

# Artist Boat Messaging – Be One In A Million

## FOR TEAMS or TEAM PAGES

**Theme:** Help Save the Wilds of Galveston

**Headline & Hashtag:** #BeOneInAMillion

**Subhead:** We're asking 1 million people to donate \$10 to protect the Galveston Island ecosystem! Be #OneInAMillion and save land.

**Copy:** We're asking one million people to donate \$10 to protect the Galveston Island ecosystem! Be #OneInAMillion and save this amazing land. Artist Boat on Galveston Island is trying to raise \$10 million in two years to protect and finish the purchase of 1,400 acres of precious wetlands and endangered coastal prairies right in our backyard. You can help finish creating a bay-to-beach Coastal Heritage Preserve on West Galveston Island. We are already halfway to our goal! Whether you live in Galveston or somewhere else in the Southwest U.S., you benefit from conserved and protected habitats on the Gulf and Galveston Island! YOU MAKE A DIFFERENCE to 650 species of birds, otters, coyotes, swamp rabbits, fish, shrimp, and YES even crabs! Learn more about the importance of this precious ecosystem in the video below.

<https://www.artistboat.org/be-one-in-a-million/>

**Actions: Donate \$10 and Be One In A Million** – your request is for peers and friends to join us and donate

**Share the Campaign and Challenge ten friends** – your request is for peers and friends to donate and challenge others to donate

**Create a Team** – your request is to have people join the determined movement to save 1,400 and help us connect with 1,000,000 people to donate \$10

**Share Your #OneInAMillion Story**

**Copy:** Nature is a huge part of everyone's memories. We're asking everyone who creates a fundraiser team to use a picture of their favorite nature memory as their profile photo on their team page.

**Header: How To Get Involved**

- Donate \$10+ dollars to the One In A Million cause
- Share your #OneInAMillion moment on social media
- Challenge 10 friends to join along

## SOCIAL MEDIA COPY

**Post Examples for FaceBook:**

We can save 1,400 acres of precious wetlands and endangered coastal prairies in our lifetime. We're asking 1 million people to join the cause. 🙌🌍

**Headline:** Be #OneInAMillion Today

**Description:** Donate and share!

**Post:** Help save 1,400 acres of threatened wetlands and endangered coastal prairies on Galveston Island. We're asking 1 million people to join the cause. 🦵🌍

Headline: Be #OneInAMillion Today

Description: Donate and share!

**Post:** We can save a precious island ecosystems in our lifetime! Be #OneInAMillion and join the cause. 🦵🌍

Headline: Help Preserve 1,400 Acres

Description: Donate and share!

### Post Examples for Instagram:

**Post:** We can save 1,400 acres of precious wetlands and endangered coastal prairies in our lifetime. We're asking 1 million people to join the cause. Learn how to be #OneInAMillion today! 🦵🌍

**Post:** Help save 1,400 acres of threatened wetlands and endangered coastal prairies on Galveston Island. We're asking 1 million people to join the cause. 🦵🌍 Learn how to be #OneInAMillion today!

**Post:** Hey, Texans! We can save Texas precious ecosystems in our lifetime! Right here. Right now. Learn how to be #OneInAMillion and join the cause. 🦵🌍

### AWARENESS MESSAGES for email or social media or snail mail notes with our URL Post

#### Awareness 1

Help save the wilds of Galveston Island  
Become #OneInAMillion  
Challenge 10 friends to donate \$10  
You can make a difference  
<https://www.artistboat.org/be-one-in-a-million/>

#### Awareness 2

Are you #OneInAMillion?  
Help preserve precious local wetlands  
On Galveston Island  
You can make a difference  
<https://www.artistboat.org/be-one-in-a-million/>

#### Awareness 2

You can preserve precious species today!  
Help save the wilds of Galveston Island  
Become #OneInAMillion  
Learn how you can make a difference  
<https://www.artistboat.org/be-one-in-a-million/>