

# Thanks to Tesla: TEAM PACKET

Annual Fund Drive to Benefit Tesla Science Center at Wardenclyffe  
November 26, 2019 - January 7, 2020

## WELCOME

Energize your image, team, and goals through the *Thanks to Tesla* drive. Challenge your staff or group to raise funds in support of TSCW's mission and watch the motivation and momentum rise!

### What is "Thanks to Tesla" and why is it important?

*Thanks to Tesla* is TSCW's annual drive to support our mission: to establish a global center on the site of Nikola Tesla's only remaining laboratory that will preserve, restore, and advance Tesla's legacy of invention and perseverance through education and innovation.

We chose *Thanks to Tesla* for a name because it spotlights Tesla's many contributions to humanity. Every day, we benefit from technology invented by Tesla. Thanks to Tesla, we have wifi and remote control, radio, x-ray, fluorescent and neon lighting, the speedometer, and many other innovations. Thanks to Tesla, we also have the alternating current (AC) system that runs our modern power grid and virtually every electric device we use.

*Thanks to Tesla* is important because of our mission's far-reaching impact. Together, we can empower people through education and innovation in a way that transforms lives in the present and future.

### How will the money we raise be used?

The funds you raise will be used to make a difference in the following ways:

- Education – Be part of developing innovative, experiential education that raises people up and provides opportunity for growth. Your fundraising will support new STEAM-based learning experiences like Teslamania, Super Circuits elementary ed program, Tesla Tech Art camp, and more.
- STEAM Events & Exhibits – You'll help provide mind-expanding tech and history talks, exciting STEAM expos, thought-provoking presentations, Q&A sessions, and activities for all ages.
- Entrepreneurship – Business start-ups and fledgling STEM companies are in critical need of support. Help provide mentorship programs, work space, and resources for entrepreneurs who face the same challenges as Tesla faced.
- Renovations – Tesla's Wardenclyffe laboratory is a global landmark and we are proud to let you know that the money you raise will help transform this historic site into a center of excellence in education and innovation that empowers and inspires.

## WHY

Here are some of the great ways your organization will benefit from participating in *Thanks to Tesla*:

Unify your team around a philanthropic goal. Foster morale and pride in your organization's ethos for giving back.

Position your organization as supporters of STEAM, education, and innovation. Promote the ways you support economic growth and give to community.

Generate goodwill during the giving season and spread your message to a local and global audience.

## HOW TO PARTICIPATE

### STEP 1: Set Up Your Team

- ☐ **Join the Thanks to Tesla Annual Fund Drive.** Go to <https://charity.gofundme.com/o/en/campaign/thanks-to-tesla> and click JOIN. Follow the steps for registering your team. You'll receive a team link; all donations made through this link will be credited to your team.
- ☐ **Get your team onboard and ready to raise funds!** Ask them to:
  - Visit the **Thanks to Tesla** donation page: <https://charity.gofundme.com/donate/event/thanks-to-tesla>
  - Get electrified about our mission and the Thanks to Tesla drive: <https://teslasciencecenter.org/thanks-to-tesla>
- ☐ **Set a goal.** How much money do you want to raise for **Thanks to Tesla**? Challenging your team with a high but realistic goal is an instant motivator.
- ☐ **Take a team photo.** Use this to promote your team's participation and motivate people to give.
- ☐ **Pick a team name (optional).** This can be your organization's name, a department or division, or creative team moniker. Although team names are optional, they add interest and make your team stand out.

### STEP 2: Announce Your Team's Participation

Let the world know that you're teaming up to raise funds for **Thanks to Tesla**!

- ☐ **Email:** Announce your participation in a **Thanks to Tesla** launch email. Sample available at: <https://teslasciencecenter.org/thanks-to-tesla>
- ☐ **Social Media:** Post your team's participation and goal to begin generating excitement and funds! Below are samples to help you create your own personalized messages.

