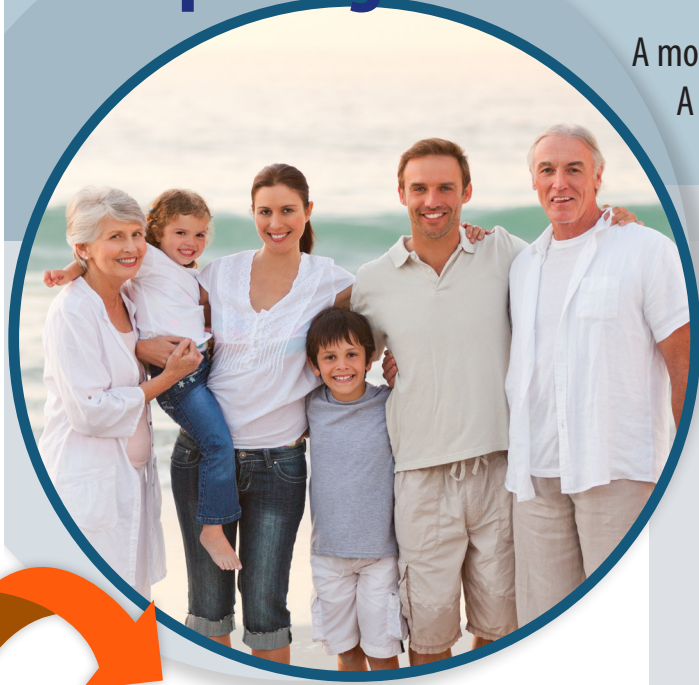


Right now, someone is whispering the words “I NEED HELP”



A mother battling depression who feels like she's failing her children.
A teenager overwhelmed by anxiety and afraid to tell anyone.
A father trapped in addiction, desperate for a way out.

More and more people are finding the courage to reach out for help with substance use and mental health disorders. And when they do, EPIC is there — ready to meet them with compassion, dignity, and real solutions.

For more than 50 years, EPIC has been a lifeline in our community. The care provided here isn't just supportive — it's life-changing. It's lifesaving. It restores families. It gives people back their futures.

But none of this happens without you.

During St. Augustine Giving Day, you have the opportunity to be the reason someone gets a second chance.

Your donation ensures that when someone makes that brave call for help, they are never turned away because of their inability to pay. Imagine finally being ready for treatment — and being told there's no help because you can't afford it. Your gift makes sure that never happens.

Last year, EPIC served over 6,000 people.

6,000 lives.

6,000 families.

6,000 opportunities for hope to replace despair.

Today, you can be part of the next story of recovery. Your generosity will help individuals and families struggling with substance use and mental health disorders find stability, healing, and long-term recovery.

It will help someone return to their family.

Help a teen see a future worth living.

Help a parent come home whole again.

Please don't wait.

Give today. Give generously.

Give because someone's life may depend on it.

Here's how you can help!

SCAN THE QR CODE

on May 6 & 7 to donate or visit:

www.givingday.us/organization/Epic-Community-Services



AND

PROMOTE GIVING DAY 2026

Use your social media accounts to encourage your friends and family to donate and join Giving Day 2026.

1. Download Giving Day 2026 Milk and Cookies campaign at epicbh.org/staugustinegivingday
2. Following us on Facebook and Instagram

Stand with EPIC's mission during
ST. AUGUSTINE GIVING DAY
MAY 6&7

— And be the difference between hopelessness and healing.



Fundraiser

epic BEHAVIORAL HEALTHCARE
Est. 1973 Education, Prevention, Intervention & Counseling

(904) 829-2273x 4003 | epicbh.org

EPICBH [epicbh_staug](https://www.instagram.com/epicbh_staug)

MILK & COOKIES CAMPAIGN

HELP US WIN \$1000

This isn't about big donations—it's about more people stepping up. Every single donor counts. One gift = one vote.
Objective: Drive the highest number of unique donors on May 6 | 9:00 pm - 11:00pm (ET) to win the \$1,000 prize.

YOUR ROLE: Lead the Charge: You become the face of urgency and credibility—personally activating your network. **Send Social Posts, Emails and text messages** to your network of friends and family.

