

## Hello Team Captain:

Thank you for being part of Gateway Public School's **2022 Alumni Trivia-Thon** in support of our 800 exceptional students and 100 educators who make our classrooms incredible.

This event has raised an impressive \$15,000 so far and we're excited to bring it back this year in person at the San Francisco Athletic Club with the same goal: to support the rigorous curriculum, supportive services, and extracurricular programs our students receive at *no cost* to their families. Your fundraising will also support our ambitious effort to increase teacher salaries to a livable and fair wage, as well as Gateway Impact, our initiative to serve as a positive force in public education beyond our walls.

## A quick overview:

- You put together a team of 4 or 6 players – only you have to be Gateway alum!
- Your team collectively fundraises *at least* \$1,000 (4 players) or \$1,500 (6 players). The more you raise, the more perks for your team!
- **You join for the Trivia-Thon on Thursday February 10, 2022 at San Francisco Athletic Club located at 1750 Divisadero Street.** The event will take place outside in a heated tent area and you can park in our GHS parking lot.
- You and your team will get an open bar, dinner, time with beloved Gateway faculty and staff, and an appearance from Geary the Gator!

Your support as a team captain and the support of your teammates is critical to the success of the event, and the funds raised for our students' future education, careers, and first steps toward adulthood.

## To get started, visit <https://give.classy.org/gpstrivia>:

- Click Start or Join a Team
- Select Start a Team - follow the prompts to set up your individual and team page, including coming up with a clever team name!
- Send the event link to your teammates:
  - ◆ They will click Start or Join a Team
  - ◆ Then Join a Team - they'll select your team name from the dropdown menu
  - ◆ They'll set up their personal fundraising page as a member of team

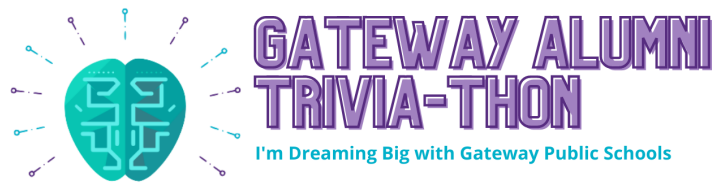
**Each team member should have their own fundraising page.** Donations can be made directly to the team page or to team member's pages; it's all the same bucket.

## The next couple pages have everything you need to get started with fundraising:

- Setting your team's fundraising goal
- Tips for fundraising
- Sample emails and social media posts for fundraising

Thank you again for your incredible support and being part of the Trivia-Thon! Please don't hesitate to reach out with questions or if you need support at any step of the way.

Alexandria Wyllie, Community Engagement Manager, [awyllie@gatewaypublicschools.org](mailto:awyllie@gatewaypublicschools.org)



## Setting Your Team's Fundraising Goal

This is a fundraiser for Gateway and your team is helping us get to goal!

Teams of 4 need to raise at least \$1,000 and teams of 6 need to raise at least \$1,500. That's \$250 of fundraising per team member. Your team must hit the \$1,000/\$1,500 team goal by February 9 in order to participate in the Trivia-Thon on February 10.

### How to Quickly and Easily Raise \$250 Each:

- You can make a personal donation to your team
- Post your goal on social media and email friends and family to ask for their support
- Check if your company does matching donations and/or sponsorships

### If you donate \$25 and you can get 9 other people to donate \$25, you will hit your \$250 goal!

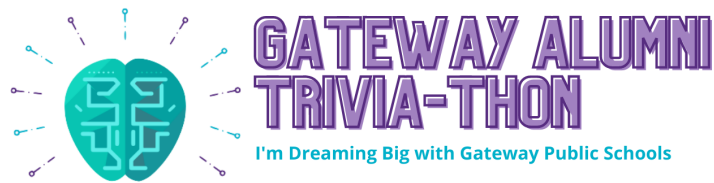
All donations are fully tax deductible! We are a 501(c)(3) nonprofit organization, tax ID 94-3278357.

## Tips for Fundraising

- **Let people know what you're fundraising for.** Donations to this event directly impact the lives of public school students and help sustain the future of Gateway Public Schools.
- **Tell your personal story to connect with your donors** — why are you fundraising to support Gateway? Are you an alumni? Are you passionate about public education? Do you believe every student deserves a high quality education?
- **Use multiple channels of communication** to reach as many of your contacts as possible:
  - Email for longer explanations
  - Text message to copy paste info and get information out quickly
  - Facebook to link to your team's page and share more information about the event
  - LinkedIn to share your community work with your professional network
  - In person for the emotional appeal
- **Be specific.** Tell your contacts your fundraising goal and how much you hope they'll give. Include suggested amounts with your request (\$50, \$100, etc.)
- **Let them know their donation is tax deductible.** Gateway is a 501(c)3 tax-exempt organization and their gift is tax deductible. Our tax ID is 94-3278357.
- **Ask your network to look into company matching gifts!** Anyone who donates to your team might be eligible for a matching donation through their employer. This is an easy way to double your fundraising. We can add these gifts offline to show up in your team's total!

Please Note: **A donation to a trivia team is not admission to the event on February 10, 2022.**

Active fundraising members of your trivia team have admission to the Trivia-Thon.



