



## Leveraging Student-Athletes

In sports, teamwork is always better than working alone. The same is true in fundraising. One of the most valuable Pledge It tools is the Fundraiser feature. The Fundraiser feature allows players on a team to create a personal Fundraiser link that can be shared with family and friends. Every time someone donates to a player's personal Fundraiser link, the player receives credit on the Fundraiser Leaderboard. The Fundraiser feature is a great tool to get players involved with the fundraising efforts in a way that is fun, motivating, and easy.

### Benefits?

The benefits are very straightforward. Teams that use the Fundraiser feature raise 5x more than teams that do not use the feature. The Fundraiser feature dramatically increases the traffic to your fundraising campaign.



### How to Sign Up Student-Athletes as Fundraiser

Recruiting players to become Fundraisers is very easy. Share the below instructions with players:

1. Go to [TouchdownsAgainstCancer.com](http://TouchdownsAgainstCancer.com) and click "Get Involved as a Student"
2. Click the "Find Your Team" button and type your school's name in the search box
3. Select your school and click "Become A Fundraiser"
4. Click "Edit your personal message" and then click "Save and Continue"
5. Register with your name and email address, and click "Submit my information." You can use Gmail or Facebook to sign up.
6. Click "Confirm my information"
7. You can either manually enter supporters emails or import emails from Gmail
8. Lastly, you can make the first pledge to your Fundraiser link

You can also have players [watch this step-by-step video](#) of becoming a Fundraiser.

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