



Scratch Ambassador Toolkit



Thank you for spreading the word about giving back to Scratch! Below, find templates and copy you can use on social media, Scratch's social accounts for easy tagging, and more.

Imagine

Key Links

Create

[Donate to Scratch](https://donate.scratch.org) (donate.scratch.org)

Share

Scratch Social Channels

[Instagram - @scratchteam](#)

[Facebook - @scratchteam](#)

[LinkedIn - @Scratch Foundation](#)

Social Posts

Feel free to remix with details about your Scratch experience or what supporting Scratch means to you.

LinkedIn

Do you remember a time before addictive algorithms, AI slop, and in-app purchases? When the internet felt like it was full of creative possibilities? For nearly 20 years, @Scratch Foundation has kept that feeling of possibility alive, with more than a billion stories, games, and animations created by kids worldwide for free. If you believe, as I do, that kids deserve their own online space that feels more like a community center than a shopping mall, join me and support Scratch today. They're fully supported by generous people like you and me. donate.scratch.org

Instagram

I'm supporting @scratchteam, the world's largest creative community for kids online, and I hope you join me. Every day, hundreds of thousands of ideas are brought to life in Scratch by kids everywhere. Maybe your child uses it, or maybe you grew up making your own stories, games, and animations in Scratch. It's 100% free, moderated by real humans, and a completely independent nonprofit: no ads, no shareholders, and no profit-driven algorithms. If you believe, as I do, that kids deserve a space that feels more like a community center than a shopping mall, support Scratch today. Get started by pasting this link into your browser: donate.scratch.org

Facebook

Do you believe kids deserve their own space online that feels more like a community than a shopping mall?

Think back to a time before addictive algorithms, AI slop, and in-app purchases — when the internet felt like it was full of creative possibilities. For nearly 20 years, @Scratch has kept that feeling of possibility alive, with more than a billion stories, games, and animations created by kids

worldwide for free. Join me and support the nonprofit Scratch today. They're fully supported by generous people like you and me. donate.scratch.org

X

Do you believe kids deserve a space that feels more like a community than a shopping mall? Me, too. That's why I'm supporting @Scratch, the world's largest nonprofit creative community for kids online. Join me: donate.scratch.org

Email

Copy and paste this email to encourage your friends and colleagues to join you in supporting Scratch. Feel free to remix with details about what supporting Scratch means to you!

To: Your Friends & Colleagues
From: You
Subject Line: Join me and support kids everywhere

Hey [recipient name],

I want to share a cause with you that I really believe in: Scratch, the world's largest online creative community for kids, funded entirely by [donations](https://donations.scratch.org) from generous folks like you and me.

Do you remember a time before addictive algorithms, AI slop, and in-app purchases? Back then, the internet was full of creative surprises. You could discover a weird new flash game, make a funny music video, or build your own website and share it with friends around the world — not for clout, but for the love of creating. I loved growing up with that sense of infinite creative possibilities, when logging onto your computer felt like opening up a portal to a thriving digital neighborhood where anything was possible.

Scratch keeps that feeling of possibility alive. Since 2007, millions of kids from around the world have come to Scratch to create, remix, and share more than a billion interactive games, stories, and animations in a supportive online community, for free. Scratch is like the Sesame Street of the internet: a uniquely non-commercial space that combines fun and education.

If you, like me, feel that kids deserve more spaces like that online, please [join me](https://join.scratch.org) in supporting this one-of-a-kind nonprofit.

Did you know:

- Scratch is free from commercial pressures to monetize engagement, sell users' data, or advertise to kids, making it a rare social space online that feels more like a community center than a shopping mall.
- Scratch is moderated by a highly trained team of real humans. They don't just prevent harmful content, but they help kids become kinder digital citizens, too.
- Scratch was born at the MIT Media Lab and is run with the heart and

mission of a nonprofit and the operational approach of a start-up. Every dollar is put to good use.

It costs more than 4 million dollars a year just to keep Scratch up and running. Without the support of a community of donors, Scratch would not exist.

Kids deserve a creative space built just for them, so they can experience the joy of creating together without being sold to. [Make a donation today to help keep the wonder, creativity, and community of the old internet alive.](#)

And once you donate, share it with your friends from LiveJournal, Neopets, MySpace, or even Scratch to remind them that the internet is a place for all of us.

With gratitude,
[Your name]