



# WELCOME FUNDRAISING CHAMPION

Thank you for your unwavering support of Special Olympics Northern California! We're thrilled that you have decided to make an even bigger impact by fundraising for Guardian Games.

Supporters like you make a world of difference for Special Olympics Athletes. *For every \$500 donated, an athlete trains free for a year, with transportation, facilities, uniforms, equipment and more included.*

To ensure that you are equipped with plenty of tools and tips to achieve success, we've created this Fundraising Champion guide.



Learn more at  
[sonc.org/guardian-games](https://sonc.org/guardian-games)

**SATURDAY,  
NOVEMBER 9, 2024  
@ UC DAVIS**





# GETTING STARTED

## SETTING UP YOUR FUNDRAISING PAGE

Set your goal: Setting a goal for your fundraiser is your first step toward success. Research shows that an initial goal of \$200 is a good place to start. Once you've reached your goal, you can increase it and raise more funds.

**PRO TIP: To jump-start your campaign, be the first one to donate! Showcasing that you're not only a Guardian Games participant but also a donor will encourage your network to give.**

## TELL YOUR STORY

Your story is the first thing people will see when visiting your fundraising page, so your goal is to make it as impactful as possible. Why are you raising funds for Special Olympics? It's important to communicate how Special Olympics NorCal's mission has impacted your life in a meaningful way, and why you've decided to fundraise.

## GENERAL TIPS

### DO

- **Shout Out Donors:** Acknowledging donors ensures they feel appreciated. It also shows other people in your network that you're already receiving donations, and encourages them to donate too.
- **Ask More Than Once:** Don't be shy! Follow ups and additional asks can help increase the probability of securing donations.
- **Be Enthusiastic:** All of your communication about the fundraiser should demonstrate your passion and enthusiasm. Showing your commitment to Special Olympics NorCal means people will be more inclined to donate.
- **Be Creative:** You may find that other people in your network are fundraising or showing their support for other organizations. Use your creativity to make your fundraising efforts stand out. Make a short, fun video, post a photo carousel, or customize your email signature. Find new and creative ways that make your fundraiser stand out.

*Continued on next page*



# GETTING STARTED

## DON'T

- **Get Discouraged:** Cold calling and emailing donors may seem like a daunting task at first. Sometimes the rate of success is not as high as we'd like it to be but don't get discouraged! Stay consistent in your approach.

## HOW OFTEN SHOULD I COMMUNICATE WITH MY NETWORK?

There are **five absolute times** you should communicate with your network during a fundraising campaign:

1. Campaign launch
2. Midway goal
3. Final push
4. Campaign end or goal reached
5. Thank you

We recommend maintaining momentum with one to two social posts per week, and one weekly email between each of these five main milestone communications, to help keep your campaign top of mind.

During the final push phase of your campaign, increasing your frequency to a few social posts a day has proven to be highly effective—so go for it!

We recommend creating a simple sharing schedule to plan out your communication strategy ahead of time. This will save you time and make your campaign more fun and less stressful.

**PRO TIP: Use Google Calendar, Google Sheets, or even a notebook to plan out when you will post to social media and email/text your network.**



# SOCIAL SHARING

Utilize Facebook, Instagram, X, LinkedIn and TikTok to reach out to your network when asking for donations.

Make sure that you link your Guardian Games page to your posts so it's easy for people to donate right to your page!

## TIPS

1. Get creative! Feel free to share pictures and videos in your posts.
2. Have a personal story? Share it with your followers and let them know why you're competing in Guardian Games.
3. Tag Special Olympics NorCal in your posts!

**Instagram:** @SpecialOlympicsNCA

**Facebook, X, TikTok:** @SONorCal

**LinkedIn:** @SpecialOlympicsNorthernCalifornia

## SAMPLE POSTS

- Help me support the 23,000+ athletes who participate in Special Olympics NorCal. I'm competing in the 2024 Guardian Games. Please donate to my Games donation page! #OneNorCal <insert link to personal Guardian Games page>
- You can make a difference, too! Help me reach my fundraising goal as I compete in the 2024 Guardian Games to raise money for Special Olympics NorCal. #OneNorCal <insert link to personal Guardian Games donation page>
- Let the Special Olympics Guardian Games begin! Help me support Special Olympics NorCal by donating to my team! #OneNorCal <insert link to personal Guardian Games donation page>
- I'm raising money for Special Olympics Northern California by competing in the 2024 Guardian Games. Help by donating to my team. Every contribution counts! <insert link to personal Guardian Games donation page>
- My team is competing in the 2024 Guardian Games to raise money for Special Olympics Northern California. You can help! Donate to my team here: <insert link to personal Guardian Games donation page>

**TO DOWNLOAD SOCIAL MEDIA GRAPHICS**

**Click Here**



# EMAIL OUTREACH

Email is an incredibly effective fundraising tool and a great way to spread the word! Ask others to join your team and request donations to your Guardian Games fundraising efforts.

## TIPS

- 1. Make it personal:** Tell your story. Share with others why you participate, whether it's because you're participating in Guardian Games for fun or because you have a connection to Special Olympics Northern California.
- 2. Make a contest or game out of it:** Maybe the first person to donate or the largest donation gets a gift from you! Follow-up.
- 3. Be sure to say thank you to donors** after they make their donation, and again after the Games.
- 4. Send them a picture** of your Guardian Games team with results from the event.
- 5. Fundraising will remain open through December 31, 2024.** The holidays are a great time to encourage people to make a donation.

