NFTY ENVIRONMENTAL FUNDRAISER
NFTY TREE CHALLENGE
Ben Ragals, NFTY SAR, and Michael Barash, NFTY SOCAL

GOALS: Participants will donate money to Team Trees through a social media campaign spread by NFTY teens.

OBJECTIVES: Participants will post a picture of themselves donating money to Team Trees, tag @officialnfty on Instagram, use a special hashtag, and challenge three friends to do the same.

MATERIALS:

ITEM	QUANTITY	HOW ARE WE GETTING SUPPLY?	LINK
Fundraiser Shirts	5 shirts		

PEOPLE:
Initiators: MB and BR
First Proponents: North American Board, Environmental Justice Task Force
Second Proponents: Kutz '19 Alumni, MB and BR's social media circles

PROCEDURE:

Initial Video Concept:
This video will be posted on @officialnfty's Instagram account, and be supported by an Instagram story sharing the post and telling people to watch the video and donate.
00:00-00:15 (in seconds):
MB and BR introduce themselves and the NFTY Environmental Fundraiser.
00:15-00:45:
MB will explain some of the dangers of the current rate of deforestation, and why planting trees is so important. MB will relate personal connection of living in Los Angeles, where forest fires are endangering Californian forests.
00:45-1:35:
BR will describe Team Trees and their objective briefly, then model how to donate. He will also describe the requirements for posting on Instagram stories to be entered into the fundraiser raffle, which will also be stated in the post's caption.

1:35-2:00:

MB will remind viewers that any donation, large or small, counts, and to watch the @officialnfty Instagram story for the chance for participants' story entries to be reposted. Lastly, MB and BR will begin by challenging North American Board!

Instagram Post/Story Captions:

See Appendix B.

Implementation:

Once the video and story are posted, MB and BR will:
   a) Repost the video, which includes the initial challenge to NAB,
   b) Share the video within the EJTF and Kutz group chats and encourage members to donate and challenge friends in their NFTY region not from Kutz or EJTF,
   c) post their individual donations and challenge their own NFTY friends outside the Kutz or EJTF spheres of influence,
   d) Communicate with Comms team on the status of those eligible for the raffle

Fundraiser and Raffle:

The Comms team will:
   a) Monitor the @officialnfty page for any donation stories with @officialnfty tagged, filtered out from other @officialnfty tags (which we assume are few) by the hashtag included, #nftylovestrees
   b) Write down the names of each eligible (current) NFTYite who can be entered into the raffle.
   c) Mark down the amount of each donation to create a grand total for a recap Instagram post.

MB and BR will finalize shirt design and submit it to Lynne Butner.

APPENDIX A:
Initial Video Script

MB:
Hi, I'm Michael Barash from NFTY-SOCAL!

BR:
And I'm Ben Ragals from NFTY-SAR, and we're here to tell you about the NFTY Tree Challenge, our new environmental fundraiser and raffle!

MB:
The reasons why we need to plant trees has become rapidly clear: in just last year alone, the World Resources Institute tells us the world has lost enough forest to cover all of Pennsylvania. Though that may seem like an abstract figure right now, here's something that isn't: the loss of trees keeps the air we breathe polluted, erodes soil supposed to be used for agriculture, and accelerates species loss, right here in the US, right now. In Los Angeles, where I live, a lack of trees also puts my county and surrounding counties in much higher fire danger.

BR:
Luckily, there is a great fundraiser happening right now to replant trees and create a more sustainable environment called Team Trees. Team Trees is working in part with the Arbor Day Foundation in order to plant 20 million trees by the end of this year. Currently, Team Trees has a little over 16 million trees, but they still need much more support. Here's how you can help:
First, head to teamtrees.org. Choose your donation amount, fill out personal and payment info, and confirm. Then, take a screenshot of the thank you box with your donation in it, and put it on your instagram story. To enter our raffle for some super cool NFTY <3 Trees shirts, put the hashtag #nftylovestrees on the story and tag @officialnfty and three of your NFTY friends to challenge them to do the same!

MB:
It doesn't have to be a huge amount! Even one dollar plants one tree! Make sure to keep watching @officialnfty through the month and keep urging others to watch this video and make donations! With that, Ben and I want to issue our first challenge of the fundraiser. We challenge the NFTY North American Board!

Post Caption:
Introducing the NFTY Tree Challenge! This fundraiser is donating to Team Trees in order to plant trees and help create a more sustainable environment. Not only do you get the chance to plant trees, you can also enter a raffle to win some super cool NFTY **<3** Trees shirts! Here's how to enter:

1. Head to teamtrees.org.
2. Choose your donation amount
3. Fill out personal and payment info, making sure you put in your full name so we can identify you!
4. Take a screenshot of the thank you box with your donation in it, and put it on your Instagram story.
5. To enter our raffle for some super cool NFTY **<3** Trees shirts, put the hashtag #nftylovestrees on the story and tag @officialnfty and three of your NFTY friends to challenge them to do the same!

Story Caption Instructions:
Put "NFTY Tree Challenge" at the top of the story.
Share above post.
Add a tree GIF, etc.
"Check out our new environmental fundraiser started by two NFTYites by watching this video!"

Timeline -

Send Lynne info for the graphic before 12/6/19
Lynne will ask marcomms to make a graphic
Michael/Ben will ask EJTF and networks to start sharing
When video is ready - will send to Lynne with a short blog post
Lynne will work to get it on NFTY webpage and NFTY insta
Michael and Ben will work on tracking
Drawing and tshirts made by Veida at the latest.