



Threshold Launcher Toolkit: Founding Farmers

Hi Name,

Welcome to the Threshold team. We are excited that you will be leading the campaign to Urge Farm Hill to List Nutrition on the Menu in San Francisco. [Notes about specific campaign, if any...] In your launcher toolkit below, we've included everything from brand guidelines to email templates to help you get started. And, as always, feel free to reach out at john@wearethreshold.com with any questions you might have along the way.

All the best,
John Doe
Your launch coordinator

So, what am I getting into?

WE ARE THRESHOLD, a new campaign tool that allows people to nudge institutions in their life to take specific actions for good. Like a petition, it encourages individual input, but it allows us to use our dollars to back our signatures as well, meaning that companies are more likely to listen.

Specifically, these stakeholders can launch and back campaigns by pledging donations to support an organization, which are then only charged if the school takes the action requested.

For college and university campaigns, it's a new way to harness the financial power of alums and other community members to reward a school for taking action on issues its community cares about. It empowers us to use our funds to help our schools do the right thing; instead of just bemoaning bad behavior, we can reward the action we wish to see.

YOU ARE OUR ROCK-STAR. As a launcher, you will be the driving force of a campaign that impacts your area. Whether you are championing sustainability practices at your favorite coffeeshop or pushing for label transparency for a national brand, you will be the face and voice of an amazing movement. We appreciate everything you do and want you to have fun and benefit from the experience, win or lose.

We want to make sure that the experience is worth your time. As a thank-you for joining, [sweeteners here...]. Also, we want your feedback. If there are things that you like or wish could be better along the way, please let us know. We are still in the learning phase, so we want to know how to serve you and our communities better.

The Timeline of Your Campaign

- **Mar. 15, 2016:** Inspired by _____, we created a pre-launch campaign for _____.
- **Mar. 28, 2016:** We reached our goal of 15 pre-pledges, enabling us to launch the campaign.
- **Apr. 2, 2016:** We reached out to Farm Hill. They agreed to get on board with the campaign, with the revised mission statement of _____.
- **The next month:** For the next 30 days, you'll be recruiting pledgers by sharing the campaign on social media, reaching out directly to friends, influencers, and relevant communities, etc. The tools and templates to do that can be found in the next section.
- **?:** We reach our goal of 20 money-backed pledges! Farm Hill agrees to take action, and we get to see and be a part of the promised changes taking place. If you want, this can be the end of your journey as campaign launcher. If not, you are welcome to join in the post-campaign execution, but there's a whole other toolkit for that...

Tools and Templates

These pledger outreach templates are designed to be plug and play, but we welcome any customization or new ideas. If you're looking for additional resources or support, let me know!




SEND A TEXT

We've found that short but sweet messages to close contacts often have the best response rates. Send a couple texts or google chats to anyone who would be interested.

| SMS/Tweet | Google Chat |
|--|--|
| Hi! I'm launching a campaign to urge Founding Farmers DC to donate leftover food on Threshold, a new tool that urges change w/ \$. Take a look? bit.ly/ThresholdFF | Hi! You know that I'm passionate about sustainability and local businesses — I'm launching a campaign to urge Founding Farmers in DC to donate their leftover food to those in need. The campaign is hosted on Threshold, a new tool that allows consumers to petition for change using conditional donations. I think this cause is important. Will you support it too? bit.ly/ThresholdFF |

POST TO SOCIAL MEDIA

Get people talking on Facebook, Twitter, Instagram, or any other social media site you're active on. These campaign-specific photos aim to recruit pledgers, but at the least, they'll show your network that you're passionate about this local cause. Feel free to caption using the SMS/Google Chat templates above — or you can get more creative.

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|---|---|---|
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| http://www.wearefoundingfarmers.com/wp-content/uploads/2015/08/homepage4.1.jpg | https://www.uschamberfoundation.org/sites/default/files/DCCKMain%20Slider.jpg | http://www.wearefoundingfarmers.com/wp-content/uploads/bfi_thumb/moco_location_large-307xn2mx8uc8pwp2gmhse8.jpg |

SEND AN EMAIL

Again, we've found that direct outreach gets the highest response rate. Here are some templates to use as a jumping point. Customize to your audience at your own discretion.

| Shorter | Longer |
|---|--|
| <p>Hi! My name is Sally Jones - I'm a member of the Sample College class of 2006 – and I'm leading a campaign to advance issues of student economic inclusion at Sample College. I'm reaching out to see if you or anyone in your network would be interested in joining.</p> <p>I'm working with a new tool that can help alums and other community members advance the issue through their donations, called THRESHOLD. It allows for alumni and community members to make conditional donations to Sample College - which are then only charged if our school takes action on issues we care most about. More information about the tool and my campaign can be found at [link].</p> <p>I'm hoping to connect with students or stakeholders that are working on this issue on the ground to see if we can offer alumni support. If anyone has any ideas, please let me know!</p> | <p>Hi! My name is Sally Jones - I'm a member of the Sample College class of 2006 – and I'm interested in advancing issues of student economic inclusion at Sample College. Specifically, I'm hoping to urge the school to commit to an increase in accepted students who are Pell grant recipients in the upcoming class year.</p> <p>Is anyone connected with students or community members that are working on these issues, or even better, that have already made similar asks?</p> <p>I'm working with a new tool that can help alums and other community members advance the issue through their donations, called THRESHOLD. It allows for alumni and community members to make conditional donations to Sample College - which are then only charged if our school takes action on issues we care most about.</p> <p>It's essentially Kickstarter meets Change.org - a tool that pools donations instead of signatures – and allows us to reward institutions with support if they take positive action.</p> <p>I'm hoping to connect with students or stakeholders that are working on this issue on the ground to see if we can offer alumni support. If anyone has any ideas, please let me know!</p> |

For your campaign, **Urge Farm Hill to List Nutrition Facts on the Menu**, we've identified some channels that might be particularly relevant:

[list here... examples would be a vegan/other food interest group, bloggers advocating for similar issues, etc.]

Again, welcome to the team! We're excited to have you on board, pushing for a local cause you care about. We'll be checking in weekly with more resources and updates on our end. Until then, best of luck, and let us know if you need anything!



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