



## Language you can use to describe Breakthrough

Breakthrough creates a path through college, beginning in middle school, for students from low-income communities who will be the first in their families to earn a college degree.

Breakthrough does whatever it takes to help our students beat the odds to become first-generation college graduates. We make a commitment to each of our students for 12 years to successfully guide them and their families through the long and complicated process of preparing for, enrolling in and completing college. We believe that by providing innovative out-of-school learning and individualized case-management to students and their families, we can replace the cycle of poverty with self-sufficiency.

***Be sure to say what Breakthrough means to you and encourage your audience to help you raise funds for Breakthrough! Here's a sample of a fundraising page from one of our previous Amplify Austin fundraisers:***

"I grew up in East Austin, am the youngest of four children, and I was the first in my family to graduate from college. I got my BA from Texas Lutheran University and later got my MS in Organizational and HR Development from Abilene Christian University. I know that obtaining a degree can change your life and alter the trajectory of your family. If I am successful, then WE are successful. I whole-heartedly believe that. I also believe in the value and acknowledgement of interdependence. We must educate our kids because they will eventually sit at decision-making tables across the nation and we need them to be fully prepared when given that opportunity and responsibility.

One thing that makes Breakthrough Central Texas unique, is that we commit a Breakthrough staff member to case manage and work with each student in middle school, high school, and into/through college.

**\*\*We work with students 6 years AFTER high school graduation and no other Breakthrough organization does that!\*\***

Help us maintain our momentum and expand our support services for our students and communities. Help us share knowledge and educate families to encourage their kids to go to college and make positive changes in the world. Whether you have a lot or little, every penny is appreciated. Sharing my link is also another easy way to show support. If you have any questions about what I do or would like to know more, please don't hesitate to contact me. Thank you, in advance, for the positive vibes and support. Have



an excellent day.

## Sample E-mail Language

### **Encourage your network to schedule their Amplify donation**

I am thrilled to be fundraising on behalf of Breakthrough for Amplify Austin 2019 – a city wide giving day that offers a fun, exciting, and incentivized way of giving to Austin community causes you care about. Join me as I help Breakthrough support students on the path to becoming first-generation college graduates.

#### ***(INSERT YOUR FUNDRAISER PAGE LINK)***

Set a calendar reminder now for 6pm on February 28 to notify yourself of the 24-hours to give back where it counts. OR you can make it even easier and forget about a calendar reminder and schedule your donation TODAY! "Set-it and forget it," and be a part of this exciting effort with me on February 28 – March 1.

### **Encourage your network to give on Amplify Day**

Breakthrough believes that all students deserve to go to college, regardless of where they live or their families' financial situation. This year, more than 1,900 students across Central Texas will rely on Breakthrough to guide them on their path to becoming first-generation college graduates.

#### ***(INSERT YOUR FUNDRAISER PAGE LINK)***

Please join me for Amplify Austin's 24 hours of giving and help amplify college dreams. A gift of \$25 provides Breakthrough students with access to after-school tutoring, bus passes to attend out-of-school programming and funds ACT/SAT registration fees. A gift of \$50 pays the application fee for a student to apply to college! Every little bit helps our student achieve their goals of being the first in their families to graduate from college. Thank you for your support!

### **Thank your donors after Amplify**

Thank you! With your support Breakthrough raised \$xx,xxx to support first-generation college goers. This wouldn't have been possible without **YOUR** support! Your generosity is supporting over 1,600 students on their path to college graduation and is transforming the lives of our students, their families, and our community for generations to come.



## Sample Social Media Language

### Leading up to Amplify

- Join me in becoming part of Austin's history! One month from today we can help Amplify Austin! **(INSERT YOUR FUNDRAISER PAGE LINK)**
- I've accepted the challenge to help Breakthrough raise \$20,000 in 24 hours to support their more than 1,900 students. Help me amplify college dreams! **(INSERT FUNDRAISER PAGE LINK)**
- More than 1,900 Breakthrough students and their families use Breakthrough as their guide on the path through college. Support Breakthrough students and their dreams of becoming first-generation college graduates. **(INSERT YOUR FUNDRAISER PAGE LINK)**
- Build a better Austin by giving back! Donate during the 6th annual Amplify Austin Campaign. Give back to our community through my fundraising page and amplify college dreams. Click here **(INSERT YOUR FUNDRAISER PAGE LINK)** and schedule your donation today.

### Amplify Day (February 28 – March 1)

- SET YOUR WATCHES! At 6pm go to **(INSERT YOUR FUNDRAISER PAGE LINK)** and join me in amplifying Austin through Breakthrough!
- I've accepted the challenge to help Breakthrough raise \$20,000 in 24 hours to support their more than 1,900 students. Help me amplify college dreams! **(INSERT FUNDRAISER PAGE LINK)**
- It's time to Amplify Austin! Go to **(INSERT FUNDRAISER PAGE LINK)** and give today!
- Friends and family, we have until 6PM to Amplify Austin. Go to my fundraising page to donate to Breakthrough!

### Post Amplify

- Thanks to you Breakthrough raised \$xx,xxx in 24 hours to support their students on the path through college!
- Together we raised \$xx,xxx to amplify college dreams! Thank you!!
- I'm so proud to have been part of Amplify Austin. As a community we raised over \$xx million dollars to support all of the amazing work that is going on in our community. Thank you for playing your part!



## Additional Tips

### **Social Media Tips**

- Breakthrough's Facebook: [facebook.com/Breakthrough.CTX](https://facebook.com/Breakthrough.CTX)
- Breakthrough's Twitter: @BreakthroughCTX
- Hashtag: #AmplifyATX
- Here are some additional ways you can contribute to our conversation: 'like' our page, 'like' a post, post a comment to the page, share a post with your network.
- Make sure to include a link to your fundraising profile in all social media posts.
- When mentioning Breakthrough on social media make sure to 'tag' us in your post. That way more people will see your message!
- Don't forget to send out posts and e-mails about what Breakthrough means to you.
- You will be able to see who has donated through your fundraising page on your donor account. Be sure to thank them as their gift comes in to ensure they give again next year!

### **Meaningful Statistics**

- Breakthrough is growing rapidly; we will serve more than **3,000** Central Texas students by 2023.
- **99%** of Breakthrough students graduate high school on time, compared to 83% of similar peers
- **90%** of students stay in Breakthrough from 6th grade through college
- **90%** enroll directly into college, compared to 44% of similar peers in Central Texas
- Breakthrough students graduate from college at **7X** the rate of similar peers.