Can you give \$5 or \$10? Takes 30 seconds: DONATE RIGHT NOW (9–11am).

CLICK NOW : <https://www.givingday.us/organization/Epic-Community-Services-1>



Final post Image:

White donut person on black background that is frantic to get your attention

Final Push & Text Message send at 1030 am

Caption: *Last Chance, St. Augustine If you've been meaning to give—now's the time.*

Every single donor gets us closer to \$1,500 for local kids.

Takes 30 seconds. Any amount. It's based on number of donors, not amount. Can you give \$5 or \$10?

CLICK NOW : <https://www.givingday.us/organization/Epic-Community-Services-1>

#DonutFeelGood #StAugustine #givingday2026 #bigbrothersbigsisters

Text Message Blast (Most Important)

Last Chance! To help BBBS win \$1500 in the ST augustine Giving Day 2026 contest. You'd really be helping a local child get a mentor

DONATE RIGHT NOW \$5, \$10 or anything you can. It takes 30 seconds.

Click NOW! <https://www.givingday.us/organization/Epic-Community-Services-1>

#DonutFeelGood #StAugustine #givingday2026 #bigbrothersbigsisters



Thank you post image:

Animal shape donuts with big eyes and sprinkles on the table.

Thank You! Send after 11 but before NOON

Caption: *Hey, Friends and family, Donut feel good to help kids in our community!*

Thank you to everyone who has stepped up to donate and support Big Brothers Big Sisters of St. Johns County in our effort to win

\$1,500. You're making a real difference! Keep an eye on the Big Brothers Big Sisters of St. Johns County Facebook page to see if we

won! YOU can still give! Click link: <https://www.givingday.us/organization/Epic-Community-Services-1>

Text Message Blast

Thank you to everyone who has stepped up to donate and support Big Brothers Big Sisters of St. Johns County in our effort to win

\$1,500. But you can still give to BBBS . click link: <https://www.givingday.us/organization/Epic-Community-Services-1>

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