Fundraising Bootcamp
Fundraising Chairs:

Aaron Sanders

Known Aliases: ALCS
Position: Bru Crew Fundraising Chair
Why I play: To help all the sufferers of Alzheimer’s, their loved ones, and their caregivers
Things I Like: Not sitting in traffic
Things I Hate: Traffic
Favorite BvB Moment: Winning Rookie Coach of the Year 2017
Least Favorite BvB Moment: Moment not found
Favorite Quote: “Even when I want to quit I don’t want to quit”

Jamie Minieri

Known Aliases: Pinky
Position: Team Blonde Fundraising Chair
Why I play: In memory of my grandmother - Josephine Muro
Things I Like: Hanging with friends, not being at work, chillin by the pool
Things I Hate: Rude people
Favorite BvB Moment: EVERYTHING
Least Favorite BvB Moment: Spiral fracture on dominate hand
Favorite Quote: “You miss 100% of the shots you don’t take” - Wayne Gretzky
Goals for the Season:

$700,000!

Stay focused, ask questions, be creative, work together.

KNOW OUR BENEFICIARIES!
2018 Beneficiaries:

**Center for BrainHealth:**
BvB will continue funding The Discovery Group, a strength-based program aiming to optimize the abilities of individuals with early stage Alzheimer’s disease. BvB’s 2018 funding will also help expand the program to create and pilot targeted education for caregivers, community workshops, and professional seminars that can be replicated throughout the community for a broader impact.

**UT Southwestern:**
BvB will continue our partnership with UT Southwestern through funding the Clinical Neuropsychology Alzheimer’s Fellowship, an intensive two-year program which provides an opportunity to rapidly develop expertise in the differential diagnosis and treatment of dementia. The BvB Fellow will be involved in cutting edge research related to risk factors for developing Alzheimer’s, factors that affect disease progression, and study of novel treatments, with the goal of advancing the science of this devastating disease.
The Senior Source:
BvB is excited to announce a new beneficiary in The Senior Source. Our funding will support programs within the agency that directly serve older adults with dementia. This includes the Senior Companion Program, which places specially trained volunteers in the homes of older adults to provide personal assistance as well as respite care for the family caregiver. We will also provide funding for the Guardianship Program, in which The Senior Source serves as court appointed guardian to manage the medical, personal, and financial affairs of vulnerable elderly individuals. Lastly, funding will be allocated to the Caregiver Support Program, which provides expertise, counseling, and resources to family caregivers.

The Alzheimer’s Association
BvB is pleased to award a grant to the Alzheimer’s Association to fund expanded outreach to diverse and lower income areas of South Dallas and adjacent neighborhoods where there may be higher rates of Alzheimer’s disease and an abundant need for assistance. Our support will allow for an increase of care and support services through information and resources, care consultations, education, early stage services, safety services and health care system engagement.

2018 Beneficiaries:
General Information:

Game Day Eligibility (GDE):
- $1300 for Players & Coaches ($130 a week)
- $850 for Boosters

Drop Date: July 12

BvB Cup: It's not just about the football

Star Club:
- $3,000 = 🟢
- $5,000 = 🟢🟢
- $7,000 = 🟢🟢🟢
- $10,000 = 🟢🟢🟢🟢
- $20,000 = 🟢🟢🟢🟢🟢

Goal: $700,000.00
- Each Team = $300,000.00
- Events, BOD, Sponsors etc. = $100,000.00
Your CrowdRise Page:
Main point of contact for all things fundraising!

What to include:
• Your story - why you play
• Pictures - loved ones
• Beneficiary information - where donation dollars are going
• Statistics
• What is BvB?
• BIG fundraising goal!
• Have large donors write a check - NO FEES!

Checks and cash are welcome too!

Make checks out to = BvB Dallas

Bring to practice with **completed donation form**.
Corporate Donation Matching:

Many companies match charitable contributions!

What to know:
• The employee must initiate this corporate match
• Get on this early! It may take weeks for a match program to take effect
• Some companies match dollar-to-dollar, double, and even triple the amount!

Talk to your HR department!
Who & How to ask for donations:

**Who to Contact:** Everyone you know and come into contact with!
- Friends, family, friends of family, co-workers, your dentist...
- “What have you been up to lately” - have your BvB pitch ready to go! Biggest part is not to forget the ask!

