



## FUNDRAISING GAME PLAN

Strategy \* Support \* Success

### *Let's Do This!*

You've established your goals and your team members are excited to participate. Now comes the daunting task of raising the funds to make the dream come true, for as many of your team as possible. The team at Global Football has created this game plan to help you through every step of the process. The ideas and suggestions listed here are easy to implement and have a proven track record of success for various teams and organizations. Your team will see the most success when more of your members and their families have an active role in the fundraising process. All of us here at Global Football are here to help; together we can reach the summit!

### *Events*

There are thousands of fundraising ideas and events. Be creative, you know your school, your town and your potential donors. Your participants can be your biggest assets. The enthusiasm with which they approach and carry out each fundraiser can motivate your entire community to get behind your efforts! Here are a few we have found to be highly successful.

#### **1. THE BIG TICKET & REVERSE RAFFLE**

- ◆ Each player is given 5-10 tickets to sell through the season at \$50-100 each. Grand Prize; the trip! Other prizes can include: Big screen TV, Laptop, NFL tickets, etc...
- ◆ Reverse Raffle:
  - The last ticket in WINS. When it gets down to 5-10 tickets left, owners of those tickets begin to 'auction' off their ticket. Giving the 'donations' to the fund.

#### **2. DONATION REQUEST PERSONAL LETTER**

- ◆ Each participant must "HANDWRITE" his or her letter. Create a standard for team to follow. Mail or hand deliver to hometown businesses, service groups, friends, relatives.

#### **3. GOLF TOURNAMENT**

- ◆ Sell Tournament and Tee sponsors
- ◆ Dinner, Silent Auction and or Themed Raffle Baskets
- ◆ Get donations from community merchants and donors

4. **AMERICAN GIFTER SUPER STORE**
  - [www.americangifter.com](http://www.americangifter.com)
  - An online Superstore. Team gets 70% of sales.
5. **LIFT-A-THON**
  - ◆ Players get pledges for the total weight lifted during the event.
6. **RESTAURANT PERCENTAGE NIGHT**
  - ◆ Restaurants donate a percentage of sales for the day to your team.
7. **COURSE CREDITS**
  - ◆ Offer international exchange for course credit. A portion of the trip cost may be added to the student's financial aid packages.
8. **WORK CONCESSIONS**
  - ◆ Players can work concession stands at NFL/MLB/NBA/NHL/NASCAR games when located in these cities.
9. **MAJOR SPONSOR**
  - ◆ Many community members will support your efforts if just asked. Sponsorship can be rewarded in many ways, such as naming on:
    - Uniforms, Equipment, Banners, Programs

*Your efforts in fundraising will allow this life-changing international tour to become a reality for your student athletes. In the end, enabling even those facing the most difficult financial challenges to experience such a unique opportunity. This experience will have a profound impact on their lives, and on your team, on and off the field.*

**Some schools which have recently utilized these fundraising ideas successfully:**

Father Judge HS, Philadelphia, Pa.

John Carroll University

Hamilton HS, Chandler, Az.

Ohio Northern University

Notre Dame Prep, Scottsdale, Az.

Illinois Wesleyan University

Jesuit Prep School, Dallas, Tx.

Elmhurst College

Loyola High School, Chicago, Il.

Augustana College

Notre Dame HS, Sherman Oaks, Ca.

Wabash College

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