



LOS ANGELES  
**EDUCATION**  
PARTNERSHIP



LOS ANGELES  
**EDUCATION**  
PARTNERSHIP



# Exposure Trips

*Expose. Inspire. Connect.*

GI♥INGTUESDAY

---

**2026 TOOLKIT**

# ABOUT LAEP EXPOSURE TRIPS FUND TOOLKIT

GivingTuesday is an opportunity for people around the world to use their individual power of generosity to support their communities.

On **GivingTuesday – December 1, 2026** – the whole world comes together to give back in many different ways: through acts of kindness, gifts of voice, time, talent, or treasure. **Nonprofits can leverage the energy of GivingTuesday to tell their stories, engage lifelong advocates, and build an active community to support their missions.**

This internal toolkit outlines key ideas and outreach tactics to help our LAEP team rally support for the Exposure Trips Fund this GivingTuesday. Together, we can mobilize our networks to **expose** students to new possibilities, **inspire** lifelong curiosity, and **connect** classroom instruction directly to real-world impact.

**Section 1: Campaign Launch**

**Section 2: Important Links**

**Section 3: Key Messages & Email Template**

**Section 4: Social Media Posts**

**Section 5: Logos & Thank You!**



# About LAEP

## OUR MISSION

Los Angeles Education Partnership (LAEP) is a 501(c)(3) nonprofit that advances educational equity. Together with families, schools and the community, LAEP facilitates access to and opportunities for quality educational and wellness practices so that children thrive from diapers to diplomas.

---

## OUR VISION

LAEP envisions a world where empowered learning communities foster access and liberation for all.



“

"EXPOSURE TRIPS GIVE STUDENTS FRONT-ROW ACCESS TO ENVIRONMENTAL SCIENCE, CAREER PATHWAYS, AND REAL-WORLD EXPERIENCES, SHOWING THEM THAT THEIR POTENTIAL AND THEIR LEARNING HAVE NO BOUNDARIES."

~ DR. DAWN A. KURTZ  
CEO, LAEP



## SECTION 1: ABOUT THE EXPOSURE TRIPS FUND

### A Year-Round Commitment to Educational Equity

On October 15, LAEP launches the Exposure Trips Fund, kicking off a multi-phase campaign that spans GivingTuesday, Year-End Giving, and extends into a sustained, year-round initiative.

Equity in education requires consistent access to transformative experiences. Taking inspiration from broad-scale advocacy efforts like Quinta Brunson's field trip campaign in Philadelphia, LAEP is creating a dedicated, long-term fund to guarantee that economically disadvantaged students across Los Angeles can explore museums, marine research vessels, and career pathways at no cost to their families.

#### Campaign Phasing & Focus Areas:

- 1. Phase 1 - Soft Launch & Awareness (Oct. 15):** Building internal momentum, preparing outreach channels, and sharing campaign collateral with your network and community circles.
- 2. Phase 2 - GivingTuesday Push:** Mobilizing community support during the global day of giving to maximize visibility and peer-to-peer contributions.
- 3. Phase 3 - Year-End Giving Drive:** Securing year-end tax-deductible gifts to wrap up the year strong.
- 4. Phase 4 - Ongoing Year-Round Fund:** Maintaining a perpetual fund to support exposure trips continuously throughout the academic year.

**Together,** we are ensuring that out-of-classroom exploration remains an essential pillar of equitable education from diapers to diplomas<sup>SM</sup>.

## SECTION 2: IMPORTANT LINKS

### WEBPAGE

[LAEP.ORG/ExposureTrips](https://laep.org/ExposureTrips)

[LEARN MORE](#)

### DONATION PAGE

[DONORBOX.ORG/ExposureTrips](https://donorbox.org/ExposureTrips)

[DONATE](#)



CALIFORNIA AFRICAN AMERICAN MUSEUM: CAAM

## SECTION 3: KEY MESSAGES & TALKING POINTS

1. Learning should extend far beyond the classroom walls. Exposure trips spark lifelong curiosity, connect lessons to real-world impact, and show students their potential has no limits.
2. We are closing the opportunity gap for students who need it most. Most LAEP students come from low-income, under-resourced families, and your support ensures money is never a barrier to hands-on exploration.
3. Exposure trips aren't a luxury—they are essential. Every gift to LAEP's Exposure trips Fund campaign gives local students access to STEAM, marine science, and cultural adventures at zero cost to their families.

