

# DOUBLE YOUR IMPACT!

In an effort to expand our network and recruit more Bigs, we are kicking off the **Double Your Impact** Campaign. As a current Big, we greatly appreciate the support you give to your Little. How great would it be to have the same impact on another Little on our wait list? Well, now you can! Recruit another Big, and **Double Your Impact!** We successfully match and support 400 matches a year, however, we still have 137 kids waiting for a Big of their own and we need your help to close the gap!

## *Why You?*

- *72% of new volunteers learn about BBBSW through word of mouth!*
- *Who better to talk about what we do, but you, the ones doing it! You are our best ambassadors!*

## *How?*

### **Organize a BIG RECRUITMENT Event**

You would gather your network and talk to them about your experience as a Big and how it has impacted your life. We would be there to answer questions, distribute materials, and give background about the organization.

This could be facilitated as a...

### **LUNCH AND LEARN AT YOUR OFFICE**

Invite coworkers and other people in your building to learn more about becoming a mentor. Do not limit it to just your coworkers; invite others businesses in your neighborhood to share the message and reach potential Bigs.



# HAPPY HOUR

## HAPPY HOUR

Invite your network and talk to them about your experience with BBBS and as a Big! Based on your group size, we have a list of happy hour venues to accommodate us and offer special deals. Also, we have a limited budget to assist with food.

## HOME HANGOUT

Invite your network and talk to them about your experience with BBBS and as a Big! Host a brunch, movie night, or tailgate party. Also, we have a limited budget to assist with food.

## Who's in Your Network?

- Family
- Friends
- Neighbors
- Significant others
- Businesses you often frequent
- Rec league teammates
- Friends from Congregation
- Work associates
- Fellow Greek Life Members
- Your mentor/ mentee
- Members of your professional group



To get started planning a BIG RECRUITMENT Event,  
contact [AnneMarie.Veneroni@bbbswashtenaw.org](mailto:AnneMarie.Veneroni@bbbswashtenaw.org)