

Copy

Client: Big Brothers Big Sisters of Greater Miami
Re: Marketing –Match Maker **Brochure**

Scope of Work

Big Brothers Big Sisters of Greater Miami has engaged Galvin and Associates to provide copy for its "Match Makers" fundraising campaign. Target audience is first-time donors, male & female 20-40, including those who have participated in the Big mentoring program.

Brochure Format

4"x9" opening up to 8"x9" with a perforation at the fold printed 4C. Cover and inside front cover are the pitch. Inside back cover is the donation form (recipient is instructed to detach the form and mail it in a #10 envelope). Back cover is BBBS Miami information.

Cover

It only takes a Little To give Big

Be a Match Maker.

*For less than a dollar a day,
You help our Bigs help Miami's Littles*

Big Brothers Big Sisters of Greater Miami (logo)

Inside Front Cover

Do your part to transform the lives of our children.

The Big Brothers Big Sisters mentoring program helps thousands of Miami's kids see that their life is full of positive potential.

We call our volunteer mentors "Bigs." We call our kids "Littles." Our Bigs build relationships with Littles one-on-one, in casual, low-cost/no-cost activities. As trust develops, Bigs become role models for what a successful adult can be.

Mentoring works. Our Littles have higher graduation rates than the general population and four times higher graduation rates than at-risk kids. As a community, we all benefit from helping our kids lead productive lives.

We'd like to call you a "**Match Maker.**" For less than a dollar a month, you can help us match a Big to a Little in need of guidance. Your tax-deductible donation* goes directly to supporting our mentoring program.

It's only a little out of your pocket. But your donation will have a major impact. Fill out the attached pledge form and mail it in today!

* Contributions to Big Brothers Big Sisters of Great Miami are tax-deductible to the extent permitted by law. If you have any questions about donating to us, please call (305) 644-0066 or email us at info@bbbsmiami.org



Inside back cover

BBBS Miami Match Maker Pledge Form

Detach and mail this pledge card to:

BBBS Miami
701 SW 27th Avenue Suite 800
Miami FL 33135

Yes! I want to help children in Miami by making a donation that will match a child with a mentor!
Match Maker Monthly Gift Donation Amount: \$.95 per month. Amount over 12 months: \$11.40

Payment & Billing

* Denotes a required field

Payment Information

Total Amount*
Card Type* Visa MasterCard American Express
Card Number*
CVV2*
Expiration Month*
Expiration Year*

Billing Information

Title*
First Name*
Last Name*
Address*
City*
State*
Zip Code*
Country*
Email*
Phone*
Website

Comments

If you are making an honorary or a memorial gift and you'd like us to send a card to your friend or loved one, indicate their name and address. We will not disclose the amount of your gift.

Name
Address

Tax Deductibility

Contributions to Big Brothers Big Sisters of Great Miami are tax-deductible to the extent permitted by law. If you have any questions about donating to us, please send us an email or call (305) 644-0066. To send your gift by mail, make your check payable to "BBBS of Greater Miami" and mail to 701 SW 27th Avenue, Suite 800, Miami FL 33135. Thank you!

To Pledge Online or by Phone

Go to our website (www.wementor.org) and choose the easy monthly payment option.
You can also call BBBS Miami at (305) 644-0066 to charge your donation by phone.

Thank you for your generosity!

Big Brothers Big Sisters of Greater Miami (logo)

Back cover

Big Brothers Big Sisters of Greater Miami is a nonprofit organization serving Miami-Dade County communities, and is the Southern Florida chapter of a national organization. We currently serve some 2,000 kids and have a waiting list of 1,000 more. Our Littles come from a variety of backgrounds and socio-economic levels in neighborhoods all across the county. All our Littles **choose** to be in the program. Regardless of their background, they seek the friendship and mentoring of a caring adult.

Without our help, thousands of young people in our community will be denied the opportunity to realize their potential because of circumstances that are beyond their control.

As a full-service community organization, Big Brothers Big Sisters Miami also provides services and referrals for families for whom we are not able to provide a mentor.

Big Brothers Big Sisters of Greater Miami

701 SW 27th Ave., Suite 800 Miami, Florida 33135 | **Phone** 305-644-0066 | info@bbbsmiami.org

Office Hours: Monday-Friday 9:00am - 5:00pm