Campaign Timeline Starts April 26

- Personally text and email 50–100 contacts or more
- Post 2–3 teaser posts on LinkedIn/Facebook/ Instagram
- Secure “I’ll donate” pledges

48-Hour Countdown: Mon., May 4th

- Goal: Lock in intent
- Send teaser posts and text messages
- Send Countdown post **Wed., May 5**

Go Time: Wed., May 6 (9–11 pm)

- Post at 8:55 pm (launch post)
- Send direct texts at 8:05 pm
- Post updates at 9:45 pm & 10:30 pm
- Send direct texts 9:30 pm
- Go LIVE or record a quick video if possible

HELPFUL TIPS FOR RUNNING SUCCESSFUL CAMPAIGNS!

Key Message (simple + repeatable)

- Sleep better knowing you helped save a life.
- Give \$10. Be counted.
- Be the Strategy That Wins

Lower the barrier:

Ask for \$5–\$15, not big gifts

Repeat urgency:

Time window matters

Go personal:

Texts outperform posts

Go LIVE: or record a quick video if possible

Use micro-influencers:

Ask 5 friends to each bring 5 donors

Optional Boost Ideas

- “I’ll match the first 20 donors”
- Quick selfie/video

Local touches that boost results

- For over 50 years, EPIC has transformed lives and restored families in St. Augustine.
- Use “St. Augustine” in every message

Tag local groups:

- Facebook groups
- Local business pages
- Rotary / Chamber connections

CAMPAIGN KIT INCLUDES:

Scan QR Code to download

WHILE NIGHT SCROLLING,
DO A LITTLE GOOD
AFTER YOUR MILK
& COOKIES
Campaign Kit



1. **Email** (Send 5-7 days before + morning of)
2. **Social Teaser Post # 1 & Text Message**
“St. Augustine friends - quick favor”
(Send 3–5 days before)
3. **Social Teaser Post & Text Message # 2**
Share Your EPIC Impact Story (short + emotional)
(Send 2–3 days before)
4. **Countdown Post & Text message**
Milk and Cookies St Augustine - starts tomorrow
(Send the afternoon of)
5. **Game Time : Day of messages (May 7th)**
LIVE Post & Text Message
Milk and Cookies Challenge is LIVE!
6. **Mid-Push & Text Message**
LIVE Post & Text Message
We're half way there! Video if possible
7. **Final Push & Text Message**
LIVE Post & Text Message
Last Chance

Stand with EPIC's mission during
ST. AUGUSTINE GIVING DAY
MAY 6&7

— And be the difference between hopelessness and healing.



MILK & COOKIES CAMPAIGN KIT

Email (Send 5-7 days before + morning of)

We have a unique opportunity to impact the St. Augustine community positively! EPIC Behavioral Healthcare is participating in the “Milk and Cookies” challenge during St. Augustine Giving Day on May 6, from 9 to 11 p.m. To win this challenge, we need to attract the most new donors. The amount you give doesn’t matter; what truly counts is the number of people who donate. A contribution of \$5 or \$10 is just as valuable as a \$100 donation. Every single donor makes a difference.

I want to help EPIC win this challenge because, for over 50 years, EPIC Behavioral Healthcare has been a vital resource in our community, providing mental health and substance use disorder care in St. Johns and Flagler Counties. Their services include inpatient and outpatient care, crisis intervention, and prevention classes, serving individuals from ages 4 to seniors. They never turn anyone away due to inability to pay, offering life-changing and lifesaving support that restores families and helps individuals regain their futures.

So here’s the ask:

Set a reminder for May 6, from 9 to 11 p.m. (around bedtime). After you have settled in, try to resist the urge to scroll through your phone for a moment. Instead, take about 30 seconds to do something good. Give what you can to the Milk and cookies challenge during that time. Your generosity will help individuals and families struggling with substance use and mental health disorders find stability, healing, and long-term recovery.

Your contribution can help someone return to their family, help a teen see a future worth living, and support a parent coming home whole again.

Please ask your friends and family to share our campaign information and donate by clicking the link on May 6, from 9 to 11 p.m.

