



Fundraising Gameplan



Smart Stream makes fundraising for your school's sports easier than ever!



This fundraising program gives an overview of how to conduct a successful fundraising campaign by broadcasting your school's games and events online.

Find what you think will work best for your team or school, prepare your efforts and get started.

Supporting your team has never been easier! Now, take the support to the web and attract hundreds of supporters and fans!

CONTENTS

Overview	2
What you will need to know	
On Your Mark	3
Set your targets and goals	
Get Set	4
Prepare for success	
Go!	6
Start selling and earning!	



OVERVIEW



Selling Sponsor Passes is a similar process to traditional magazine and candy sales except now you're not only raising money for your team, but you're also giving more people more access to your sports by broadcasting your games online!

Here is an overview of all the activities contained in this fundraising Gameplan. For more details, read on. You should use this as a checklist for activities you want to keep track of...

1. ON YOUR MARK Set your targets and goals



☐ Identify Target Audience

Know who wants to view the games, financially support the team and buy the games

☐ Understand the Benefits and Establish Goals

Identify the primary reasons you're selling passes, such as trips, facilities and funding

☐ Calculate Specific Goals and Targets

Determine the total fundraising target, number of passes to sell and passes per seller

2. GET SET Prepare for Success



☐ Identify Key Sellers and Activities

Determine who will sell your sponsor passes and key actions for them

☐ Prepare Promotional Material

Decide which promotional material to use, and complete templates online or via PDF

☐ Train Team and Create Incentives

Communicate the fundraising process, objectives and incentives to the selling team

2. GO Start Selling



☐ Distribute Promotional Materials

Print promotional templates and distribute at games, practice and other local points

☐ Send Email to key Groups

Gather lists of people, send email announcements and ask people to help by fundraising

☐ Monitor your Process

Perform periodic check-ins with your fundraising team



Calculate Specific Goals

Target Total Revenue	\$ <u> </u> divide
Price per Sponsor Pass	\$ <u> </u> equal
Number of Passes to Sell	<u> </u> divide
Total Number of Sellers	<u> </u> equal
Passes Per Seller	<u> </u>

Fundraising with Smart Stream

At this point, your school has signed up to broadcast its season on Smart Stream. Fans can listen to your team's games, FOR FREE. The cost is absorbed by selling Sponsor Passes to area businesses and supporters. These passes include messages that can be aired during the games. Now, it's time to sell the passes to earn those additional funds for your teams. When a fan purchases a season pass, they can view your games an unlimited number of times live and on-demand!

Identify target audience

Likely candidates seeking to support the team by purchasing season passes often can't make it to the games, but are still interested in catching the action. Or, they are personally interested in the success of the teams or athletes and are willing to financially support them. **The first step is to figure out who falls into these two brackets to know who to sell to.**

The most common target are parents of the athletes. Many alumni are also interested in following and supporting their former teams. Additionally, grandparents, teachers and extended families are prime targets who may partake in your fundraising efforts.

Understand the Benefits

Sponsor passes benefit the school and its teams in a variety of ways. Making sure those benefits resonate with the selling parties is an integral step in successfully maximizing your season pass sales. The inherent benefit of increased accessibility and exposure for your sports is a big one for the team, but the incentive to raise money is also important.

Establish Concrete Goals

Like any fundraiser, setting goals for raising money really helps the selling process along. Identify some tangible goals, whether it's **buying new equipment, financing a team trip, contributing to facilities improvements or general support for the team.** It's important for both those selling and buying to understand that the money raised is going toward.

Create Fundraising Targets

Once you've identified your goals, establish some targets that everyone can rally around. Start by estimating the total amount of money you want to raise to accomplish your goals. Then, set your target price for each Sponsor Pass. Divide one by the other and you'll know how many passes you will need to sell.

Organize Your Fundraising

This gameplan will help you through the general process of selling Sponsor Passes. We'll also provide support materials. It is important to understand the impact of each part of this kit!



Identify Key Sellers

On the right, we've identified some suggested sellers that would be motivated to promote your Sponsor Pass sales and to add to your selling team. Although some may be more active and have connections to more potential buyers than others, every sponsor pass sold counts! Often times, booster clubs and the athletes have the most incentive to sell as they're interested in both fundraising and added exposure for the team.

Determine Key Selling Activities

Depending on the nature of the seller, there are several ways to reach the targeted groups who would be interested in supporting the team. The two most proactive sellers are athletes (with the help of their parents) and booster clubs. Here is a quick rundown of some suggested selling activities for these primary sellers.

Athlete Sales

With close friends and family of the athlete, the tools provided within the Athlete Kit should be ample material to get started. To begin, the athlete should contact one member of the immediate family that would like to broadcast a message to their athlete. This can be a 10 second recorded message that would be read during the game.

Sometimes, the athlete's family may own or operate a local business. The business could broadcast a message of support to the team!

Booster Club Sales

Booster Clubs often have a network of supporters with a solid rapport already established. They organize fundraising events, they host orientations and conferences for friends of the team, they run concessions for the games and they are always involved with groups interested in supporting your school's athletes.

