



#BFLA2022 Toolkit 101

FAQ + tips

***National Breastfeeding Month – August 2022
Peer-to-Peer Fundraising Campaign***

||| Campaign Basics |||

What: BreastfeedLA's annual peer fundraising campaign that runs during National Breastfeeding Month (August)

Dates: August 1-31, 2022

Campaign Toolkit: <https://tinyurl.com/BFLA2022Toolkit>

Website: <https://tinyurl.com/BFLA2022>

Support: Amanda Butler abutler@breastfeedla.org

Main Hashtags: #BFLA2022, #breastfeedla, #breastfeeding, #chestfeeding

BreastfeedLA socials: Instagram [@breastfeedla](https://www.instagram.com/breastfeedla)

Facebook www.facebook.com/BreastfeedLA

||| F.A.Q. |||

Q. What should I do first?

A. Create your page, and update your social media profiles!

→ Create your individual campaign fundraising page.

1. If you haven't set up your page yet, go to <https://tinyurl.com/BFLA2022> and click "Start Fundraising." Questions? Email Amanda abutler@breastfeedla.org (*You can edit and update your page anytime!*)
2. ***Tip: The power is in the personal.** Our platform will generate a standard fundraising page for you with our BreastfeedLA messaging – it's ready to go. But if you can, add a few words of your own. Even just a few sentences about why you are fundraising or what breastfeeding means to you. You know what your network has in common? They care about YOU.

→ **Update your social media profile & email signatures. Let folks know you're fundraising!**

1. Go to the "Bio" or "About Me" sections of your Instagram, Facebook, Twitter, and any other social media platforms. Put the campaign website link <https://tinyurl.com/BFLA2022> or your individual unique URL.
2. In your e-mail signature, add a note that you're fundraising for BreastfeedLA during the month of August and include the link.

Q. How can people donate to my individual campaign? I want to make sure I am credited for their donations.

A. There are several ways!

→ **They can go to the main campaign homepage and find you.**

1. Go to <https://tinyurl.com/BFLA2022>
2. Scroll down the page. All the fundraisers are pictured. Find your picture/name, and click on it. It will take you to your individual page. Click DONATE and BreastfeedLA will see that those donations came through your page!

→ **They can donate directly on your individual page.**

1. Get to your individual page. Look up in the web browser. The URL there is YOUR specific page's web address. You can copy and paste that unique URL and share with your network if you prefer.
Example: Celine can tell her friends and family to go to <https://tinyurl.com/BFLA2022>, scroll down, find her name and face, click on it, and donate. OR she can share her specific URL with them: <https://breastfeedla.networkforgood.com/projects/161398-celine-malanum-s-fundraiser>

→ **They can donate anywhere and tell us about it!**

1. We want this to be easy. If someone from your network donates, just tell us! No matter what page or portal they end up donating to BreastfeedLA, let us know and we'll make sure it's credited to your campaign.

Q. How should I use this toolkit?

A. Your choice!

→ **Word for word. Copy and paste. Set it and forget it.**

This toolkit is made to be used. There is content (messaging/words + graphics) prepared for each week of August. Each week, choose an entry, copy and paste the words, including the hashtags, and paste them into your social media post or your e-mail. Download the corresponding graphic, and post that along with your message.

**Tip: This toolkit is intended to be used in order. For example, posts for Indigenous Milk Medicine Week correlate to the 2nd week in August (8/8-8/14).*

→ **Cherry picking time! Only choose and use the ones you like best.**

Some of the content may ring true for you and really resonate with you. Some may not, and that's ok. We encourage you to use what speaks to you! Skip the stuff that doesn't.

→ **Pictures paint a thousand words. But you don't have to use ours.**

Want to use our wording, but your own pics or graphics? Yes! Do it!

→ **As inspiration. A spark. A starting point.**

Use the toolkit as inspiration to share your own posts, graphics, stories. This is YOUR campaign; BreastfeedLA is grateful you're doing this and we support however you want to do this. It has to ring true for you. So if the toolkit sparks something else for you, we encourage you to follow that spark. Do you! Throw in #BFLA2022, tag us, and we might even share your post on our page.

→ **Writer's block or cat got your tongue? We're here to help.**

Want to share your story, but want some support getting it out, or editing? We would be honored to help. Email Amanda at abutler@breastfeedla.org

Q. How do I get the message out? How often should I post?

A. Everywhere, sometimes to everyone, and twice a week + matches.

→ **An e-mail to start and end your campaign.**

Send an e-mail out to let your different networks know that you're fundraising and why, feel free to include a graphic or your photo, and make sure to include the campaign website! Remember, you can update your e-mail signature to include your fundraising link.

→ **Strike the social media balance: once a week is too little, every day is probably too much.**

We encourage you to post twice a week, though there's enough content in this toolkit for 3-4 posts each week.

→ **Pump up the matches!**

Please also post whenever we have a match! They're all time-sensitive, usually 24-48 hour deadlines for us to meet our goal. Amanda will e-mail you and you can also re-post match info from our BreastfeedLA instagram [@breastfeedla](#)

→ **Know your audience – expand sometimes, target other times.**

We want to get the word out to as many people as possible – expand to groups, organizations, businesses. But also target certain people or groups you know care about breast/chestfeeding, maternal & child health, reproductive justice, health equity, etc. **Tag those folks**, and invite them to share their stories and your posts!

→ **“Tag for the stars!”**

@CardiB, @RickiLake, @TheRock, @Halsey, @MissMayim, @Pink, @tiamowry, @AshleyGraham, @KellyRowland, @chrisseyteigen may never reply to us... but we can try! 🙌🌟

Q. What are matches and how do they work?

A. Fun & exciting ways to motivate your network to donate!

→ **What are matches?**

Matches are pledges of support from donors (individuals and foundations) who will “match” all donations from the public within a certain timeframe. For example, let's say we have a 24-hour \$500 match from Donor X. If we raise \$500 in donations within those 24 hours, Donor X will match each dollar - which means in the 24 hours, we will have raised a total of \$1,000. They are a great motivating tool to get folks who haven't donated to jump in and do it, AND a great way to get folks who already donated to donate again! Basically folks are “*doubling their dollar*” – so they, rightfully, feel like they are maximizing their donation!

→ **We have matches going on each week of August!**

Amanda will update all campaign leads on matches so you can drum up excitement with your network. We even have a fun incentive only for Campaign Leads (you!) during Week 3 - AANHPI Breastfeeding Week... stay tuned!