## Sample Email Content for Fundraising

**You can use any and all of this content in building out your own outreach email.**

Dear Friend:

I'm Dreaming Big with Gateway this year!

I started/joined a fundraising team for Gateway's Trivia-Thon in support of the 800 students, 100 educators, and an incredible mission to support every learner and send them on a path to post-secondary success.

[Insert your personal statement -- you attended Gateway, the impact the community had on your high school experience, what you're doing today, etc.]

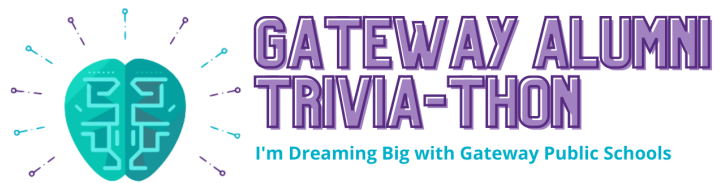
It's important to me that our San Francisco community knows the critical work Gateway is doing for students who cannot access San Francisco's private schools, who need 1:1 individualized learning, and who need services like onsite mental health counseling. I'm following Gateway's motto of *Stepping Up, Doing Right and Dreaming Big* and joining the 2022 Alumni Trivia-Thon to be part of the amazing work happening at Gateway.

Our team's goal is to raise [INSERT \$1,000, \$1,500 or MORE!] as part of the event's overall goal of raising \$15,000 to directly support Gateway Middle and Gateway High students. Every dollar goes to Gateway's classrooms, extracurricular programs and student support services.

Please support me and my team in reaching our goal, and in turn, supporting every Gateway's students' goal of graduating high school and entering the postsecondary world with college and career plans.

A donation of any amount — \$25, \$50, \$100 or \$500 — helps ensure the future of Gateway's schools, programs and student supports. This is a community effort and every bit helps!

Visit my team's page here to make your donation now: [INSERT YOUR TEAM'S LINK FROM CLASSY]



## Sample Social Media Content for Fundraising

You can use any and all of this content for your social media sharing.

### **FACEBOOK + LINKEDIN + INSTAGRAM**

Note: Gateway doesn't have an active Instagram account, but it is still a good place for you to share

**Tags:** #gateway #2022trivia #whichwaygateway #dreambigtogether

**Link your post to:** <https://give.classy.org/gpstrivia> (You can add this link to your bio or linktree)

Join me and my team [INSERT TEAM NAME] in supporting @gatewaypublicschools 2022 Trivia-Thon! Your gift gets us a spot to compete for the grand prize trophy at this year's Trivia Night, and more importantly, supports Gateway's incredible mission and public school students and teachers right here in San Francisco.

### **Consider:**

- Sharing photos of you at Gateway
- Tagging friends who have supported your team
- Adding a gifhy to your post
- Asking friends and family to place bets on your team winning trivia

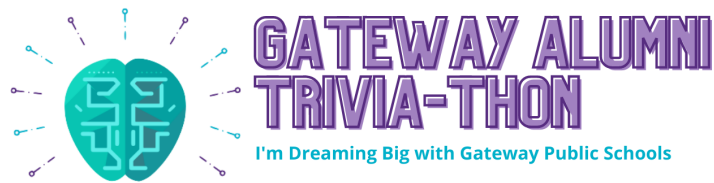
### **TWITTER**

**Tags:** #gateway #2022trivia #whichwaygateway #dreambigtogether

Support my 2022 Trivia-Thon team with a donation today and make an impact on Gateway Public Schools' students, teachers and public school mission! @supportgateway

@supportgateway and my 2022 Trivia-Thon team with a donation today:  
<https://give.classy.org/gpstrivia>

I'm fundraising to @supportgateway and compete for the 2022 Trivia-Thon grand prize trophy! Give today: <https://give.classy.org/gpstrivia>



## More About Gateway

### You can share any and all of these facts/stats with your community!

Gateway's mission is to prepare a broad range of learners for success in college and beyond by combining a rigorous academic program with an approach where the individual talents, strengths and needs of our learners are identified and supported.

Gateway is a 501(c)(3) nonprofit organization - 100% of what your team raises goes *directly* to our students. Learn more about Gateway here: [www.gatewaypublicschools.org](http://www.gatewaypublicschools.org)

A little more about Gateway:

- Nearly 30% of Gateway students have a diagnosed learning difference. This ranges from attention deficit disorder to dyslexia to an autism spectrum diagnosis.
- More than 45% of students start at Gateway with below grade-level reading and math skills.
- Our students come from all over San Francisco; more than 60% are from under resourced neighborhoods.
- We believe that every student is capable of learning and achieving great things.
- Our classrooms are 40% smaller than a typical public school in San Francisco, with an average class size of only 25 students and 2 teachers.
- We offer more honors and AP courses than most high schools in the City.
- We have an in-school college and career prep course that ensures every student applies to colleges, universities and technical training schools.
- In the past 20 years, 98% of our kids have graduated high school (that's nearly double the statewide rate!) and 96% have gone on to college.
- As public schools, Gateway provides a life-changing program at **no cost** to families.