*Email examples on next page*



## DONOR ASK – SAMPLE EMAIL

**SUBJECT LINE:** Help Me Help Special Olympics Northern California?

**PREVIEW LINE:** I'm Doing Something Special at the Guardian Games. You can too!

**BODY TEXT:**

Dear [Name],

I've signed up for the Guardian Games, a fun new event supporting Special Olympics Northern California! My team will compete in a day of games, activities and challenges to raise funds for programs and events supporting people with intellectual disabilities.

Funds from the Guardian Games will benefit more than 23,000 Special Olympics athletes around Northern California all year round.

Will you help me support Special Olympics by making a donation on my Fundraising page? Every contribution counts.

All Special Olympics programs and services are provided free of charge for athletes and their families, thanks to generous supporters, like you.

You can make a secure online donation by visiting <insert link>.

I'm happy to help if you have any questions. Thanks so much for supporting Special Olympics Northern California!

Warmly,

[Your Name]

[Your Contact Information]

## THANK YOU – SAMPLE EMAIL

**SUBJECT LINE:** Thank you for supporting Special Olympics NorCal

**PREVIEW LINE:** Your donation will make a great impact on people's lives

**BODY TEXT:**

Dear [Name],

Thank you so much for supporting me by making a donation to my fundraising page! Your contribution will make an impact on the lives of Special Olympics athletes in Northern California.

More than 23,000 athletes take part in Special Olympics NorCal's sports, health, schools and leadership programs, all for free, thanks to generous donors like you.

If you'd like to learn more about Special Olympics NorCal, visit SONC.org.

Thanks again for Doing Something Special for so many people!

[Your Name]

## HOW TO RAISE \$150 IN 7 DAYS

DAY	THE ASK	TOTAL PER DAY	GRAND TOTAL
<b>1</b>	Kick-start your fundraising by adding a personal contribution of \$10.	\$10	<b>\$10</b>
<b>2</b>	Send an email to three friends asking for a \$10 donation.	\$30	<b>\$40</b>
<b>3</b>	Send an email to three of your favorite relatives asking for a \$10 donation.	\$30	<b>\$70</b>
<b>4</b>	Ask one parent and one sibling for \$10 each. Your birthday or a holiday is bound to be right around the corner!	\$20	<b>\$90</b>
<b>5</b>	Ask two neighbors for \$10.	\$20	<b>\$110</b>
<b>6</b>	Ask five people at your favorite restaurant, coffee shop, bar or local community hang-out spot for \$5.	\$25	<b>\$135</b>
<b>7</b>	Ask your best friend or significant other for a \$15 donation.	\$15	<b>\$150</b>

*\*Don't forget to also ask them to join your Guardian Games team too!*



## HOW TO RAISE \$500 IN TEN DAYS

DAY	THE ASK	TOTAL PER DAY	GRAND TOTAL
<b>1</b>	Kick-start your fundraising by adding a personal contribution of \$25.	\$25	<b>\$25</b>
<b>2</b>	Ask three family members to match your personal donation of \$25.	\$75	<b>\$100</b>
<b>3</b>	Ask your best friend to donate \$25.	\$25	<b>\$125</b>
<b>4</b>	Ask your boss for \$25. Don't forget to ask if your company has corporate matching!	\$25	<b>\$150</b>
<b>5</b>	Ask five friends to donate \$10 each.	\$50	<b>\$200</b>
<b>6</b>	Ask five more friends to donate \$10 each.	\$50	<b>\$250</b>
<b>7</b>	Ask five businesses that you frequent to donate \$10 each.	\$50	<b>\$300</b>
<b>8</b>	Ask five co-workers to donate \$10 each.	\$50	<b>\$350</b>
<b>9</b>	Ask five neighbors to donate \$10 each.	\$50	<b>\$400</b>
<b>10</b>	Post on your social media pages and ask for 10 people to donate \$10 each.	\$100	<b>\$500</b>

*\*Don't forget to also ask them to join your Guardian Games team too!*



# MAKE AN *Impact*

Special Olympics Northern California works hard to create an inclusive community where people with and without disabilities can make connections, develop healthy lifestyles, achieve success, and experience the joy of sports. All of our programs are offered free of charge!



## IMPACT:

Every **\$500** provides 1 athlete FREE access to Special Olympics NorCal opportunities for a year, with \$.91 of every dollar going directly back to athlete programs



**24K+**  
Social Media Footprint

**90K+**  
Newsletter Subscribers

**16K+**  
Visits to sonc.org per month



**8.3K+**  
Unified Sports Partners



**31.8K+**  
Total Program Participants

**23.5K+**  
Athletes



**1.3K+**  
Health & Wellness Screenings



**500+**  
Schools in Partnership Program



**5.5M**  
Global Special Olympics Athletes

**21K+**  
Volunteers

**9.8K+**  
Coaches

**100+**  
Athlete Leaders



**334**  
Competitions

**1.1M**  
Global Special Olympics Coaches & Volunteers

Sources: 2023 Google Analytics, 2023 Special Olympics Global Census Report, 2023 Special Olympics International

Contact Melissa Kelley with any questions at [melissak@sonc.org](mailto:melissak@sonc.org)