

Board Member Content Samples
Email/Social Media Use
Objectives: Donations/Contributions

US social media handles

- **Instagram:** @ustheatreco
- **Facebook:** @theunusualsuspectstheatrecompany
- **Twitter:** @USTheatreCo

Social Media Tools & Tips

- Overall Social Media “Rules”:
 - **Event hashtag:** #UnUSualCreateAThon
 - Only use on Instagram & Twitter, no hashtags on Facebook
 - Accessibility – **Capitalize first letter of each word in hashtag** to ensure screen readers can read the hashtag as intended.
 - **Tag everyone**
 - Teammates, Unusual Suspects, the coffee shop you’re performing in, any and everyone with a social media presence linked to your appeal so they can share to their audiences.
 - **Be brief, be bold, be gone**
 - Concise and powerful copy
 - Video wins
 - Caption your video content
- Instagram
 - Our top platform for engagement. If you only use one social platform, **use Instagram**.
 - Place hashtags in **first comment** instead of in your caption for increased engagement.
 - First Comment (hashtags):
 - #UnUSualCreateAThon #LosAngeles #TheUnusualSuspects #BeUnusual #Community #NonProfit #Creativity #ArtMatters #MakeADifference #MakeSomething #Fundraising (feel free to add relevant to your fundraising #haiku #playwright #songwriting, etc)
 - Please include **“see link in bio”** and put your fundraising page link in your bio, instead of trying to include the link in the copy!
- Facebook and Twitter
 - No hashtags on Facebook as it negatively impacts your engagement
 - Link to Usual Suspects FB page in all posts.
 - Use event hashtag on Twitter
- Copy Suggestions/Options
 - I just made my donation to **@The Unusual Suspects (link to US on each platform)** for their #UnUSualCreateAThon towards their overall goal of raising \$300K.
 - I serve on the Board of this amazing nonprofit organization on the front lines of social justice, which has been providing transformational theater arts education to under-resourced and incarcerated youth and families for close to 30 years.

- o We've seen remarkable changes in our participants over the years - from a formerly incarcerated youth coming full circle to join our board, to a young student trapped by the confines of the pandemic while suffering through chemo, whose only outlet and source of joy has been our virtual programming.
- o Founded in 1992 in response to the L.A. Uprising, The Unusual Suspects was created to give a voice to the disenfranchised and we continue to offer a safe-place for self-expression and healing, a critical need right now.
- o During the pandemic we have continued offering under-resourced and incarcerated youth high-quality theatre arts education virtually, serving nearly 1,000 participants.
- o As the world changes towards more digital operations and a post-COVID world, **we need your help** to keep our virtual programming going for the hardest hit communities in Los Angeles
- o As we continue to see the impact of the pandemic on our low-income communities, we need these funds now more than ever before.
- o So, to keep the arts alive, I will be creating something special ...and creative and you get to follow along as I do it.
- o I (or @tag your teammate and say 'We') will be XXX {Insert goal here} AND with every donation, you will inspire me {or 'us', if a team} to keep working towards finishing my {or 'our' if a team} creation AND you will help me {or 'us', if a team} reach my {or 'our', if a team} personal goal of raising \$XXX!
- o Can you help me {or 'us', if a team} reach our goal and join me in supporting The Unusual Suspects TODAY?
- o Click {Insert your personal page link} to donate NOW!"

Email Tips and Tools

- o **Be brief, be bold, be gone**
- o While you **can** write more, do you need to?

Suggested Email Blurb for donor outreach (use with infographic or any tools from board resources):

Dear Friend,

I am writing to you as a proud Board Member of The Unusual Suspects Theatre Company (US), a Los Angeles based, theatre-arts driven 501c3 nonprofit organization on the front lines of social justice.

I [or “we are” if a team] am/are thrilled to be participating in US’s 2nd Annual **Virtually UnUSual Create-A-Thon** as they raise \$300,000 for their vital work!

Throughout the pandemic, those on the front line have been asked to pivot and get creative in how they provide support. It’s time we do the same.

I’m getting creative in order to raise funds for The Unusual Suspects and fuel their mission to mentor, educate, and enrich youth in under-resourced communities through the creation of collaborative, original theatre.

I will be **[INSERT YOUR CREATIVE GOAL HERE, WHETHER IT’S WRITING SOMETHING ORIGINAL, DRAWING SOMETHING OR PERFORMING]** to raise money to cover the cost of these worthwhile programs that served almost 1,000 individuals last year during a global pandemic — including neurodivergent students, foster youth, struggling parents, English Language Learners, and incarcerated minors. For nearly 30 years, their award-winning, participant-driven theatre-arts programs, centered around storytelling through the page and stage, have empowered youth and families in Los Angeles, going beyond the reach of a typical arts education workshop to provide vulnerable participants with hope and confidence and develop a strong sense of agency over their own lives. In conjunction with county and state approved curriculum custom-developed in-house, US teaches youth to write, direct, and perform their stories, uncensored and in their own voices. The outcomes for participants are lasting and life-changing, fostering academic, social, and emotional growth.

PERSONAL CONNECTION HERE – In honor of xxx (name) or because xxx (your personal connection to the mission, such as ‘because I believe in the power of the arts to heal which is vital to our youth at this time’), I would be so grateful if you would click the link below to make a TAX-DEDUCTIBLE DONATION to help me meet my personal fundraising goal of \$XXX - - and stay tuned as I share my progress towards my [CREATIVE] goal!

I know there are many worthy causes to donate your money to, but I’m asking that you contribute to this because of the difference it makes in the lives of under-resourced youth and families in LA.

Please join me in making your tax-deductible gift TODAY at **[YourPersonalURL]**

Thanks so much for taking the time to read this and for donating generously! Remember, no donation is too small or too large. Every little bit gives a child or parent in need the chance to participate in US's programs.

With endless gratitude,

[Your Name]

Odds & Ends to include in your fundraising efforts:

- Click [HERE](#) for *Unusual Suspects By-The-Numbers for 2020*.
- Click [HERE](#) to watch the Alumni Theatre Residency Program's original play "The Family Tree". Written and performed by workshop participants from schools and community centers across L.A. County, as well as students served in our youth detention center programs, this moving story explores topical themes of injustice, racial discrimination, family dynamics, and self-exploration.
- Visit theunusualsuspects.org for more information about our programs and history.

Together we can make a difference:

- **A gift of \$2,000** sends one student through US's flagship theatre arts program, providing them opportunities for academic, social and emotional growth.
- **A gift of \$1,000** helps fund each Theatre and Culture Access Outing, covering pre & post workshop expenses for youth and families from under-resourced communities and providing them critical exposure to professional theatre.
- **A gift of \$500** provides 1 hour of an Alumni Program Workshop, connecting youth to postsecondary opportunities and continued mentorship from industry professionals.
- **A gift of \$250** provides US's youth with printed scripts, community service certificates, food, and other supplies.
- **A gift of \$100** helps pay for the cost of our highly skilled teaching arts that guide and mentor US's youth.
- **A gift of \$50** goes towards providing youth the tools for a professional performance.
- **A gift of \$25** assists with technical costs for US's virtual programming.