

# Tools For Success

*Fund-Raising with USA Athletes International*



## Welcome to the USAAI Team!

You have been selected to participate in an event that will change your life forever. We hope you're as excited as we are about the ability to promote men's and women's sports in countries across the world while engaging different and unique cultures around the globe.

Short of personal obligations, there is only one reason individual athletes choose not to participate. That reason is simply the cost of the trip. If you are hesitant about joining the USA Athletes family for that reason, let us help set your mind at ease. With over 16 years experience in directing athletic travel, we can assure you that there are an endless number of possibilities for raising funds toward your trip.

This piece was designed to get you up and running in the fund-raising process. Should you have questions on your journey, please feel free to contact your program coordinator. We will be glad to assist you in any way we can.

**Good Luck and Happy Fund-Raising!**

### Got Media?

Talk to **local newspapers** to see if they would be willing to write a news story about you. Through this you can advertise your fund-raising efforts and thank your company sponsors. If they take a picture you could wear a USAAI t-shirt or a t-shirt bearing the company logos of those who are sponsoring you.

**Press releases** to local newspapers not only advertise the fund-raising events you are holding for the USAAI trip, but also create more interest from local individuals and businesses who may be willing to donate prizes or help through sponsorship.

### Successful Fund-Raising Opportunities:

#### USAAI T-Shirt Re-Seller

One of our most popular fund-raisers, sell USAAI Signature t-shirts to your fans. Fans will wear the shirts with pride as they support your sports travel. Sales and invoicing of t-shirts is processed through your online account.

10 shirts purchased @ \$5.20/shirt	\$52.00
10 shirts sold @ \$20.00/shirt	\$200.00
Profit from 10 shirts	\$148.00

NOTE: You may return up to 10 unsold t-shirts for a refund.

#### Sporting Tournaments/Camps

It's something you're good at, why not use the entry fee/camper fee as a fund-raiser? There are some out of pocket expenses, but with careful planning and a little help from willing family/friends/coaches, this has the potential to cover a majority of your trip costs.

#### Raffles

USA Athletes has several items that can be used for raffles. Each year, USAAI sponsors a raffle with a trip for two to one of our destinations. (*destination pre-selected by USAAI*) If you are interested in obtaining tickets for this year's USAAI raffle, please contact your program coordinator.

To do your own, come up with a prize of some value and sell raffle tickets to win it. Consider asking a local business to raffle off prizes or gift certificates. Many restaurants might already have a program just like this for fundraising efforts. This is an easy plan with quick results.

#### Benefit Dinners

A benefit dinner (hosted by you, a local restaurant, church or charity) is a great way to meet donors and raise money at the same time. Mixing something as simple as a spaghetti dinner, catfish fry, chili feed or other local cuisine with personalized invitations is a sure way to raise funds for your trip.

#### Car Washes/Bake Sales

Car washes have been done, and they can be successful. Try adding the value of a company match on top. If you can organize something with Wal-Mart or another chain store, they will match the proceeds dollar for dollar. Fast food restaurants are usually glad to host your car wash if you hand out coupons for them, and bookstores can be quick to offer space if you grill hamburgers or hotdogs and have drinks outside to help them bring people in.

# Plan Your Work and Work Your Plan

## 1. Make “The List” of possible donors.

**The List should be made up of those you know who would be most interested in seeing you go on the trip!** These people may be friends, family, friends of the family, professional or social acquaintances such as your doctor, dentist, or anyone your parents do business with.

*Keep in mind that these are people who are very likely to be interested in helping you achieve your goal.*

**Family & Individual Donations** – This is a great thing to ask for when it is time for someone to be thinking of a gift for you. If you have no occasion, simply give them a call or send them the donation letter.

**Clubs & Professional Organizations At Your School** - Every school has organizations that look to raise money for something worthy. Find out what groups you have on campus that might be willing to help you hold a fund-raising event. Don't forget about the alumni from your college, university, or high school.

**Clubs & Professional Organizations Locally & At Home** - Many of these clubs donate thousands of dollars every year to our program and are extremely enthusiastic about promoting young members of their community. Most of them want you to come share your experience with their group. If that sounds intimidating to you, just remember two things:

1. If you are willing to speak, they are willing to give you a donation, and
2. They WANT you to succeed!

Clubs to consider: American Legion, Eagles Club, Elks Lodge, Lions Club, Moose Lodge, Rotary Club, VFW Club, Kiwanis Club, Optimist Club, the Masonic Temple (or Masons as they are commonly known).

**Corporate Sponsors** - Consider checking with the company your parents work for or even your own job. Many companies have programs in their Human Resource Departments that make funds available for programs like this. Sometimes they may give a flat donation, other times they will match the amount of money you are able to raise on your own, and some have been known to fund the entire trip!

## 2. Make time to get your letter and donation forms distributed.

**Hand-Deliver Your Fund-Raiser Form** – This method is highly recommended and the most successful. USA Athletes experience has shown almost a 100% return when you personally deliver the forms. (Remember how girl scouts sell all those cookies—it works!)

**Be Sure To Set A Time And Date For Picking Up The Form** – The first thought for many is “How am I going to have time for this if I'm in class?” The answer: It's all about planning. You are not in school 24/7, so block out some time for distributing your forms. Maybe you do it after class, on the weekend, or during one of your breaks like Thanksgiving, Christmas, etc. Persistence will be one of your biggest allies. Even if you only distribute a couple each time, you'll receive more money than if you put it off because the task seems too big.

**BONUS TIP:** Add a donation request to your email signature to remind everyone of the USAAI adventure you have planned.

This simple request is another simple way to ask your family and friends.

