

ABC'S OF FUNDRAISING

A Arts & Craft Sale
Auction

B Bake Sale

C Car Wash
Cookbooks

D Donation Drive
Dress Down

E Engage Through Social Media
Promote fundraising campaigns through Instagram, Facebook, Twitter, and other social media platforms

F Festival Booths
Host a booth at a school or community festival to raise awareness

G Gram away

H Host Retail/Restaurant Day
Many local restaurants will donate a percentage of sales on a given night for customers you recruited

I Ice Cream Social
Host an ice cream social with your Unified program. Sell the ice cream at lunch or around campus.

J Jump into the Polar Plunge

K Karaoke Night/Booth at Event

L LETR partnership
Connect with your AD to find out local LETR events and how you can get involved

M Minute That Matters

N New Year's Eve (Day) Festival

O Online Giving
Over the Edge Competition

P Pie a Teacher
Recruit teachers to "compete" to raise the most money, with the reward being students pie-ing them

Q Quarter Mile
Collect quarters from students, teachers, and staff to stretch a quarter mile

R Raffle

S Spread the Word: Inclusion
Showcase STW by making kindness bracelets! Sell your bracelets at a booth during lunch or in the community.

T Trivia Night
T-shirt Sales

U Unified Field Day
Set up a day where you can show business professionals what it means to #PlayUnified!

V Varying On-Campus Partnerships
Partner with other groups on campus to host larger events/fundraisers and to expand the reach of your club

W Walk-a-thon
All participants get their friends and families to make pledges for each lap they have to walk

X X-box Tournament (esports)
Host a pay-to-play tournament

Y Yard Sale

Z Zany Clothes & Hat Day

FUNDRAISING

HOW TO RUN A FUNDRAISING CAMPAIGN

1. Pick a campaign (A-Z) or create your own
 - a. Reach out to Area Director to collaborate and get appropriate branding materials and procedure
2. Market campaign in school and community
3. Hold campaign & Collect Funds
4. Submit funds to SOAZ State Office
 - a. Mail check to SOAZ State office (Make sure check is made out to Special Olympics Arizona)
 - b. Coordinate with Area Director to collect funds from campus
5. Area Director confirm funds received with Shae and teacher/school

WHERE DOES THE MONEY GO?

- Once the funds are sent/submitted to SOAZ, the money is placed in your SOAZ delegation account
- Money can be spent for the delegation on a variety of things to support the program



HOW TO SPEND MONEY THAT IS FUNDRAISED

Funds in this account are accumulated through fundraising and can be spent on:

- Transportation
- T-shirts (Unified Club, IYL, Spread the Word)
- Equipment (Unified Sports, Activities, Clubs)
- Uniforms
- Starting a new sport or activity

MARKETING 101

HOW TO MARKET YOUR CAMPAIGN

You have picked your campaign....your next step is to...

1. Reach out to SOAZ AD/UCS contact to confirm campaign. This is to ensure that campaign doesn't conflict with a larger SOAZ campaign.
2. Post campaign in school/district newsletter
3. Have Unified club/ traditional sport members make posters to display throughout campus
4. Post to school webpage
5. Post to school social media pages
6. Have a Unified pair/traditional sport members share campaign during school announcements/intercom
7. Send emails to parents
8. Ask local businesses if you can display flyers

PLEASE USE SOAZ BRANDING GUIDELINES WHEN MAKING FLYERS, POSTERS, & MARKETING MATERIALS

- All branding permission should be submitted through your Area Director BEFORE posting
- If you have questions regarding branding guidelines, please contact your Area Director/UCS contact



HOW SOAZ CAN HELP

- SOAZ can bring branding to campus to help promote the event and during the event
- SOAZ can help to brainstorm ideas on where to promote locally
- Contact SOAZ to post to their social media pages

FUNDRAISING FAQS

Q: How do I find out the balance of my delegation's account?

A: Email UCS contact or Area Director

Q: Who do I make the check out to?

A: Special Olympics Arizona, write your delegation name in the memo

Q: Does the balance of the account carry over to the next school year?

A: Yes

Q: How do we access/spend the money in our account?

A: Reach out to your SOAZ Area Director to process payment and fill out a Purchase Order.

Q: Can the money be used to start another sport?

A: Yes, the goal is to become a sustainable program and grow your program

Q: I'm a teacher and I'm changing schools. Can I take the balance with me to the new school?

A: No, the money belongs to the school's Unified program.

Q: Can we have a Go-Fund-Me page?

A: No, SOAZ does permit Go-Fund-Me pages. Individual online campaigns can be held through SOAZ classy pages for events such as Polar Plunge. Contact AD/UCS coordinator if interested in starting an individual giving campaign.

Q: Can we use text to donate?

A: Please check with your school district to determine their policy.

Q: What if my district will not allow me to send the money to Special Olympics Arizona?

A: If Special Olympic delegations are using SOAZ branding for their fundraising strategies, money must come back to SOAZ accounts. Please adhere to your district policies for all fundraisers.

OTHER WAYS TO GIVE

CHARITABLE TAX CREDIT

- In Arizona, you have the power to choose how your tax dollars are spent. Make a donation to Special Olympics Arizona today that may qualify you for an Arizona Charitable Tax Credit!
- Find out more on SOAZ's website.

MATCHING GIFTS

- Matching gifts are a great way to increase the impact of your support! Find out if your company matches donations to Special Olympics Arizona.

AMAZON SMILE

- Using your Amazon account, sign in at <http://smile.amazon.com>
- Select Special Olympics Arizona and start spending!

FRY'S

- Log in to your Frys Food Account at <https://www.frysfood.com/signin> and go to "My Account."
- Go to "Community Rewards" and choose Special Olympics Arizona.

SOAZ LICENSE PLATE

- The State of Arizona now offers license plates with Special Olympics Arizona branding and \$17 from each \$25 plate sold will benefit SOAZ programs. Show your support of SOAZ today!