They shouldn't stop there! They can sell the Sponsor Passes to businesses that already support the team. Now, those supporters can express their appreciation and pride to the team in each game broadcast! Plus, they can get additional exposure for less money!

Who Will Sell?

1. Players

Players love watching their own games and also know several others who would as well. These are the most important sellers!

2. Booster Clubs

Fundraising and generating awareness for athletics are their primary objectives. Sponsor Passes fulfill those needs very effectively!

3. Athletic Dpt./ Team Reps

They may spearhead some promotion campaigns or have connections with other untapped resources.

4. Parents

Parents will naturally be the most common seller or buyer. Many parents own or work in local businesses that would love to support their local athletes!

Athlete Kit

The Athlete Kit is designed to provide a simple listing of all the information and tools which can aid athletes in the selling process. Keeping things simple and effortless can go a long way in maximizing their potential sales. The kit includes a letter for parents, a season pass order form and some other easy to-do's that minimizes the athletes' work, yet maximizes their effectiveness. If they're handed the kit with little other instructions, they should still be prepared to begin fundraising.

Promotional Material	Email Templates	Print Templates	Ads and Stores
The SmartStram Promotional Kit includes a variety of templates and information to make it easy to promote your broadcasts. Here is a sample of what's included in the kit.	General Announcements: To Parents To Athletes Game Information Pre-Game Announcement Post-Game Announcement	Flyers Game and Team Flyers Cards Postcards promoting the game(s) Banner	Stories and Releases Live Read Scripts Newspaper and Yearbook Ads

Prepare Templates of Promotional Materials

In the accompanying Promotional Kit, there are several tools provided to ease the burden of promoting. The majority of the promotional items provided are essentially a plug and play solution. You're able to just fill in your school's name and sometimes other small details and then you have some easy and appealing materials to share with your selling team to help promote your selling efforts.

Train the Team

The selling team needs to be prepared, yet not over burdened with where and how to sell the Sponsor Passes. Bu the time you're training, you've already idenfited who the targets are, what the selling objectyives will be, and you've begun your promotional plan from the promo kit.

Now, communicate with your sellers the primary objective of selling the passes.

Create Targets for Each Seller

Once those benefits are understood, the selling process preparation can begin. The main tactics for the sellers to consider is who they will specifically target. Creating a list of family members and family friends to contact or visit is a good start. Also, creating a list of area businesses that have sponsored the team in the past is another great avenue to take. Booster Clubs, parents, teachers and coaches often have their own individual goals.

Communication Methods

Direct contact is a great way to start. If an athlete, boosters club or teacher approaches a potential sponsor directly, either in person or through a phone call, the results are usually better. In addition to direct contact, other members of the selling team can get started using the promotional kit. Merely walking down your town's main street or business district for 10 minutes and handing out sponsor cards can generate more revenue that expected!

Plan Logistics

Finally, the logistics are important to advise on. To sell a sponsor, the purchaser can either commit via the pledge form, or they can be sent directly to your page at SmartStream. They will click on the link they want to sponsor, and an email will be generated. You can get the sponsor information that way.

Ways to Collect Money

Smart Stream makes it as easy as possible to collect the sponsorship money.

1. Collect the Money up-front. The prices should be set low enough where the sponsor can pay you their sponsorship money up-front.
2. Commit to a Pledge Sheet. The sponsor can sign the pledge sheet and commit to playing at a later time, or via check.
3. Bill Me Later. Sponsors can simply go to your page at Smart Stream and click on the season they want to sponsor. This will generate an email to you that will include information needed to bill them later.



Execute Promotional Plan

The promotional materials are extremely simple to complete and prepare. However, the actual execution may take some help: it's just a matter of deciding what will work for your program and who will be the best execute.

Distribute Promotional Material

Flyers and banners can be placed and distributed at games with help of parents or friends of the team. Press Releases and newspaper ads can be organized by media coordinators or athletic administrators. Live read scripts can be read by the game announcers at the games and the play by play announcers.

Use Existing Promotional Channels

It is always helpful to use existing channels like your school website and any social networking presence to promote your fundraising efforts. Promoting where potential fans seek information about your school's teams such as a Facebook page or directly on your website is often very effective!

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The Broadcast

The Set-Up

As described in the Simple Start Packet, the equipment needed to broadcast is simple. You can purchase the equipment, or rent it from us. We'll provide set-up instructions and support. There are only three things that will need to be set-up:

1) Laptop 2) Audio Mixer 3) Headphones

The game is transmitted using your school's existing Wi-Fi or hard-wired internet. You can purchase a Broadband card, at an additional cost, if you do not have Wi-Fi or access to hard-wired internet.

The Announcers

Students, alumni, former coaches or teachers can do the play by play announcing. It is easy, as long as you know the game. The Sponsor Commercials will simply be a live read script that you can read as often as you wish during the game. The best practice is to number the scripts and just read them in order.