

# FUNDRAISING GUIDEBOOK

## STEP 1: PARTICIPANT CENTER REGISTRATION

- 1) Go to [www.chwevents.org/wfca](http://www.chwevents.org/wfca)
- 2) Click "Register" in upper right-hand corner
- 3) Click "Join a team"
- 4) In the Team Name box type in your exact team name
  - North 8 Man
  - South 8 Man
  - North Large
  - South Large
  - North Small
  - South Small
- 5) Click "Join"
- 6) Choose "Player" as your participation type
- 7) Enter your fundraising goal, then hit Next Step
- 8) Join as a new participant
- 9) Enter the required registration information, then hit Next Step
- 10) Read and accept the Concussion Waiver
- 11) Select complete your registration

Once you have completed your registration, be sure to personalize your fundraising page with your story, photos, etc. Share your page with your family, friends, high school booster clubs, and local businesses – anyone who will support your efforts!



## STEP 2: BEGIN FUNDRAISING

Your work to raise funds to support Children's Wisconsin is critical in helping us serve every child and family and has the potential to impact countless lives. Through this guidebook, you'll learn ways to enhance your fundraising campaign from grassroots initiatives to large sponsorship requests.

### FUNDRAISING IDEAS

- **Reach out to your schools Booster/Gridiron Club.**
  - Your schools club can support your fundraising initiative through coordinating events or donating directly to your efforts.
- **Match Giving.**
  - Many companies have matching gift programs and will match any charitable contributions made by their employees. Be sure to ask your donors if their workplaces offers this incentive.
- **Hold a treat sale (baked goods, candy or fruit & nuts).**
  - These types of initiatives never go out of style. Who doesn't love buying treats that benefit a worthy cause?
- **Host a car wash.**
  - Find a gas station willing to provide you with their space and hose hook up. Car washes can be for a fee or a suggested donation. Rally your teammates together to join you in your fundraising efforts.
- **Grow beards, take a polar plunge, or race rubber ducks in a pond!**
  - Creativity and fun goes a long way in fundraising. Share on social media to build awareness for your event.
- **Partner with a local restaurant.**
  - Restaurants in your area may host a fundraising night for you and donate a portion of all food sales towards your fundraising efforts. Visit [www.groupraise.com](http://www.groupraise.com) to get you started with ideas!



## STEP 2 CONTINUED: BEGIN FUNDRAISING

- **Set up a challenge for local businesses.**
  - Set a fundraising goal and ask the donor to match that amount once you reach it. Don't forget to spread the word on social media to friends and family to help you meet your challenge.
- **Raise money using Facebook.**
  - Once you've registered and are logged into your participant center, you can connect your fundraiser to Facebook so that you can raise money by reaching out to your friends and family on social media. All of the money that you raise through your Facebook Fundraiser will count toward your goal. Learn more by logging into your participant center.
- **Enhance your social experience.**
  - Ensure your goal is announced so your followers know what you are working towards. Give a special shout out to your donors to encourage others to join your campaign. Provide updates along the way to encourage as much participation as possible. Ensure your posts are shareable so your network can encourage their own followers to give to your campaign!
- **We've got Apps to help you raise money.**
  - Download the **WFCFA All-Star Football Games app** to your mobile device. This app, which is available for both Apple and Android phones and tablets, helps you extend your fundraising efforts with just a few clicks. Edit your personal fund raising page, send messages out to your network of friends and family and track your fundraising progress all through the app. **Note: This will be the same user name and password you used to set up your participant center.** Learn more by logging into your participant center.
- **Connect with us!**
  - Our team is here to support you in your fundraising efforts. Do not hesitate to reach out with questions or to generate more ideas!

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