



Center of Influence/Friend of Project SYNCERE

Are you a professional engineer who has a broad professional and/or personal network? Are you a STEM education enthusiast or friend of Project SYNCERE who would like to be at the forefront of fundraising? We need you to join our team as a campaign Center of Influence!

Project SYNCERE is launching its Legacy of Innovation Program from February 22nd-27th, to celebrate the intersection of Black History Month and Engineering Week. During the week, Project SYNCERE will introduce 400 Chicago area students to various engineering fields and help them learn about the contributions that African American engineers have made to the industry. Students will engage in hands-on projects inspired by the fields of Civil Engineering, Solar Energy, Biomedical Engineering and Computer Science.

Centers of Influence are a vital part of the team, as they are responsible for helping to spread the word of the campaign within the engineering/STEM community. The goals of the campaign are to: raise funds in support of the STEM workshops during the week, raise awareness of various engineering disciplines and help students identify the people within these careers and the roles they play, and raise funds in support of our E-CADEMY program, which provides a pathway for students to continue their journey into a STEM career.

As a Centers of Influence, you will spread word about the Legacy of Innovation Program to inspire both donations in support of Project SYNCERE's programs and to get fellow STEM professionals to share their stories. Centers of Influence are asked to raise at least \$1,000 with the ultimate fundraising target of \$6,000 to be given or pledged during the campaign period.

This volunteer role will require at least 1-3 hours per week from February 1-28th.

Getting the Word Out

1. Post a video to social media. This informal video will be of you announcing the Legacy of Innovation Program, conveying the importance of diversity in engineering, why it's important for youth to have the opportunities to engage in engineering programs at an

early age and encouraging viewers to donate in support of the program. (There's sample language and key hashtags below)

2. In all posts, please use the hashtags #ProjectSYNCERE and #SYNCEREEngineers. Also tag Project SYNCERE by typing @ProjectSYNCERE in the text line.
 - a. Pro Tips
 - i. Post this video during the week of February 1st.
 - ii. Tag 10 friends encouraging them to give and/or post a video like yours.
3. Repost messages from Project SYNCERE's pages throughout the campaign.
4. Share with your network via text, call or email.

Directing Donations

Here are a few ways for your network to donate:

1. Website: www.ProjectSYNCERE.org/donate. Tell them to mention your name in the comments.
2. Text to Give: Text 223566 to 855-575-7888
3. Share a Project SYNCERE Facebook Fundraiser link. Make your fundraising goal public and share it with all of your campaign posts
<https://www.facebook.com/fund/ProjectSyncere/>

Sample Sharing Schedule and Language

The week of February 1st:

- Post a video announcing your participation and the importance of a Legacy of Innovation.
- Tag 10 friends in your post.
- Reshare 2-3 posts from Project SYNCERE's page.

Sample Language: [Salutation of preference] I've teamed up with a dynamic organization to raise awareness and support for the next generation of engineers. Project SYNCERE is an organization that exposes youth from underserved communities to careers in engineering. During the week of February 22nd-27th, in honor of Black History Month and Engineering week, Project SYNCERE will engage over 400 Chicagoland students in hands-on projects related to Civil Engineering, Biomedical Engineering, Solar Energy, and Computer Science during the Legacy of Innovation program. Why is this important? Studies prove that when children become interested in STEM at an early age, they're more likely to become STEM professionals. We need a diverse pool of engineers to lead the innovations of tomorrow. My goal is to raise \$6,000 for this great work. Please donate to pave the way for the next generation of African American engineers. Go to www.ProjectSYNCERE.org/donate to give to this amazing cause. Thank you!

The week of February 8th:

- Post a video reminding your community of your participation and goal.
- Share posts from Project SYNCERE's page.
- You may use #SYNCEREEngineers to search posts that being made by others and share them.
- Optional: Post Project SYNCERE's slogan message.

Sample Language: [Salutation of preference] Just a reminder, I'm soliciting support for Project SYNCERE's Legacy of Innovation Program- A celebration of Engineering Week and Black History Month. There are a couple of ways that you can help make this successful for over 400 Chicagoland youth who are getting their first exposure to engineering.

1. *Visit Project SYNCERE on Facebook, Instagram, LinkedIn or Twitter and like and follow their page.*
2. *Share my videos over the next couple of weeks on your pages to encourage support and spread the word.*
3. *Donate to support the next generation of diverse engineers by visiting www.ProjectSYNCERE.org/donate*
4. *Record a video telling the story of your journey to becoming an engineer.*

Text Post

Project SYNCERE's slogan is Innovation is the product of Diversity and Opportunity. Currently, less than 14% of engineering bachelor's degrees are earned by students of color. This is largely due to the lack of early exposure underrepresented have to STEM fields. Project SYNCERE's goal is to ensure that students from underrepresented communities have access to quality STEM opportunities at an early age. Your donations help to ensure that these critical opportunities are available to students. Donate today at: www.ProjectSYNCERE.org
#ProjectSYNCERE#SYNCEREEngineers

The week of February 15th:

- Post a video about your experience as an engineer or why you believe diversity in engineering is important (1-2 minute video)
- Tag 5 people in your posts and ask them to share.

Questions for this video

If you're an engineer, please include (some or all) the following details:

What kind of engineer are you? How does your work improve the world we live in? What is the coolest part of your job/industry? Were there youth programs or childhood influences that led to you becoming an engineer? What was an obstacle you faced on the road to becoming an engineer? Are there any words of encouragement that you'd give the next generation of African American engineers?

If you're a STEM enthusiast, please include the following details:

Why is engineering important to the world we live in? Who are African American engineers that inspire you? Talk about what they've created and how it has positively contributed to our society. Why do you think it's important to have diversity in engineering and STEM fields? Are there any words of encouragement that you'd give to the next generation of African American engineers?

The week of February 22nd:

- Post a video announcing the campaign week.
- Remind your network via, text, email and word of mouth

Sample video language: video) It's officially Engineering Week and the Legacy of Innovation program is underway! This week, 400 students will take part in exciting engineering activities throughout Chicago. Project SYNCERE's goal is to raise \$70,000 in support of their engineering programs, which provide more than 3,000 students annually with the opportunities for early exposure to engineering. We know that it is not beyond our power to create a world in which all children have access to a good education to realize their true potential. Your donation will help ensure that youth throughout Chicago have access to the opportunities necessary for them to not only become exposed to new career opportunities in STEM, but develop the skills necessary for their success in them. Project SYNCERE's goal is to raise \$70,000 in support of their engineering programs, which provide more than 3,000 students annually with the opportunities for early exposure to engineering. We know that it is not beyond our power to create a world in which all children have access to a good education to realize their true potential. Your donation will help ensure that youth throughout Chicago have access to the opportunities necessary for them to not only become exposed to new career opportunities in STEM, but develop the skills necessary for their success in them. Help me do my part by reaching my goal of \$6,000! Help today by donating at www.ProjectSYNCERE.org/donate to give today.