

Dear Bennett Sisters,

We are excited to announce the Dr. Johnnetta B. Cole Scholarship crowdfunding campaign! Using modern technology, this campaign will empower students, family, and friends of Bennett College to invest in a demographic that is often over looked and underrepresented. Here, at Bennett College, we embrace, educate, empower and invest in making sure all young women who attend are prepared to tackle the real world with grace. Bennett College is where black girl magic thrives!

History shows that while many girls have the opportunity to attend college, they do not have enough funding to continue their undergraduate education without a heavy financial balance. The Dr. Johnnetta B. Cole Scholarship campaign is designed to assist young women who have the potential to excel with financial support to continue their studies without worry. This support will provide the young ladies of Bennett College an opportunity to focus on their education and enriching cultural activities that broaden their global perspective.

We have decided to begin this scholarship effort by launching the **#Add2thePot** crowdfunding. What exactly is “crowdfunding?” Well, crowdfunding is the practice of funding a project or venture by raising many small amounts of money from a large number of people -- typically, via the Internet. For 60 days, starting on Sept.10, 2017, the **#Add2thePot** campaign, will aim to meet these three (3) goals:

- 1 Raise Awareness about the importance of preserving our school and history.
- 2 Financially Support Bennett College
- 3 Utilize Social Media to share our unique Bennett story of being an amazing school for women.

In order for this campaign to be successful, we need you to do four (4) things!

- 1 Pledge a campaign donation
- 2 Ask 5-10 of your contacts to match or exceed your pledge amount
- 3 Ensure that the pledges are made within the first 48 hours of the campaign launch
- 4 Make a commitment to support the campaign by sharing information to others

Below you will find the Bennett College Social Media Toolkit. This toolkit will help you raise awareness by utilizing social media to financially support Bennett College. Please use the suggested social media templates below to engage and spread the word – but most importantly have fun!

#Add2thePot Toolkit



Post about Bennett College Dr. Johnnetta B. Cole Scholarship on Twitter

Tweet Bennett - @BennettCollege and @ColejbCole - throughout the day, and we will be able to re-tweet to followers. Use the hashtag **#Add2thePot** and **#IChooseBennett**. Here are some sample tweets:

“The best kept secret is @BennettCollege for women. Support this amazing school for women here —> <https://grow.bennett.edu/project/7487>

@BennettCollege is the melting pot for Black Girl Magic! Support the Dr. Johnnetta B. Cole Bennett College Scholarship today!

#Add2thePot of Black Girl Magic & support the @BennettCollege JBC Scholarship fund!



Post about Bennett College Dr. Johnnetta B. Cole Scholarship on Facebook. Here's a sample post:

"I want to let you know about the best kept secret! Bennett College an amazing school where they inspire, educate and empower women in higher education. Please visit www.BennettCollege.edu and learn more about this women's college. Dr. Johnnetta B. Cole served as President of both Historically Black Colleges for women, Spelman and Bennett, and strongly believes in providing an opportunity for girls to grow and become successful. Please donate to the Johnnetta B. Cole Bennett College Scholarship here and share with others why you believe in Bennett College" Donate [herehttps://grow.bennett.edu/project/7487](https://grow.bennett.edu/project/7487).



Post a review email about Bennett and why you love Bennett College and share the email with friends with a photo of you and your Bennett Sisters!

Dear Friends,

As you know, I graduated from Bennett College for Women and we are currently raising funds to help young women to continue her education at Bennett College. As a dedicated alumna & supporter of embracing and educating young girls, I am asking you to give to the Dr. Johnnetta B. Cole Scholarship crowdfunding campaign. This campaign will help us raise funds for the student scholarships to enable students to continue their matriculation at Bennett College.

Friends, thank you so much for your support of Bennett College's Dr. Johnnetta B. Cole Scholarship crowdfunding campaign. I'm so excited you believe in these young ladies as much as I do!

With appreciation,
(Belle)



Post a Picture on Instagram Post

Find a picture of yourself at Bennett while you were a student and post about why you choose Bennett by using the hashtags **#IChooseBennett** & **#Add2thePot**

Here is a way people can see why you love your school and how beautiful our campus truly is during all seasons. Make sure you tag other Bennett sisters in the picture or people you think that will be excited to read about your experience and give to the campaign.



Create a Snap Chat Story

Create a Snap Chat Story about your experience at Bennett College and why it's important to give to the Dr. Johnnetta B. Cole Scholarship. These stories will have a positive impact.

Again, we are so excited to launch this unique campaign, creating an opportunity to continue the tradition of alumnae giving to support the best kept secret, our school, Bennett College. It is up to us to change the narrative and showcase the beauty of our school, all while executing with grace and most importantly dignity!

I will share more throughout the campaign with tips/ suggestions and updates regarding our success. Thank you for making this a successful campaign!

Sisterly,
Marissa Jennings
Class of 2003