



## Planning Sheet for Your School Fundraising Event

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### Part 1: Clarify Your Motivation & Goals

- Write an imaginary press release for after the game that includes details on all of the positive impact that will have been created by you for your community. We find this is an invaluable first step for clarifying motivation and goals.
  - Decide if you want this to become an annual event or a one time event.
  - Decide how much time you have to invest in the event, and how much help you'll need to realistically hit your goals
  - Choose goals for the success of the event
    - How many kids get to be a part of the experience?
    - How many supporters come to the game?
    - How much funds raised?
    - What will other prizes be that are donated for hitting goals and how much can this benefit the team, PTA, and/or school?
  - Choose a prize for the team that funding will go towards
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### Part 2: Build a Team to Help Run Your Event - Build a Team of Influential Supporters to Help with Your Event

- Funding for Bulk Purchases- Explore all possible ways of generating a bulk purchase
  - School funds
  - Sponsor organizations that work with the school
  - Well-Off Supporters of the team or school
- Get the Support of Your Administration
  - Explain all of the possible benefits to key influencers in the school admin
  - Send an email about the event with a link to entire school
  - Help with any funding requests
- Get the Full Support of Your Athletic Department
  - Convey all of the ways this event can be special for the Athletic Dept
  - Help setting up transportation for spectators to and from the game
  - Encourage other coaches and teams to support the event and spread the word to help build camaraderie between teams and school spirit
    - Can have Fall teams take a team picture on the court before the game or at halftime

- Team Members & Their Families
    - Your team members and their families have every reason to be the most passionate supporters of the event you are organizing
      - Consider assigning a minimum number of tickets sold to team members
      - Ask team members if any of their parents want to be involved in planning and running the event.
  - PTA & Parents Association
    - Ask them to run the school raffle
    - Ask if they would like to honor anyone at the game
  - Alumni & Alumni Parents
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### **Part 3: Design Your Event Inclusively - Be Inclusive to the Whole School Community**

- Setup Transportation - Students will be able to support the team more often if it is easy for them to get to the arena.
  - Boys & Girls Teams- We always love to have double headers with boys & girls teams when possible.
    - Explore possibility of a double header.
  - JV & Freshman Teams- We like to have the JV and Freshman teams each have half of the court for a 10 min mini-game before the Varsity game.
    - Confirm JV for mini scrimmage
    - Confirm Freshman for mini scrimmage
  - Choir & Singing Groups for National Anthem
  - Cheerleaders, Dance Groups, and Bands for Half-time show
  - School Media & Content Organizations
    - School Newspaper & Magazine- Have them design a special issue and sell it at the game. Also have them have "Press Credentials" and get the experience of covering a game at an NBA Arena
    - School Yearbook- Motivate them
    - Video/Photography Clubs- Get them "Press Credentials" to cover the game
  - Other Sports/Teams
    - Let Fall and/or other winter teams take a team picture before the game or at halftime to commemorate their season
  - Allot time for event sponsors to honor Key School Figures
    - Teacher of the Year/ Distinguished Teacher Award
    - Coach of the Year/ Distinguished Coach Award
    - PTA
    - School Government
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**Part 4: Help Your Supporters Spread the Word** - Spread the word about your event and make it easy for all of your supporters to share info.

- Hold a team meeting with your players
- Send an email to the entire school
- Get a flyer sent home to the entire school, or post flyers at school promoting the event
- Invite your family and friends by emails and sms messages with the ticket link
- Have other coaches and team leaders invite friends and family by email and sms messages with the ticket link
- Get other major supporters to invite family and friends by email and sms messages with the ticket link