

A stylized white graphic on a purple background. It depicts two figures: a larger one on the left and a smaller one on the right, both with their arms raised in a celebratory or supportive gesture. The figures are composed of simple, rounded shapes. The larger figure's arm is extended towards the smaller figure's head.

BIG BROTHERS BIG SISTERS CANADA

**needs you to help Canadians
realize the difference they could
make in a young person's life.**



As we embark on our largest unified Canadian recruitment campaign, we invite you to join us in creating this lasting legacy. Across ten provinces and three territories, there are hundreds of thousands of youth waiting for someone to believe in them.

Together, we can give young Canadians the confidence to achieve more:

- Social Media Sharing
- Host a BIG Day at Work
- Post an Inspiration Wall
- Donate at bigbrothersbigsisters.ca



We are asking Canadians to **IMAGINE** who a young person can become when they have the support of a caring adult in their lives during Big Brothers Big Sisters Month this September.

Use the **#imagineBBBS** hashtag to join the online conversation, share your mentoring story, and expand the reach of a campaign that encourages people to **IMAGINE**.



Twitter Samples

- Volunteer to become a mentor or donate to support a current match. Imagine who they will become because of you! #imagineBBBS
- Thousands of young Canadians are waiting for someone to believe in them. Volunteer or donate today. Imagine who they will become because of you! #imagineBBBS
- #Imagine who they will become because of you.
Donate \$25 at www.imaginebbbs.ca
- I'm celebrating September as Big Brothers Big Sisters Month. Join me and get involved! www.imaginebbbs.ca #imagineBBBS
- Who can be a mentor? YOU CAN! Kids need real people with real experiences to help them realize their dreams. www.imaginebbbs.ca #imagineBBBS
- I became...because of my mentor #imagineBBBS
- Give a young person the confidence to achieve more: www.imaginebbbs.ca #imagineBBBS



Facebook Samples

- Join me in celebrating Big Brothers Big Sisters Month [in city/province/country]. Big Brothers Big Sisters mentoring programs are proven to help improve academic achievement and avoid risky behavior while helping children lead happy, healthy lives. Find out what you can do to get involved: www.imaginebbbs.ca #imagineBBBS
- Did someone change your life? Donate \$25 at www.imaginebbbs.ca & support Canadian youth if you can't imagine where you'd be without them. #imagineBBBS
- September is Big Brothers Big Sister Month in Canada. Find out for yourself how mentors change lives every day, become one! www.imaginebbbs.ca
- Did you know that September is Big Brothers Big Sisters Month in Canada? A Big Brother or Big Sister can help a young person succeed at school, in social relationships, and at home. Find out how you can become a volunteer mentor today! www.imaginebbbs.ca #imagineBBBS
- Big Brothers and Big Sisters across Canada mentored over 40,000 youth this past year—and changed their lives forever! Donate \$25 at www.imaginebbbs.ca

BIG DAY AT WORK

Post up Imagine Campaign posters or host an event in your workplace during #imagineBBBS:

- Host a 'Bring Your Mentee to Work' Day
- Give mentors get a \$1 off/10% discount/etc.
- Host a bake sale in the lunchroom
- Wheel a candy cart around the office selling treats in support of #imagineBBBS

Share your event on social media with the hashtag **#imagineBBBS** and tag **Big Brothers Big Sisters of Canada (@bbbbsc)**.



#IMAGINE

who they will become because of you.
#imagineBBBS



#IMAGINE

who you can be and what you can do when
someone believes in you. #imagineBBBS



INSPIRATION WALL

Create a mentoring bulletin board where people can share quotes and pictures of themselves and their mentees/mentors/icons – past and present, big and little!

Be sure to share photos of the board as it fills up on social media with the hashtag **#imagineBBBS** and tag **Big Brothers Big Sisters of Canada (@bbbbsc)**.



IMAGINE WHO THEY WILL BECOME BECAUSE OF YOU.

Big Brothers Big Sisters has been empowering children and youth for 105 years in Canada. Currently, over 40,000 children are matched with volunteers in our mentoring programs in Canada, but there are hundreds of thousands more who need someone to believe in them.

Donate \$25 at www.imaginebbbs.ca today and imagine who they will become.



Big Brothers Big Sisters
Grands Frères Grandes Sœurs

#IMAGINEBBBS

imaginebbbs.ca