

Sponsor My Summer! Fundraising Guide



Thank you for being a part of the YC Family and for helping us raise vital funds to supplement summer programming at Youth Challenge.

Please use the guide below to fundraise during the summer season. Remember, the top summer fundraiser wins a \$100 Amazon gift card! If you have any questions, contact Carolyn Palmer at cpalmer@youthchallengesports.com or 440.892.1001x13.

There are three participation options. Please read below for more info!

1. Create a Fundraising Page
2. Create a Facebook Fundraiser
3. Use YC's branded page and share it with your friends and family

1: Creating a Fundraising Page

It's easy to raise funds from friends and family when you create a page on the YC fundraising website. To create a page:

1. Go to www.YouthChallengeSports.com/Summer
2. Scroll down to the "Become a Champion" button and select it
3. Fill out the form to create your account and get started
4. Fill in your page name and fundraising goal (minimum \$100, please)
 - a. **TIP:** Create a goal that matches your work (\$500 for five workout sessions, \$100 for 10 summer programs attended)
5. When you're ready, click "Go to Fundraising Page"
6. To begin customizing your page, click "edit fundraising page"
7. Add an image (of you running, you at program, etc.)
 - a. **TIP:** we recommend a 600x600 image
8. Click "edit content" and write a short description of why you're fundraising for YC!
 - a. **EXAMPLE:** YC SUMMER IS BACK! I am proud to be participating in more than 15 different programs this summer at Youth Challenge. You can help me and all the other YC kids by sponsoring my summer. Will you help me hit my goal of \$500? It's simple, just donate above and your donation will go directly to supporting YC's mission to bring together young people with physical disabilities and teen volunteers who inspire each other through adapted sports, recreation and social growth activities.
 - b. **TIP:** Encourage donations to match milestones. For example, if you're planning to attend 10 programs, ask for \$5 per program, or \$50.
 - c. **TIP:** Share a personal story of what YC means to you. It helps to have a personal connection to encourage more donations.
9. When you're done editing, scroll to the top and click "save"
10. When your page is ready, click "request approval now" at the top of the page to turn your page live.
Approval should be granted within 24 hours (but usually less!)

Yay! You're ready to get fundraising! Share your fundraising page link using our social media and email toolkits.

2: Creating a Facebook Fundraiser

Facebook Fundraisers are a great way to engage your friends and family on Facebook to donate to YC. Set up a fundraiser using these steps:

1. Visit www.YouthChallengeSports.com/FB
2. Click “Raise Money”
3. Enter your fundraiser goal (minimum \$100, please)
 - a. **TIP:** Create a goal that matches your work (\$500 for five workout sessions, \$100 for 10 summer programs attended)
4. Select an end date for your fundraiser (no later than July 4 so gifts can be matched)
5. Create a fundraiser title
6. Edit the description
 - a. **EXAMPLE:** YC SUMMER IS BACK! I am proud to be participating in more than 15 different programs this summer at Youth Challenge. You can help me and all the other YC kids by sponsoring my summer. Will you help me hit my goal of \$500? It’s simple, just donate above and your donation will go directly to supporting YC’s mission to bring together young people with physical disabilities and teen volunteers who inspire each other through adapted sports, recreation and social growth activities.
 - b. **TIP:** Encourage donations to match milestones. For example, if you’re planning to attend 10 programs, ask for \$5 per program, or \$50.
 - c. **TIP:** Share a personal story of what YC means to you. It helps to have a personal connection to encourage more donations.
7. If you’d like, you can edit the cover photo of the fundraiser
 - a. **TIP:** We suggest using a 1080 x 400 pixel photo. You are welcome to keep the pre-added photo!
8. Click “create”

Yay! You’re ready to get fundraising! Invite your Facebook friends, share your fundraiser, and email your contacts using the available templates.

3: Using YC’s Branded Page

If you’d prefer to not set up your own page, you can use YC’s branded fundraiser and send your friends and family there using the social media and email toolkits.

LINK: www.YouthChallengeSports.com/SponsorMySummer

What’s Next

To get the fundraising train rolling, we suggest the following steps.

1. Send an email to your friends and family asking for donations. Use the provided toolkit if you’d like.
2. Post about your fundraiser on social media using the provided toolkit.
3. Make a donation yourself if you’re able.