



EAA's Day of Flight is happening Friday, December 17. It is a day that encourages the entire EAA community to take part in a day-long giving event. The money raised throughout the day helps support EAA's education, safety and advocacy, and outreach programs.

Day of Flight

2021 Toolkit

Want to get involved? Only have a couple minutes? That's all it takes! This toolkit contains the essentials to help you make a BIG impact in just a few minutes — scripts, sample text, images, and more.

Decide how you would like to participate:

- > Sign up to become a Day of Flight Ambassador
- > Make your own gift
- > Share Day of Flight with friends on social media
- > Show your support using #DayofFlight
- > Send an email
- > Send a text
- > Go old school, and make a phone call to a friend

Boilerplate Messaging:

When our passionate community of aviation enthusiasts comes together, it's amazing what can happen. Join us for Day of Flight on Friday, December 17, as we raise money to help grow The Spirit of Aviation. Every gift, no matter the size, makes a difference!

Key Messages

EAA hosts the largest air show in the world, but did you know it offers programming throughout the year as well? EAA hosts webinars with tips about how to build your own aircraft, offers programs that introduce new people to flight, and provides guidance for those pursuing their pilot certificate, just to name a few. Giving during Day of Flight helps further EAA's mission.

Join me in supporting EAA and its programs by making a gift today at **EAA.org/DayofFlight** or by texting **"FLIGHT"** to **"920-315-7447"**



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Social Media Pro Tips:

- > Posts that include a video, photo, or social media graphic (download one from EAA here).
- > Share your personal story. What does EAA mean to you? Why do you support EAA?
- > Tag 10 friends who you think would support your fundraising efforts.
- > Pose a question to your followers.
- > Use hashtag #DayofFlight

Sample Social Post

1. Hey aviation friends! Today, on the anniversary of the Wright brothers' inaugural flight, I showed support to EAA and the aviation community by giving on EAA's Day of Flight. Join me in supporting EAA today by making your own contribution at **EAA.org/DayofFlight** or texting **"FLIGHT"** to **"920-315-7447."** #DayofFlight
2. As an EAA member, I [\[get to experience, volunteer my time, have access to, etc.\]](#) That's why today, on the anniversary of the Wright brothers' inaugural flight, I made a gift to support EAA's programs.

Join me in supporting EAA and the general aviation community by making a gift today at **EAA.org/DayofFlight** or by texting **"FLIGHT"** to **"920-315-7447."** #DayofFlight

Graphics

Click on the below image to download and save the photo to your device.

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Email Template - This email can be sent prior to December 17 or on the Day of Flight.

Subject: Why I'm supporting EAA's Day of Flight

Dear [NAME],

On December 17, the EAA Aviation Foundation will celebrate its annual Day of Flight, and they'll need support from EAA members, like me and you!

I am choosing to be a Day of Flight Ambassador, which means I am helping raise money for EAA's programs because [EXPLAIN WHY/WHAT EAA MEANS TO YOU].

I hope you will join me and make a gift during Day of Flight. Your gift, be it big or small, will make a big difference helping grow The Spirit of Aviation. Make your gift today at **EAA.org/DayofFlight**.

Thanks,

[YOUR NAME]

P.S. Want to go the extra mile? Ask someone else to join you in giving this Day of Flight.

Sample Text Messages

I am taking part in EAA's giving day because it helps fund so many of their education and outreach programs. Would you join me in making a gift today to support EAA? Give at **EAA.org/DayofFlight** or by texting **"FLIGHT"** to **"920-315-7447"**

Hey, have you heard about EAA's Day of Flight happening on December 17? I just signed up to become an ambassador! Which means I am helping to raise the money necessary for funding many of the programs they provide like [insert one here: homebuilder's tips, museum education, safety and advocacy]! Will you help me out by making a gift today? Give at **EAA.org/DayofFlight** or by texting **"FLIGHT"** to **"920-315-7447"**



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Hey [name], today is EAA's Day of Flight! During this 24-hour giving campaign, members will make donations that enrich the many programs EAA offers. Will you help me reach my personal goal of [number] donations this year? Give at **EAA.org/DayofFlight** or by texting **"FLIGHT"** to **"920-315-7447"**

Phone Call Script

Hi [NAME]

On December 17, on the anniversary of the Wright brothers' inaugural flight, I'll be helping EAA raise money for their crucial education, safety and advocacy, and outreach projects. I was hoping you would join me.

Every gift, no matter the size, makes a difference in helping open the doors of aviation for people. Think of where you might be without aviation!

THANK YOU for helping support EAA's Day of Flight!