



# TOP 10 FUNDRAISING TIPS

**Congratulations on launching your Touchdowns Against Cancer campaign! Check out the below fundraising tips that have helped coaches launch successful fundraising campaigns.**

## **#1 MAKE THE FIRST PLEDGE YOURSELF**

No one likes to see a zero on the scoreboard - just like no one wants to be the first to donate to a campaign. You've committed to help fight childhood cancer, pledge to show your support.

## **#2 SIGN UP PLAYERS AS FUNDRAISERS**

The Fundraiser feature is the best way to get your players involved. Ask your players to go to your team's TAC campaign and to click "Become a Fundraiser" to create a personal fundraiser link.

## **#3 EMAIL 10-20 FAMILY & FRIENDS**

It's a fact - people won't give unless they are asked. Send a personal email to 10-20 close family and friends, and ask for a donation. Teams that personally send emails raise 5x more money.

## **#4 INVITE A VOLUNTEER CAPTAIN**

Get a volunteer involved. Sign into your account, click on your campaign, and click "Manager Users" in order to invite a volunteer captain to your team's fundraising campaign.

## **#5 SEND AN EMAIL TO ALUMNI MEMBERS**

Alumni are always looking for ways to get involved with their high schools. Send an email to the alumni database and invite them to support your team's fundraising campaign.

## **#6 LEARN MORE ABOUT ST. JUDE**

Helping your players understand how St. Jude helps kids and their families affected by cancer is a huge motivator. Go to [StJude.org](http://StJude.org) to learn more about their mission to defeat childhood cancer.

## **#7 GIVE YOURSELF TIME TO PROMOTE**

Start promoting your campaign 3-4 weeks prior to your first game. This is enough time to build hype at your school and to organize your volunteers and parents to help spread the word.

## **#8 INVITE LOCAL BUSINESSES**

Receiving the support of local businesses in your community can be a key to launching a successful campaign. Invite local businesses to make a pledge per touchdown or a one-time flat donation.

## **#9 POST ON SOCIAL MEDIA**

Use Facebook, Twitter, and Instagram to spread awareness about your team's campaign. Social media is an easy way to share your campaign. Post regular updates about your fundraising progress.

## **#10 PROMOTE AT HOME GAMES**

Ask the cheerleaders or student volunteers to set up a table at home games to collect donations. Make an announcement on the PA system, and handout flyers as fans enter the stadium.