## SECTION 3: EMAIL TEMPLATES

### Template 1: Initial Peer-to-Peer Outreach (Staff / Ambassadors to Personal Networks)

Subject: Opening doors beyond the classroom: Help me support LAEP students!

Hi [Name],

As you might know, I'm deeply passionate about educational equity and the work we do at Los Angeles Education Partnership (LAEP).

We recently launched the LAEP Exposure Trips Fund to give public school students access to hands-on, real-world learning, from marine science vessels to STEAM career exploration across LA. Most of the students we serve are economically disadvantaged, and these trips ensure financial barriers never limit their potential.

Ahead of GivingTuesday, I'm reaching out to ask if you'd consider supporting our students with a gift today. Every donation directly funds transportation, admission, and learning materials at zero cost to families.

You can learn more and make a gift here: [donorbox.org/exposuretrips](https://donorbox.org/exposuretrips)  
Thank you for helping us expand student horizons from diapers to diplomas<sup>SM</sup>!

Your Partner in Education,  
[Your Name]

## SECTION 3: EMAIL TEMPLATES

### Template 2: Early October Campaign Email - Initial Peer-to-Peer Outreach (Staff / Ambassadors to Personal Networks)

Subject: October is National Field Trip Month! 🚌 Start GivingTuesday early for LA students

Hi [Name],

Did you know October is National Field Trip Month?

At Los Angeles Education Partnership (LAEP), we're celebrating by kicking off our early push for the Exposure Trips Fund—building momentum all the way through GivingTuesday and beyond!

The power of an exposure trip is simple: it sparks lifelong curiosity, connects classroom lessons to real-world impact, and shows students that their potential has no limits.

Most of the students we serve attend economically disadvantaged Title I schools where tight budgets mean out-of-classroom learning is often cut first. Without donor support, these students miss out on vital experiences that spark lifelong learning. Our Exposure Trips Fund directly bridges that opportunity gap—providing hands-on STEAM exploration, environmental marine science trips, and cultural visits at zero cost to families.

Why wait for GivingTuesday? You can give our students a head start today. Whether you give \$40 or \$100, your support helps cover bus transportation, program fees, and student supplies.

[!\[\]\(3cb60d42b10e53f9522bb0b392c1c4cd\_img.jpg\) Donate to the Exposure Trips Fund Today](#)

Thank you for helping us ensure that equitable education extends far beyond four classroom walls—from diapers to diplomas<sup>SM</sup>!

Your Partner in Education,  
[Your Name]

## SECTION 3: EMAIL TEMPLATES

### Template 3: GivingTuesday Day-Of Push (Dec 1)

Subject: Today is GivingTuesday! Join me in funding an Amazing New Campaign for LA students 🚌

Hi [Name],

Today is GivingTuesday, a global day dedicated to generosity and community impact!

At LAEP, we know that true learning extends far beyond four classroom walls. Many of us fondly remember school field trips as childhood highlights, but today, budget cuts mean many students miss out on those crucial out-of-classroom experiences. That's why we created the LAEP Exposure Trips Fund, the solution to take students beyond the classroom and expose, inspire, and connect them to real-world learning. These trips aren't a luxury; they are essential learning infrastructure that sparks lifelong curiosity and opens doors to new possibilities.

My goal today is to help raise funds for the LAEP Exposure Trips Fund. A gift of any amount helps cover the cost of bringing students from low-income, under-resourced families, out of the classroom and into transformative, hands-on experiences.

Will you join me in making a gift today?

➡ Donate here: [donorbox.org/exposuretrips](https://donorbox.org/exposuretrips)

Thank you for showing our students that their potential has no boundaries!

Your Partner in Education,  
[Your Name]

## SECTION 3: EMAIL TEMPLATES

### Template 4: Year-End / Last Chance (Dec 28–31)

Subject: Last chance in 2026 to make a tax-deductible impact for LA students

Hi [Name],

As we wrap up the year, I'm reflecting on how much small acts of generosity can transform lives.

