



## 2025 COMMUNITY TOOLKIT

With your support in bringing awareness to this important day for the Robotics Education and Competition Foundation (RECF), a nonprofit organization, we can bring robotics to more students worldwide.

On Tuesday, October 21, RECF's Giving Day goal is to raise funds to impact STEM education through robotics. Donations will empower curious minds and future innovators around the world!

We have witnessed the power of our robotics participation, which has many life-changing benefits. Our community survey data shows that 92% of RECF students are more likely to take advanced STEM courses, and 83% want to pursue engineering in college.

**We've shared several communication tools below to help amplify this important day. We appreciate your support in making this fundraiser a success!**

**Official Hashtag:** #RECFGivingDay

To help generate as many donations as possible, we encourage you to leverage these templates and assets to communicate this event on your social media and other related communications channels.

Below, you will find a customizable email, example social media posts, and links to a set of images you can use to accompany your outreach.

If you have any questions, please contact RECF marketing at [marketing@recf.org](mailto:marketing@recf.org).

## Email Template

Subject: Countdown is on to RECF's Giving Day on October 21!

Hi <insert name>,

We're excited to announce [RECF's Giving Day](#) on Saturday, October 21, a pivotal opportunity to expand access to robotics. With your support, we can amplify awareness and raise funds to reach students through transformative STEM programs!

Together we can create lasting impact: **92% of RECF students are more likely to pursue advanced STEM courses, and 83% express interest in engineering careers.**

Let's empower more young minds to reach their full potential and unlock future career opportunities.

Thank you for helping us bring robotics to the next generation of innovators! Please consider donating and sharing the [RECF Giving Day](#) information with your network.


Thanks,  
<insert name>

## Social Media Examples

**Please tag the RECF on:**

- **LinkedIn:** @Robotics Education & Competition Foundation
- **Instagram:** @RECFoundation
- **Facebook:** [www.facebook.com/RECFoundation](http://www.facebook.com/RECFoundation)

### **Example 1**

 Mark your calendar! This Tuesday, October 21 is RECF's Giving Day! Together, we can increase access to robotics for more students.



Did you know? 92% of RECF students attend advanced STEM courses, and 83% aspire to become engineers! Help us reach more students with life-changing robotics programs. Donate here ► <https://bit.ly/4hFaPDS> #RECFGivingDay

Images to select from: <https://qrco.de/toolkit25>

**Official Hashtag:** #RECFGivingDay

### **Example 2**

Copy:

 Countdown to RECF's Giving Day: Tues. October 21!  Robotics changes lives and it empowers students worldwide.


Every donation on #RECFGivingDay helps more students get involved with life-changing robotics programs. Donate here ► <https://bit.ly/4hFaPDS>

Images to select from: <https://qrco.de/toolkit25>

**Official Hashtag:** #RECFGivingDay

### **Example 3**

Copy:

It's RECF Giving Day, and YOU can help change lives!  Every dollar you donate today will provide students access to life-changing STEM opportunities and will make a difference.


Donate now and help make robotics education to more students:  
<https://bit.ly/4hFaPDS> #RECFGivingDay


Images to select from: <https://qrco.de/toolkit25>

**Official Hashtag:** #RECFGivingDay

#### Example 4

Copy:

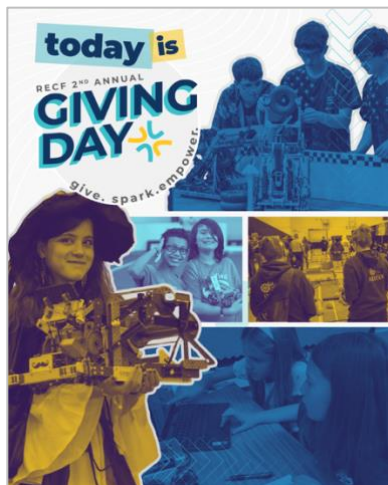
 TODAY is the day! It's RECF's Giving Day, and we need YOUR help to expand students' access to robotics education. Every donation fuels transformative STEM programs, empowering curious minds and future innovators.

Did you know? 92% of RECF students go on to advanced STEM courses, and 83% aspire to become engineers! Help us reach more students with life-changing robotics programs.  Make a difference today and donate here ►

<https://bit.ly/4hFaPDS>

Images to select from: <https://qrco.de/toolkit25>

**Official Hashtag:** #RECFGivingDay



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