



***Builds Communities and Leads in
Wellness through Sports and Inclusion***



Winter 2018

Area:

Seasonal Goal:

Area Fundraising URL:



Dear Volunteers,

In 2018 Special Olympics Washington will kick-off new fundraising goals and with it, a new strategy of support for local fundraising. As a state we will transition from an annual campaign to a seasonal campaign in an effort to have 100% participation from our athletes, families, volunteers and more. Included with the seasonal Coaches' Packet will be information relating to the ongoing peer-to-peer fundraising campaign, including envelopes, directions, support resources, and incentive information.

NEW for 2018

- Individual area fundraising pages with seasonal goals. These goals will reflect the total amount for the area including anticipated income from events, t-shirt sales, raffles, and peer-to-peer fundraising.
- Area Facebook groups to assist in open communications and sharing of online fundraising posts and strategies.
- Ability for Facebook users to create an online Facebook fundraisers directly connected to SOWA. This easy five step set up allows you to fundraise on behalf of SOWA, without the hassle of accounting and collecting the money yourself. Must be created using the "Create Fundraiser" button on the SOWA official Facebook page.
- Envelopes and resources timed to be released with each Coaches' Packet for the season.
- New individual peer-to-peer fundraising goal and incentive levels!
- New online form for Team Fundraising events: <https://sowaareasupport.wufoo.com/forms/z1qb4o6u1tamslg/>

Our athletes give 100% on the field, track, or slope. With each practice or game, they discover new strengths, find joy in teamwork, and confidence in themselves. Together, we build a team of athletes who are ready to be voices in their community, and advocates for what they believe in. In 2018 we challenge each of our athletes to raise a minimum of \$100 through peer-to-peer fundraising, but encourage them all to reach higher. To help each athlete in their advocacy we have redesigned our envelopes to include information about their SOWA experiences including, what sports they play and why SOWA is important to them, all in an effort to empower each athlete to share their story.

Thank you for all for your hard-work and dedication to helping provide inclusive opportunities for athletes in your area. YOU are the driving force helping Special Olympics Washington reach success.

Thank you,

Donna Lindsay

Area Fundraising Manager

dlindsay@sowa.org

P 206-456-0201



Seasonal Peer-to-Peer Campaign

The Seasonal Peer-to-Peer Campaign is an organized effort, structured to provide localized support surrounding the fundraising objectives of the respective 11 areas state-wide.

Who

Everyone can participate! We encourage each athlete to raise \$100 in support of their team, but athletes can always aim higher for additional incentives.

What

The Campaign is a streamlined manner in which to ask people in your communities for support with unrestricted funding that will go directly to your local programs to fund whatever is needed most in your area. All money collected – online or in person – stays in your area.

When

Campaigns are tied to our sports seasons, and broken into four quarters. January – March (QRT 1), April – June (QRT 2), July – September (QRT 3), and October – December (QRT 4).

Incentives

In an effort to help our athletes aim high, we have developed some new incentive levels.

- Reach \$100 – a custom SOWA water bottle to keep hydrated during those competitions
- Reach \$200 – one-of-a-kind SOWA hoodie, not available for purchase
- Top fundraiser in each area, per season – tickets to a local sporting event

Why

Grassroots fundraising is a powerful way to bring awareness to Special Olympics and to raise critical funds. In addition, it helps our athletes share their story and become voices in their own community. All funds raised stay local and help cover the cost of the sports programming happening in each area.



Coaches' Tip Sheet

Meet with your team. Take 10-15 minutes to talk with your team about fundraising. Both the "How to Be a SOWA Advocate" sheet and the envelope itself has questions for the athletes to fill in to help form their story for support. Discuss how fundraising will benefit the team, and get everyone motivated to aim high. Make sure you mention the multiple incentives offered as a way to build excitement.

Review the envelopes with your athletes. Go over the envelopes with the athletes – it is important that donor information is collected in order for proper gift acknowledgement to happen. Share with your athlete the importance of completing each area of required for every donation.

Encourage them to ask for set amounts. If they ask for \$30 donations they're likely to achieve \$30 donations as opposed to \$5 or \$10 donations. Use the power of setting dynamic donation amounts.

Use social channels and email. Peer-to-peer fundraising and social media/email are a match made in heaven. Encourage athletes who are on Facebook to create a Facebook Fundraiser (instructions are in this packet). Athletes can also email friends and family who live further away for their support. Sample social media posts and emails are available for athletes to use.

Fundraising Progress. Check-in throughout the season on how your team is doing with their fundraising. Build excitement, and celebrate success when an athlete reaches a milestone.

Don't forget to tell them to have fun. Fundraising is a chance to be advocates for themselves and their team. It gives each athlete the opportunity to be a voice in their community and to share their story.

Our Cause

- Special Olympics builds communities and leads in wellness through sports and inclusion
- Shifts the focus from disability to ability and from isolation to involvement
- Offers 23 Olympic-type sports with the help of over 10,000 coaches, volunteers & partners
- Provides free programming to over 17,500 individuals with intellectual disabilities state-wide
- For every champion, there are another 13 waiting on the sidelines for their chance to win
- Does not receive any state funding, making pledged-based efforts vital to the cause
- Boosts employment rate of individuals with ID to 52% from 10% without SO involvement
- World's largest public health organization for people with intellectual disabilities