Before December 31, you can make a tax-deductible contribution to the LAEP Exposure Trips Fund. This new campaign bridges the gap by connecting classroom learning to real-world careers outside of the classroom, and introducing them to inspiring professionals, and turning curiosity into passion.

Through our Expose, Inspire, Connect model, your gift does more than fund a trip, it opens doors that would otherwise remain closed. And the need is urgent: due to severe budget cuts, many of our students will not have the opportunity to experience a single field trip without your support.

We're shifting mindsets, building hope, and helping young people see a future where their dreams are within reach. Your gift ensures that public school students across Los Angeles kick off 2027 with opportunities to explore marine science, STEAM careers, and local cultural landmarks.

If you haven't had a chance yet, please consider making a year-end gift today:  
[donorbox.org/exposuretrips](https://donorbox.org/exposuretrips)

Wishing you a joyful new year!

Your Partner in Education,  
[Your Name]



## SECTION 4

# Social Posts & Graphics

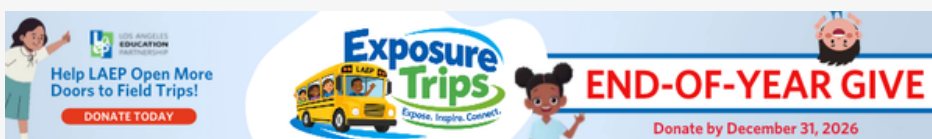


[Download Graphics Here](#)

## EMAIL SIGNATURE GRAPHICS:



## WEBSITE BANNER GRAPHICS:



SOCIAL GRAPHICS:



LOS ANGELES  
EDUCATION  
PARTNERSHIP

OCTOBER IS  
NATIONAL  
FIELD TRIP MONTH!

Campaign Launch: October 15, 2026

Exposure  
Trips

Expose. Inspire. Connect.

Help LAEP Take Learning  
Beyond the Classroom

DONATE TODAY

donorbox.org/exposuretrips













LOS ANGELES  
EDUCATION  
PARTNERSHIP

Help us reach our first year-end milestone by  
December 31! Support the LAEP Exposure Trips Fund  
before the clock runs out on 2026.

\$25,000

Make Your Gift Today!

donorbox.org/exposuretrips

Exposure  
Trips

Expose. Inspire. Connect.

Help LAEP Take Learning  
Beyond the Classroom









LOS ANGELES  
EDUCATION  
PARTNERSHIP

Help us reach our first year-end milestone by  
December 31! Support the LAEP Exposure Trips Fund  
before the clock runs out on 2026.

\$25,000

Make Your Gift Today!

donorbox.org/exposuretrips

Exposure  
Trips

Expose. Inspire. Connect.

Help LAEP Take Learning  
Beyond the Classroom









LOS ANGELES  
EDUCATION  
PARTNERSHIP

GIVINGTUESDAY

Remember Your Favorite Field Trip?  
Help a Student Discover Theirs.

This GivingTuesday, give to the LAEP Exposure Trips Fund and help students explore new places, spark their curiosity, and see what's possible beyond the classroom.

Make Your Gift Today!

donorbox.org/exposuretrips







LOS ANGELES  
EDUCATION  
PARTNERSHIP

GIVINGTUESDAY

Remember Your Favorite Field Trip?  
Help a Student Discover Theirs.

This GivingTuesday, give to the LAEP Exposure Trips Fund and help students explore new places, spark their curiosity, and see what's possible beyond the classroom.

Make Your Gift Today!

donorbox.org/exposuretrips







LOS ANGELES  
EDUCATION  
PARTNERSHIP

GIVINGTUESDAY

Remember Your Favorite Field Trip?  
Help a Student Discover Theirs.

This GivingTuesday, give to the LAEP Exposure Trips Fund and help students explore new places, spark their curiosity, and see what's possible beyond the classroom.

Make Your Gift Today!

donorbox.org/exposuretrips







LOS ANGELES  
EDUCATION  
PARTNERSHIP

GIVINGTUESDAY

Remember Your Favorite Field Trip?  
Help a Student Discover Theirs.

This GivingTuesday, give to the LAEP Exposure Trips Fund and help students explore new places, spark their curiosity, and see what's possible beyond the classroom.

