

2023 BIG DRAFT RECRUITMENT TIMELINE

*** YOUR GOAL: Ask 12 people to become BIGS - that's only 3 people a week

<p>Week 1 March 5 - 12</p>	<ul style="list-style-type: none"> •Follow all our social media pages •Ask 3 people to become a Big •Post a caption/personal quote about what mentoring means to you. <p>Tag us in your post with hashtags</p>
<p>Week 2 March 12 - 19</p>	<ul style="list-style-type: none"> •Follow up with the 3 people you asked in Week 1 •Post on social media using the content included in the toolkit
<p>Week 3 March 19 - 26</p>	<ul style="list-style-type: none"> •Ask 3 new people to become a Big •Post on social media using the content included in the toolkit
<p>Week 4 March 26 - April 2</p>	<ul style="list-style-type: none"> •Share Big Draft post from our social media accounts •Follow up with the 3 people that you asked in Week 3 •Post on social media using the content included in the toolkit
<p>Week 5 April 2 - April 9</p>	<ul style="list-style-type: none"> •We're kicking it in high gear this week - ask 6 new people to become Bigs •Post on social media using the content included in the toolkit
<p>Week 6 March 26 - April 2</p>	<ul style="list-style-type: none"> •This is the week to seal the deal. Reach out to anyone who's still on the fence about becoming a mentor & encourage them to move forward. •Share a post about the Big Draft Mentoring Campaign •Post on social media using the content included in the toolkit
<p>Week 7 Celebration Time</p>	<ul style="list-style-type: none"> •Draft Parties Held <p>Date: April 2022 Location: TBA Date: TBA</p>

Check out the [toolkit](#) for all sample messaging.

Hashtags:

#BBBSCA #BBBS #BBBSCARecruit #BigDraft #BigDraft23 #BiggerTogether