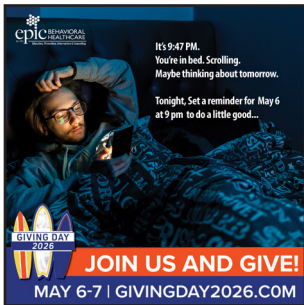
<https://www.givingday.us/organization/Epic-Community-Services>

If you’ve ever thought about making a difference locally, this is one of the simplest and most powerful ways to do it.

Thank you for being part of what makes St. Augustine so special.

Thanks for doing a little good!

- Your name



Email Image: Male scrolling on phone while laying down.



Post #1 Image: Girl with laptop in bed

Social Teaser Post # 1 & Text Message (Send 3–5 days before)

It's 10 pm. You're in bed. Maybe thinking about tomorrow. Maybe avoiding it.

Tonight, Set a reminder for May 6 at 9 pm to do something good.

I’m helping EPIC Behavioral Healthcare win \$1,000 during the 2026 St. Augustine Giving Day Milk and cookies challenge. EPIC helps individuals with mental health and substance use disorders. The catch? It’s not about how much you give—it’s about how MANY people give. Would you be willing to donate \$5 or \$10 during that time? Do a little good while you’re scrolling. —*Real Support, Real Second Chances. No Pressure. Just a small act of kindness before you close your eyes. Click the link to donate on May 6 from 9 - 11 p.m. <https://www.givingday.us/organization/Epic-Community-Services>*

#Milkandcookies#StAugustine #givingday2026 #epicbehavioralhealthcare

TEXT MESSAGE BLAST (Most Important)

Hey! Quick favor— Help me help EPIC Behavioral Healthcare win a \$1,000 during the 2026 Giving Day Challenge. The focus is on the number of donors rather than the total amount donated. Can you donate \$5 or \$10? It only takes 30 seconds! Do a little good while you're scrolling. I'll send reminders. Thanks!

Click to donate on May 6 from 9 - 11 p.m. <https://www.givingday.us/organization/Epic-Community-Services>

Stand with EPIC’s mission during
ST. AUGUSTINE GIVING DAY
MAY 6&7

— And be the difference between hopelessness and healing.



MILK & COOKIES CAMPAIGN KIT



Post #2 Image:

An impact story in Cookies and milk font.

Social Teaser Post & Text Message #2 (Send 2–3 days before)

Caption: Why I support EPIC.

Share Your EPIC impact story (short + emotional) (Why you support EPIC)

#Milkandcookies#StAugustine #givingday2026 #epicbehavioralhealthcare

Click to link to donate on May 6 from 9 - 11 p.m. <https://www.givingday.us/organization/Epic-Community-Services>

Text Message Blast (Most Important)

Hey! Me again, just a friendly reminder about helping my cause—EPIC Behavioral Healthcare is competing for \$1,000 during the St. Augustine Giving Day 2026 Milk and Cookies contest. The focus is on the number of donors rather than the total amount donated. Can you donate \$5 or \$10? It only takes 30 seconds! Do a little good while you're scrolling. Thanks!

Click the link to donate on May 6 from 9 - 11 p.m. <https://www.givingday.us/organization/Epic-Community-Services>



Countdown post image: cookies and milk with a clock

Countdown Post & Text message (Send the afternoon of May 6th)

Caption: Tonight, is the time for my St. Augustine family and friends to show up.

From 9 - 11 p.m., every single donor counts during the St. Augustine Giving Day 2026 Milk and Cookies contest.

Set your alarm. Do a little good. Can you donate \$5 or \$10? It only takes 30 seconds!

Give tonight between 9 - 11 p.m., <https://www.givingday.us/organization/Epic-Community-Services>

#Milkandcookies#StAugustine #givingday2026 #epicbehavioralhealthcare

Text Message Blast (Most Important)

Hey! Me again, just a friendly reminder about helping my cause—EPIC Behavioral Healthcare is competing for \$1,000 during the St. Augustine Giving Day 2026 Milk and Cookie contest. The focus is on the number of donors rather than the total amount donated. Can you donate \$5 or \$10? It only takes 30 seconds! Thanks!

Give tonight between 9 - 11 p.m., <https://www.givingday.us/organization/Epic-Community-Services>

Game Time : Live Post & Text message (May 6th send at 8:55p.m.)

Caption: Right Now is the Moment. TIME to do a little good

From now until 11p.m., Every donor counts—no matter the amount. \$5. \$10. It all matters.