Make Your Gift Today!

donorbox.org/exposuretrips







LOS ANGELES  
EDUCATION  
PARTNERSHIP

GIVINGTUESDAY

Remember Your Favorite Field Trip?  
Help a Student Discover Theirs.

This GivingTuesday, give to the LAEP Exposure Trips Fund and help students explore new places, spark their curiosity, and see what's possible beyond the classroom.

Make Your Gift Today!

donorbox.org/exposuretrips







LOS ANGELES  
EDUCATION  
PARTNERSHIP

GIVINGTUESDAY

Remember Your Favorite Field Trip?  
Help a Student Discover Theirs.

This GivingTuesday, give to the LAEP Exposure Trips Fund and help students explore new places, spark their curiosity, and see what's possible beyond the classroom.

Make Your Gift Today!

donorbox.org/exposuretrips





SOCIAL GRAPHICS:



LOS ANGELES  
EDUCATION  
PARTNERSHIP

END-OF-YEAR GIVE

One Last Gift This Year.  
A World of Discovery Ahead.

Help students start the new year with opportunities to explore, discover, and imagine what's possible beyond the classroom.

Give to the LAEP Exposure Trips Fund by December 31.

Make Your Gift Today!

donorbox.org/exposuretrips







LOS ANGELES  
EDUCATION  
PARTNERSHIP

END-OF-YEAR GIVE

Expose. Inspire. Connect.  
Give Before the Year Ends.

Your year-end gift helps LAEP expose students to new possibilities, inspire their curiosity, and connect classroom learning to the world around them.

Support the LAEP Exposure Trips Fund by December 31.

Make Your Gift Today!

donorbox.org/exposuretrips







LOS ANGELES  
EDUCATION  
PARTNERSHIP

END-OF-YEAR GIVE

One Last Gift This Year.  
A World of Discovery Ahead.

Help students start the new year with opportunities to explore, discover, and imagine what's possible beyond the classroom.

Give to the LAEP Exposure Trips Fund by December 31.

Make Your Gift Today!

donorbox.org/exposuretrips





## SOCIAL CAPTIONS:

### Post 1: National Field Trip Month

 Remember your favorite field trip? This National Field Trip Month, I'm supporting the LAEP Exposure Trips Fund to help students make discoveries of their own. Join me in helping LAEP reach its first \$25,000 milestone by November 30!

Give and learn more: [laep.org/exposuretrips](https://laep.org/exposuretrips)

#LAEP #NationalFieldTripMonth #ExposureTrips #PartnerwithLAEP  
#EducationalEquity

### Post 2: GivingTuesday

What experience first helped you imagine your future? For many of us, it started with a chance to explore somewhere new.

This GivingTuesday, I'm supporting the LAEP Exposure Trips Fund to help students connect classroom learning with real-world possibilities. I invite my colleagues and network to join me.

Give today: [donorbox.org/exposuretrips](https://donorbox.org/exposuretrips)

#LAEP #NationalFieldTripMonth #ExposureTrips #PartnerwithLAEP  
#EducationalEquity

### Post 3: Year-End Giving

Many of us can point to a single out-of-classroom experience—a museum visit, a marine science trip, or a mentor interaction—that opened our eyes to what was possible. Today, we have the power to create those exact moments for the next generation.

Join me in supporting the LAEP Exposure Trips Fund with a year-end gift. Together, we can break down financial barriers, spark lifelong curiosity, and connect classroom learning directly to real-world impact.

 Make your tax-deductible gift by December 31: [donorbox.org/exposuretrips](https://donorbox.org/exposuretrips)

#LAEP #NationalFieldTripMonth #ExposureTrips #PartnerwithLAEP  
#EducationalEquity



# THANK YOU LAEP COMMUNITY!

## Thank You for Helping Students Go Further

Your generosity and advocacy help LAEP take learning beyond the classroom. Thank you for giving, sharing, and inviting others to support the LAEP Exposure Trips Fund.

Together, we can Expose. Inspire. Connect.

[laep.org/exposuretrips](https://laep.org/exposuretrips)

## LOGOS



**SHARE TOOLKIT  
WITH YOUR  
NETWORK.**



LOS ANGELES  
**EDUCATION**  
PARTNERSHIP

