



# TOP 10 FUNDRAISING TIPS FOR HIGH SCHOOLS

## 1 SHARE WHY YOUR TEAM IS PASSIONATE ABOUT BEATING CANCER

The 3-Point Challenge gives your team a way to inspire your community to join the fight against cancer. Use your team page to share your reasons for supporting Coaches vs. Cancer -- "we are passionate about Coaches vs. Cancer because..." Customize your team page with personal stories and messages. Have your team record a short video talking about the cause. Inspire players to go above and beyond by communicating the impact their efforts are making on their community.

## 2 ENGAGE THE PLAYERS/STUDENTS

The most successful campaigns have players who are highly engaged in the fundraising. Coaches can challenge & reward their players for going above and beyond to make an impact on and off the court.

## 3 SELECT A CAMPAIGN CAPTAIN(S)

Every team needs leaders to be successful. And every fundraising campaign needs a group of leaders to take ownership and ensure its success. Coaches can select a captain or group of captains to be the driver of campaign success. Captains can be coaches, players, parents, booster club supporters or anyone passionate about the cause in your community.

## 4 HOST A DEDICATED 3-POINT CHALLENGE GAME

Designate a home game as your '3-Point Challenge' game to generate awareness & support. Get creative by making signs and flyers to promote your team's participation to your fans. Pass the hat, make an announcement and encourage your fans to give at the game!

## 5 ASK PLAYERS TO CREATE A PERSONAL FUNDRAISER PROFILES ON YOUR TEAM PAGE

Your 3-Point Challenge campaign allow students to individually get involved and compete to achieve your team's goal. Each student can create a personal fundraising link to share with family and friends. Every time someone pledges to their personal link, they will receive credit for the pledge and climb the Fundraiser Leaderboard. The Fundraiser feature is a great way spark internally competition at the school. Consider rewarding the top student fundraisers with a prize!

Setting up a profile is easy! Follow these simple steps:

- Go to the team campaign page and click "Become a Fundraiser" button
- Follow the easy steps to create your own Fundraiser profile on your team page
- Share your personalized profile with your community and receive credit for every pledge collected!

## 6 PLAYERS SEND DIRECT EMAILS TO SUPPORTERS

It's a fact - people are more likely to give when they're asked. 1 in 3 people will contribute to a campaign when directly asked by a fundraiser. 1 in 1000 people will give when seeing a passive social media post. Have players send emails to 5-10 people each, asking them to contribute because the cause is important to their team. Fundraisers that personally send 10+ emails raise 75% more money.

## 7 COACHES MAKE THE FIRST PLEDGE THEMSELVES

No one likes to see a zero on the scoreboard -- just like no one wants to be the first to give to a campaign. The coach has committed the team to the cause. Have them make a pledge to kick off the campaign!

## 8 EMAIL YOUR SCHOOL FACULTY & ALUMNI

Utilize the school's database of faculty and alumni to create excitement and build momentum. The 3-Point Challenge gives alumni across the country a reason to support their team, follow the in-game action and support the student's efforts to make an impact in the community.

## 9 DISTRIBUTE PRESS RELEASE TO LOCAL MEDIA

Add some extra flare to the campaign by engaging local media. The 3-Point Challenge creates perfect content for a great news story and gives students positive exposure.

## 10 POST ON YOUR TEAM AND SCHOOL SOCIAL MEDIA PAGES

Social media is an easy way to share your campaign with the community. Social media is a great tool for providing updates and building awareness.