Help me help EPIC during the St. Augustine Giving Day 2026 Milk and Cookies contest. Don't wait, this is only 2 hours.

Give NOW: <https://www.givingday.us/organization/Epic-Community-Services>

#Milkandcookies#StAugustine #givingday2026 #epicbehavioralhealthcare

Text Message Blast (Most Important)

Hey! IT'S ON Right NOW,— Please help me help EPIC Behavioral Healthcare win \$1,000 during the St. Augustine Giving Day 2026 Milk and Cookies contest. DONATE RIGHT NOW (9–11p.m.) The focus is on the number of donors rather than the total amount donated. Can you give \$5 or \$10? Takes 30 seconds. Do a little good and give now! <https://www.givingday.us/organization/Epic-Community-Services>



Game-time post image: Man looking at table at night

Stand with EPIC's mission during
ST. AUGUSTINE GIVING DAY
MAY 6&7

— And be the difference between hopelessness and healing.



MILK & COOKIES CAMPAIGN KIT



Halfway post Image:

Man eating a donut and looking at phone



Final post Image:

White donut person on black background that is frantic to get your attention



Thank you post image:

Animal shape donuts with big eyes and sprinkles on the table.

Mid-Push Post & Text Message (Send at 10 pm)

Use image or make a live video if possible

Caption: We're halfway there, St. Augustine If you've been meaning to give—now's the time to stop scrolling and to do a little good. Every single donor brings us closer to winning \$1,000 during the St. Augustine Giving Day 2026 Milk and Cookies contest. The focus is on the number of donors rather than the total amount donated. Can you give \$5 or \$10? Takes 30 seconds. CLICK NOW <https://www.givingday.us/organization/Epic-Community-Services>
#Milkandcookies#StAugustine #givingday2026 #epicbehavioralhealthcare

Text Message Blast (Only send to your people who wont mind a late night text around 10 p.m.)

We are half way there. If you haven't already given,— Please help me help EPIC Behavioral Healthcare win \$1,000 during the St. Augustine Giving Day 2026 Milk and Cookies contest. The focus is on the number of donors rather than the total amount donated. Can you give \$5 or \$10? Takes 30 seconds. CLICK LINK TO DONATE NOW. <https://www.givingday.us/organization/Epic-Community-Services>

Final Push Post & Text Message (Send at 10:30 p.m.)

Caption: Last Chance, St. Augustine If you've been meaning to give, now's the time.

Every single donor gets us closer to winning A \$1,000 during the St. Augustine Giving Day 2026 Milk and Cookies contest. Do a little good. Takes 30 seconds. The focus is on the number of donors rather than the total amount donated. Can you give \$5 or \$10? Takes 30 seconds. CLICK LINK TO DONATE NOW
<https://www.givingday.us/organization/Epic-Community-Services>
#Milkandcookies#StAugustine #givingday2026 #epicbehavioralhealthcare

Text Message Blast (Only send to your people who wont mind a late night text around 10:30 p.m.)

Last Chance! Help me help EPIC win \$1000 during the St. Augustine Giving Day 2026 contest. Can you give \$5 or \$10? Or any thing you can. It takes 30 seconds. Stop scrolling and do a little good tonight. Sleep easy knowing you made a difference. Give NOW! <https://www.givingday.us/organization/Epic-Community-Services>

Thank You! Post & Text Message (Send the next morning)

Caption: Hey, Friends and family, you did a lot of good!

Thank you to everyone who has stepped up to donate and support EPIC Behavioral Healthcare in our effort to win \$1,000. You're making a real difference! Keep an eye on the EPIC Behavioral Healthcare Facebook page to see if we won! But you can still do a little more good and donate again to EPIC. CLICK NOW!
<https://www.givingday.us/organization/Epic-Community-Services>

Text Message Blast

Thank you to everyone who has stepped up to donate and support my cause EPIC Behavioral Healthcare in our effort to win \$1,000 during the St. Augustine Giving Day 2026 Milk and Cookies contest. But you can still do a little more good and donate again to EPIC. CLICK NOW! <https://www.givingday.us/organization/Epic-Community-Services>

Stand with EPIC's mission during
ST. AUGUSTINE GIVING DAY
MAY 6&7

— And be the difference between hopelessness and healing.

