

Fundraising Overview

Selling season 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 activities contained in this Fundraising Gameplan. For more detail, read on, but use this as a checklist for activities you want to keep track of.

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 passes

Understand the Benefits and Establish Tangible 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

Fundraising with BayAreaSportsChannel.Com

At this point, your school has signed up to broadcast its season on **BayAreaSportsChannel.Com**. For fans to access the full season of broadcasts, your school has set a price to charge your audience, with a portion of the proceeds going to the school. 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.

Who wants them?

Targets interested in supporting team

1. Parents

Parents are the most obvious, as they're the most common attendees at their children's games. Not only do they tend to support the team in person, but they care about the financial success of the team too. Every parent should know about the availability of season passes.

2. Alumni

Alumni, especially former athletes, have a soft spot for their former teams. They enjoy the added access to their former teams. Plus, they understand the need for HS athletics fundraising.

3. Grandparents

Grandparents love to financially support their grandchildren's efforts. Being able to catch their action without making it to the game is huge too.

4. Teachers

Teachers and school faculty have connections to many of the athletes involved. They enjoy supporting them however they can.

5. Other Family

Uncles and aunts, siblings, cousins, etc. all tend to support their family when they can. They should be aware of the opportunity to contribute and support





Identify target audience

Likely candidates seeking to support the team by purchasing season passes often can't make it to the game, 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 buckets to know who to sell to.**

The most common target seeking to engage with HS athletics are parents of the athletes. Many alumni are also interested in following and supporting their former teams. Additionally, grandparents, teachers, and extended family members are prime targets who may partake in your fundraising efforts. See the box on the right for additional ideas of potential audiences.

Understand the Benefits

Season 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 dually important as well. These benefits should be a prominent component in every step of your fundraising.

Establish Concrete Goals

Like any fundraiser, setting goals for raising money really helps the selling process along. Identifying some tangible objectives truly goes a long way in the selling process. 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 the passes to understand what the money raised is going toward. So prior to selling, it helps very much to establish such tangible goals.

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 Season Pass. Divide one by the other and you'll know how many Passes you need to sell. Finally, divide the passes by the number of people helping you sell, and you have a target for each person.

Organize Your Fundraising

This Fundraising Gameplan will guide you through the general process of selling season passes. Accompanying this kit are supporting materials, namely a short kit to distribute to each athlete and a promotional kit with templates to help spread the word. Although every element will not be used in the process, it's helpful to consider the impact of each and which will be best for you to use. Likely candidates seeking to support the team by purchasing season passes often can't make it to the game, 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 buckets to know who to sell to.**

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Get Set

Identify Key Sellers

On the left, there is a listing of some suggested sellers that would be motivated to promote your season 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 pass sold counts, so it's important to expand your team to make sure every potential buyer is accounted for.

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. However, some promotional campaigns could be organized by someone within the athletic department itself. Parents and teachers should be included and actively involved in the fundraising as well. There are a number of activities which can help to reach the school's full network of followers --- a strong, motivated team is essential to maximizing your success.

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 athletes, the few tools provided within the Athlete Kit should be ample material to get started. To begin athlete sales, one potential method is for each athlete to compile a list of potential family members and friends who would be interested in watching their games and supporting their team. From there, the athlete can either make personal phone calls or send out the letters provided in the Athlete Kit (see sidebar on the left) to each family member and/or friend.

Sometimes, the athletes themselves may not be as willing to be fully hands-on in the process, so it's essential to at least ensure their parents are informed of the benefits for the athlete getting passes sold. In the Athlete Kit is a letter for their parents, so they can remain in the loop with the fundraising process with the potential for the athletes to remain more removed from the situation. Often times the athlete and parent may team up to pursue some potential buyers, so it's important to keep them both involved together.

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 at the games, and they are always involved with groups interested in supporting your school's athletics. Having access to such a simple and potentially lucrative fundraising tool like season passes is a great new source of fundraising.

They shouldn't stop there! Not only should they be aggressive in directly selling the passes, they may also be able to easily extend the network of your selling team. There are outside individuals who may be willing to make a few calls or send a couple emails to fans of the team. Booster clubs should always be looking to help expand the selling team, thus increasing sales and exposure.

Prepare Templates of Promotional Materials

In the accompanying Promotional Kit, there are several tools provided to ease the burden of promoting off you -- it should be a team effort. 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.

Although word of mouth is often effective from player to parent, there are still many potential supporters who can easily be passed over. The customizable promotional kit gives you the resources to reach those supporters with little effort to anyone involved. Although not every item will be useful for your school, there are numerous tools to choose from and to try out what works best for you.

Train Team

The selling team needs to be prepared, yet not over-burdened with where and how to sell the season passes. By the time you're training, you've already identified who the targets are, what the selling objectives will be, and you've begun your promotional plan from the promo kit. Now, communicating your plan with the rest of the selling team is the next key step in the process. At minimum, everyone selling passes should understand the two core benefits: purchasing season passes allows unlimited access to the sports season and financially benefits the team involved.

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 with is a good start. Booster clubs, parents, and teachers often have their own targets who they can easily identify and go after as well. From there, if there are alumni lists or other groups of people who may be interested, names can be dispersed to each of the sellers.

Communication Methods

Direct contact is a great starting point for many. If an athlete knows a parent or other family and friends who would be interested, a phone call or visit is the best bet. In addition to the direct selling, other members of the





selling team can get involved with the promotional kit. Merely walking around for 10 minutes at one game and passing out promo cards can really go a long way in helping out sales of your season passes.

Plan Logistics

Finally, the logistics are important to advise on. To sell a pass, the purchaser can either commit via the pledge form (found in the Athlete Kit) or they can be sent directly to your team page on www.MyBASC.Com. All they'll have to do is select the season they're interested in purchasing, sign up with their email address and a password, and type in the code of their seller (i.e. their last name). That will grant them unlimited access to the full slate of games broadcast for that season. If they make a pledge, then they should be followed up on within a week by the initial seller to ensure they completed the sign-up.

Motivate the team

There are additional ways you can seek to motivate your selling team. Contests and added incentives often prove very helpful. Whether it's as simple as rewarding the top seller with a pair of cleats, or competitions with fellow sports teams within your school, kids are very competitive, so allowing their competitive instincts to become involved and to thrive helps out significantly. If other schools in your area are broadcasting their games too, you can even organize inter-school competitions, with prizes awarded at half time when the teams play each other. Be sure to make it fun and positive for the sellers to achieve success!

Go!

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 able to 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 announcers at the games or by the on-air broadcasters.

Send Emails to Key Groups

Email templates can be sent by coaches to the athletes and their parents. School administrators can send out emails to the school's parents and/or the student body. The athletes should consider sending out emails to their family and friends as well.





Use Existing Promotional Channels

It's also very useful 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 such as a Facebook page or directly on your website is often very effective.

Monitor Your Progress

While many athletes and sellers can make initial plans of who and how to target their followers, it's important to follow-up on the sales. The organizer should periodically check-in with the sellers to keep them up-to-date on the overall progress of the sales. To check a sales breakdown for each seller, there is a listing on the season's page on your school's broadcasting dashboard on [wwwMyBASC.Com](http://www.MyBASC.Com) school page.

Each pass sold can go a long way in helping out the team, so everyone should make sure each potential sale is followed up on.