



Your Role

As a Bless The Badge Champion, you're instrumental in fueling our mission.

Your primary role is to **invite 10 people to give \$25–\$100 during the 24-hour challenge. Every gift is matched, so your ask doubles their impact.**

Use this QR code, then select *Fundraise* to set up your Champion page for sharing.



Our Goal

Our ambitious goals for the 2026 Giving Challenge are:

- **150+ Donors:** Expanding our base of support
- **\$15,000 Raised:** Directly funding vital programs
- **\$30,000 Impact:** Every gift doubled through matching funds

Champion Incentives

Your efforts will be rewarded! Here's how you can win:

- **5 Donors:** Exclusive Bless The Badge T-shirt
- **10 Donors:** \$50 Gift Card to the Bless The Badge Shop
- **15 Donors:** \$75 Gift Card to the Bless The Badge Shop
- **20 Donors OR \$1,500 Raised:** \$100 Gift Card to the Bless The Badge Shop

Team Bonus: If we reach **150 donors**, every Champion with 5+ donors earns a bonus reward

How You Win

Champions who succeed don't just post, they personally ask.

Success comes from engaging your network and inviting people into something meaningful.

- **Personalize Your Ask:** Share why this mission matters to you
- **Invite, don't just post:** Texts and DMs outperform social media
- **Follow Up:** A simple reminder makes a big difference

Message Scripts

Use these as a starting point - make them sound like you.

Initial Ask:

- Hey [Name]! I'm part of a 24-hour campaign supporting law enforcement families.
- I'm inviting 10 people to give \$25-\$100 - would you be one of them? Every gift is matched.

Live Message:

- We're live! For the next 24 hours, every gift to Bless The Badge is matched.
- Would you be willing to give \$25-\$100? [Link]

Follow-Up:

- Hey [Name], quick follow-up - today's the last day and gifts are still being matched.
- Would love for you to be part of this: [Link]

Game Plan

Before Launch (NOW through 4/14):

- Identify your 10-15 people
- Send your initial messages
- Set up your Champion page

Launch Hour (4/15 at 12 PM):

- FIRST HOUR = MOST IMPORTANT
- Send your link immediately
- Follow up with quick replies
- Share once on social

Diamond Hours (9-10 PM & 9-10 AM):

- Re-engage your network
- Send reminders
- Share impact + urgency

Final Push (4/16 9 AM-12 PM):

- Send final follow-ups
- "We're close - can you be one of the final donors?"
- Thank your donors