



# TAKE YOUR CAMPAIGN TO THE NEXT LEVEL



## TIPS FROM VETERAN COACH MIKE GALLO

Mike Gallo is the longtime offensive line coach for the Chopticon Braves out of Morganza, MD. He also spearheads the Braves' **Touchdowns Against Cancer** initiative and will be leading his team's efforts for the fourth straight season.

### In three seasons, Chopticon has:

- Earned nearly \$19,000 to benefit St. Jude Children's Research Hospital
- Averaged over \$6,000 raised per season
- Been crowned the 2017 **Touchdowns Against Cancer** National Champions as the program's top earner



Gallo was eager to share his advice and experience, so he could help high school football teams like yours have their best season yet. His advice is broken down into three easy tips:

## Tip #1 INSPIRE YOUR TEAM

Recognizing a motivated football team would provide the best recruiters, Gallo informed his athletes of the **Touchdowns Against Cancer** movement early and often. "We started getting our players fired up about the program as soon as preseason camp began. They decided to host a few events around town to start building awareness. We even threw in some incentives for our top player fundraisers."

Chopticon offered a number of different incentives to its players. For the top fundraiser, a week off of conditioning, as well as dinner and dessert on the team, were up for grabs.



Braves' head coach Anthony Lisanti joined in by offering to shave his head, in a show of solidarity with children receiving chemotherapy treatment, if the team hit \$10,000 in charitable donations. True to his word, Lisanti let the players cut his hair in front of the team, and shared the sheer on social media so the whole community could join in on the fun.

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## TIP #2 GET PLAYERS INVOLVED

By motivating his players, Gallo created a team of ace recruiters. They are passionate about their community, and in turn the community supports them. With both the connections and the drive, Chopticon's campaigns have taken off year after year. Their players take it upon themselves to spread the word, using their platforms to rally supporters.

"Our players have **Touchdowns Against Cancer** all over Southern Maryland," Gallo said. "On every radio station, newspaper, and news website. We're all blowing it up on social media. We want to win it again this year!"



Gallo also encourages players to create personal profiles on Chopticon's **Touchdowns Against Cancer** fundraising page. By signing up as fundraisers, the athletes engage in friendly competition for prizes and swag, as well as the top spot as the team's best fundraiser.

**Touchdowns Against Cancer** is helping teams like Chopticon encourage student fundraising in 2019 with the creation of a national competition for students. The National Student Leaderboard lets players see how they stack up nationwide, so they can compete with fundraisers from the entire program, not just within their team. Added in conjunction with this new feature is the crowning of the program's top individual fundraiser, the **Touchdowns Against Cancer MVP!**

## TIP #3 DEDICATE A GAME

Every year, Gallo marks a September game on the calendar as the **Gold Out** game. During one of Chopticon's home games, the community is inspired to wear the **Touchdowns Against Cancer** themed gold to show their support for pediatric cancer research with St. Jude Children's Research Hospital.

This game is promoted heavily on social media and is widely-attended by the community every year. "Everything culminated in our **Gold Out Childhood Cancer** home game," Gallo explained. "It was our way of bringing the online program to life for our entire community. The scene on those Friday nights are unbelievable!"



Hosting a **Gold Out** or **Childhood Cancer Awareness** game is a great way to get your fans and supporters to rally to the cause. It can really make a late push in your fundraiser as donors can give on mobile right there at the event.

For more tips and advice, such as our **Top 10 Fundraising Tips** and **How to Promote your Campaign** visit the resource center at [touchdownsagainstcancer.com/resource-center/coach](https://touchdownsagainstcancer.com/resource-center/coach)