

Music City Blitz

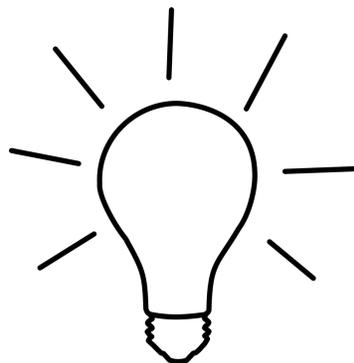
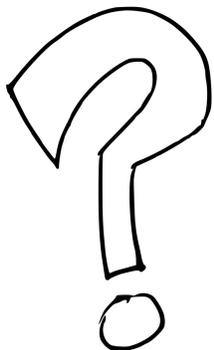
Fundraising Kit



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1. Asking Around



Congratulations on your registration for the 2017 Music City Blitz! Your fundraising efforts benefit the more than 16,000 athletes of Special Olympics Tennessee, so use this toolkit to help "make the ask"!

1. Personalize Your Fundraising Page

If you haven't done so already, definitely take a few moments to set up your personal fundraising page. Use the opportunity to explain why you are participating in the Music City Blitz. Tell your personal story to help your potential donors understand why their donation matters to YOU! Even simple things like changing your profile picture and customizing the text can make a difference. You can access your fundraising page and the link to share following registration.

2. Get the Ball Rolling

We've put together some email and social media templates that you can use to promote your fundraising page. The most important thing you can add to this message is WHY you are fundraising. Let your family and friends know why this matters to you, that's what they care about most.

3. Start with your Close Contacts

Want to know the secret to successful fundraising? It is simple...just ask around! It's always best to start by emailing your close contacts because they are most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your contacts.

4. Now Move to Social Media

Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on both Facebook, Twitter and Instagram is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that others are supporting you and that you appreciate the support tremendously.

5. Reengage with Email

Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% to your goal, 75% to your goal, etc) and ask supporters to help you hit the next milestone.

6. Continue Thanking and Updating

As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal!



2. Fundraising Ideas



Score big with these tips on how to raise \$100 (or more!) towards your fundraising goal.

1. Get the ball rolling and start your own fundraising page including photos, text and \$25.
2. Challenge 3 family members to each match your \$25 donation
3. Ask your best friend for a \$10 donation. Don't forget to share that donations are tax-deductible!
4. Ask 5 local friends to sponsor you for \$5 each.
5. Payback time! Request a \$20 sponsorship from 5 local businesses that you support. (hairstylist, dry cleaner, etc.)
6. Ask 5 of your friends at work. See if they would pay \$10 each to support your team. Offer to bring them coffee that day!
7. Chat with your neighbors. Ask 5 of them to support you with \$10 donations.
8. Ask 10 people from your church, synagogue, running club, gym, etc., to sponsor you for \$10 each.

These are just some ways to get started but feel free to get creative and have fun with your fundraising efforts!



3. Templates & Tools



In addition to the sample email included below, your fundraising page following registration will provide you with additional social media fundraising tips for posts.

Sample Email

On April 23, 2017, I will be competing in the Special Olympics Tennessee Music City Blitz, an adult flag football tournament held at Nissan Stadium to support more than 16,000 Special Olympics Tennessee athletes.

Not only am I excited to "Play Like a Pro" on the field at Nissan Stadium but I am also thrilled to be fundraising for Special Olympics Tennessee athletes. I have set a personal fundraising goal of \$_____. Any donation is tax deductible. Special Olympics gives individuals with intellectual abilities the opportunity to compete in Olympic-style sports to develop physical fitness, demonstrate courage and build friendships.

I hope that you will join me in my efforts to fundraise for this incredible organization! Your donation means a lot to me and will make an impact on the athletes lives.

Spectators are welcome at the 2017 Music City Blitz as well, and I am in need of a cheering squad, so feel free to come out and watch us play!

Thank you again,