



**Empowering Youth to End
Domestic Violence**

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www.breakthecycle.org
www.thesafespace.org

Welcome Brick Layers!

Thank you again for registering to be a Break the Cycle Brick Layer. We are so excited to have your support! Here are some tips to further your fundraising efforts:

Cast a Wide Net

Start by contacting everyone who might possibly support you. You may be surprised at who is willing to give. Sending a mass email to a big group is an easy way to spread your message. If your friends prefer their privacy, make sure to Bcc them.

Write a Personal Appeal

Take the sample email from <http://www.breakthecycle.org/content/brick-layer-tools> and make it your own. When you registered, you put into words why you're fundraising for Break the Cycle. Feel free to re-use that language! It's online at <http://www.breakthecycle.org/content/brick-layers>.

Use Multiple Mediums

Send your message through email, facebook, blogs, Twitter and more! Use the different images, away messages and buddy icons on our website. And even though the campaign is online, feel free to pick up the phone or ask in person for support from friends and family.

Go Viral

As part of everything you send out, don't forget to encourage others to forward your message. If just one person forwards it, you can reach hundreds more people with little work. Maybe your email will become an internet sensation!

Remind, Remind, Remind

Even your biggest supporters may need a reminder. Feel free to send multiple messages to the same people. Try varying when and what you send to get the maximum result. Every couple of weeks should be fine.

We hope you find these tips helpful. Please feel free to contact Cristina Escobar if you have any questions at cristina.escobar@breakthecycle.org or 310.424.2803. We want to do everything we can to make your brick campaign a success.