**How to Contact:** Email, Social, text, call, talk face-to-face....
- Tell them about BvB first -> Get them engaged and then ask for a donation.
- Have your CrowdRise link ready on your phone for people to donate or to send to them (download App too!)
- You aren’t doing this to play football. BvB is bigger than football.

**FOLLOW-UP!**
- Send them a BvB video from Youtube and/or the beneficiary rundown.

**Know your audience:**
- Don’t ask a person wearing a Rolex for $25.
- Educate yourself and it will become less and less scary to ask for donations.

Utilize the TOOL-KIT!
What works:

Insta, FB, Twitter  Email  Text
Social Media  Mass Comms  Direct Comms

Least Effective  Most Effective

Phone Call  Face-to-face
Personal Fundraisers (PF):

These are events you plan and host yourself or with others.

They are not official BvB events and will not be promoted on the social accounts or in BvB emails.

*All PFs must be approved before you can proceed with anything

You cannot use the BvB logo to promote your event.

**Things to know**-
- Any idea you have that is a money-maker
- ‘Benefiting BvB Dallas’
- Should target people OUTSIDE of BvB
- No raffles - hold a silent auction!
- Share hosting duties and ideas!

**Examples**-
- Trivia night
- Kickball tournament
- Dinner/happy hour
- Garage sale
Personal Fundraisers (PF):

Things to consider-
• Who is going to attend?
• What is the cost of hosting this event?
• Is it worth my time and effort?
• How much money will it raise?
• How are you going to get people there?

How to submit-
• First check availability on the Personal Fundraising Calendar before submitting
• Submit calendar invite with the time, date and location along with your completed Personal Fundraising Form attached.
  • Send to: fundraising@bvbdallas.org
• Await approval and response before scheduling ANYTHING.

These events are tied to the organization. Be smart!

Be realistic! Ask questions! Ask for help/direction!
Sponsorship Chairs:

Danica Nordstrom

**Known Aliases:** DANIMAL, DS, The Crazy One  
**Position:** Bru Crew Sponsorship Chair  
**Why I play:** In memory of my grandfather Vince, and everyone who took care of him  
**Things I Like:** Family, greyhounds, weight lifting, dad jokes.  
**Things I Hate:** Tall white socks (honestly, why?) and the sound of a fork scraping teeth  
**Favorite BvB Moment:** Yes  
**Least Favorite BvB Moment:** Spraining my ankle 10 days before 2017 Game Day. Played anyways  
**Favorite Quote:** “Well behaved women seldom make history” -Lauren Thatcher Ulrich

Julie Dykes

**Known Aliases:** Lil Dykes, JDiggity, JA  
**Position:** Team Blonde Fundraising Chair  
**Why I play:** In memory of my grandmother, Sharon Dykes aka “Sha”  
**Things I Like:** Friends, family, my dog Mack, not being at work, beautiful afternoons at Katy Trail Ice House  
**Things I Hate:** The sound of plastic rubbing together, people with a bad attitude  
**Favorite BvB Moment:** Beating all the BvB coaches in a chugging competition  
**Least Favorite BvB Moment:** Tearing my ACL  
**Favorite Quote:** “Life happens when you’re busy making other plans” -John Lennon
Sponsorship:

2018 Sponsorship goal: $100,000

Examples of Sponsor Benefits:
- Ads at the Cotton Bowl
- Opportunity to give away product
- Entries to BVB sponsored events
- Inclusion in social media posts

Sponsorship Options:
- In-Kind
- Cash
Sponsorship:

If a company wants to write a check we will make it work!
Ask questions! Utilize the TOOL-KIT!
How do I secure a sponsor?:

Factors to consider

- Size
- Location
- Relationship to Cause
- Financial Resources

Donation links on corporate websites

Approaching in person a place you frequent

Work Connections

Family and friends businesses

Least Effective

Most Effective

Cold calling
Determine what benefits the sponsor
- Are they considering an In-Kind donation?
- Are they involved with Alzheimer's?
- Do they want to advertise at a BvB sponsored event?
- Is social media presence important to them?

Determine sponsorship type
- Unless it's clear cut per the general sponsorship deck, talk to your sponsorship chair

Let's make it official
- Contract /invoice signing
- Money transfer- check, cash or cc (but there are fees!)

How do I get the credit?
- You must communicate it to your Sponsorship Chairs, we will make magic happen
- 100% of the sponsorship donation goes towards your fundraising goal!