

# 2GIVE10

2 People. 10 Dollars. Change the Lives of Foster Youth.



UNITED FRIENDS  
of the CHILDREN

**Thank you for making a difference in the lives of foster youth by participating in the 2GIVE10 campaign! Below you will find a script to use when engaging others to participate in 2GIVE10. We appreciate your support!**

**Hello <NAME>! I wanted to tell you about an experiment I'm part of which aims to show how large groups of people performing relatively small tasks can make a huge difference in the world.**

**The project is called 2GIVE10, and its goal is to engage the community to raise over \$1,000,000 from August 1 to August 31 to help foster youth. Foster youth face enormous obstacles, like high rates of unemployment and incarceration, and low graduation rates. The money raised will go to United Friends of the Children, a nonprofit organization helping transition-age foster youth find success.**

**Here's how you can be a part of 2GIVE10:**

- 1) Donate \$10 (or more) at [www.unitedfriends.org/2GIVE10](http://www.unitedfriends.org/2GIVE10).**
- 2) In the next 48 hours, find 2 people (or more) who are willing to participate in the project. Forward them the script I'm going to send you.**
- 3) Within 48 hours, follow up with the 2 people you recruited and confirm they have donated and recruited 2 more people. If either of your 2 recruits decides not to participate, please find a replacement for them. We must keep the chain going!**

**This is going to be a very fun and exciting project. So can I count on you to participate?**

**If you change your mind and decide not to complete your part or you find you can't complete it, please let the person who recruited you know. Please do not judge or criticize people who choose not to be a part of 2GIVE10 or who don't complete their part.**

**Thank you again for being a part of 2GIVE10! Together we will show that when the community comes together with a little effort and small donations, we can make a huge difference!**

*To learn more about United Friends of the Children, please go to [www.unitedfriends.org](http://www.unitedfriends.org).*