#### ORGANIZATION POST – Example #1

Our team has never hesitated to take on a superhero challenge, so when we learned about the Thanks to Tesla drive, it was a no-brainer for us to step up. Do we want to help restore the only remaining lab on earth of the great Nikola Tesla, inventor of wifi, radio, and remote control, among other amazing things? YES! Do we want to help the folks at Tesla Science Center at Wardenclyffe build a STEM center that raises people up in life? YES! And do we want your help? Heck YES! Our Thanks to Tesla team goal is \$3,333 (because Tesla liked the number 3 and so do we). Please donate and help us do something that has real, long-term impact: <link>

#### ORGANIZATION POST – Example #2

Join us as Cooper's Aircraft takes off on an amazing new quest! Our team pledged to raise \$2,000 for the Thanks to Tesla drive to benefit Tesla Science Center at Wardenclyffe. Thanks to Tesla technology, Cooper's is a thriving company and we want to help bring jobs, education, and opportunity to others as a way of giving back. Funds we raise through Thanks to Tesla will go toward building a global education and innovation center at the site of Nikola Tesla's only remaining lab, right here on Long Island. Help us reach our team goal of \$2,000: <team donation link>

### TEAM TIPS

Tell your story. When writing posts and emails, share how you want to make a difference. Explain why Thanks to Tesla is important to you and your organization.

Ask team members to each write a post, tweet, or email. Compete to see whose gets the most donations.

Include Tesla facts and trivia in your posts and emails to boost results.

*For help with promoting your participation, contact us at [info@teslasciencecenter.org](mailto:info@teslasciencecenter.org) or 631.886.2632*

### ORGANIZATION POST – Example #3

We're excited to announce that Marcum is taking on an important challenge: our team pledged to raise \$5,000 for the Thanks to Tesla drive to benefit Tesla Science Center at Wardenclyffe. Why? Because the funds we raise will support programs that help people achieve their full potential. Nikola Tesla was one of history's greatest inventors, yet he faced financial issues that hindered his work. We want to make sure that the Teslas of today and tomorrow get the resources they need to succeed, and we need your help! Please donate to our Thanks to Tesla team page and help us build a center for entrepreneurship, education, and economic growth: <link>

### TEAM MEMBER'S POST – Example #1

Instead of the usual gift giving this holiday season, I wanted to do something different. As my friends and family know, technology has been a driving force for me. So when my company formed a team for the Thanks to Tesla fundraiser, I decided to join. The money we raise goes towards science education and tech entrepreneur programs that will help others find purpose through technology as I did. We're also raising funds to build a STEAM center on the site of Nikola Tesla's only remaining lab. Please donate whatever you can to Thanks to Tesla on my team page: <link>

## STEP 3: Raise Funds!

The more you share, the more you'll raise. Boost your team's results with these proven ways to get donations:

- ☐ **Launch Email:** Announce your participation as soon as possible with an email that energizes your *Thanks to Tesla* Team effort! Go to [www.teslasciencecenter.org/thanks-to-tesla](http://www.teslasciencecenter.org/thanks-to-tesla) for sample launch emails. As a guide, your email should answer the following questions:
  - What is *Thanks to Tesla* and why is it important
  - Why we joined as a Team (tell your story)
  - How everyone's donation will make a difference
  - How to donate (include your team donation link)
- ☐ **Follow-Up Emails:** 2-3 per week (samples at [www.teslasciencecenter.org/thanks-to-tesla](http://www.teslasciencecenter.org/thanks-to-tesla))  
Send motivational updates on your team's progress with reminders to donate. Send to all contacts, including:
  - ☐ Clients and customers
  - ☐ Vendors
  - ☐ Service providers: legal, accounting, advisory, etc.
  - ☐ Friends and family
  - ☐ Colleagues
- ☐ **Social Media:** 3-4 posts and tweets per week (samples at [www.teslasciencecenter.org/thanks-to-tesla](http://www.teslasciencecenter.org/thanks-to-tesla))  
Proudly post your team's progress! If you're doing great, let everyone know. If you're behind, send a plea to followers for support. Keep it sincere, simple, and respectful.
- ☐ **Other Ways to Spread the Word:**
  - Snail mail – Invoices, notices, payments
  - Holiday Greetings – Make your team fundraising effort part of your organization's holiday message. Your clients, supporters, and followers will appreciate your giving spirit—and you'll motivate them to donate!
  - Newsletters
  - Phone calls
  - Signature line on emails – Add your *Thanks to Tesla* team link and badge to your signature line