

How to put on a **Hoops for Hope** fundraising event

1. Contact your Friends of CARRA Regional Leader and/or Maria Powery.

Your Regional Leader will be your liaison with the CARRA Organization. Maria Powery put on a Hoops for Hope event in San Jose, California and is more than happy to share ideas.

2. Contact a school, church of sports complex and secure a gym– Most organizations are happy to host your event if their gym is available. Try to contact them 5 or 6 months prior to the date of the event. Schools tend to be very accommodating and may even be eager to offer student volunteers so that the students can fulfill “community service” requirements. Some organizations may require you to pay custodial fees and have insurance coverage.

3. Purchasing Insurance – The San Jose Unified School District requires you to have a \$1 million liability policy. This may not be too different than your district. Although this sounds like a lot, the cost is not that bad. Insurance fees vary from state to state. Of course, contact sports cost a bit more. I was able to get a policy for just over \$300. There are many companies available on-line which offer “special event” insurance. Call a few and do a price comparison. Two companies to compare are www.galescreek.com and www.rvnuccio.com.

4. Sponsorships – Securing corporate sponsorships is a great way to cover the costs of organizing your event. Most companies are eager to give back to the community. Sponsoring Hoops for Hope can be beneficial for many reasons. Depending on the level of sponsorship, companies can choose to have their names/logos on different print materials – t-shirts, signs & banners, registration flyers, etc. Many companies are happy to show their support in exchange for great advertising. Plus, donations to Friends of CARRA are tax deductible.

- Decide the dollar amount for the different levels of sponsorship and the amount of recognition each company will get at each of the levels.

5. Product Donations – Another way to get companies involved is through in-kind donations. Some companies choose to provide products instead of sponsorships. Some examples are: t-shirts, bottled water, food and services such as copies.

6. Silent Auction – Silent Auctions could be very popular at basketball tournament. You can start securing donations from businesses months prior to the event. Usually a silent auction will bring in more money than the registration fee for the tournament itself. Auction items could include donated movie tickets, restaurant gift certificates, hotels stays, airline tickets, amusement park passes, auto repair certificates, signed sports jerseys, beauty baskets and much more. Use your imagination.

7. Celebrities – Do you know any celebrities that might want to donate their time on the day of the event? Think about the friends and family you have. Do they know anybody? If not, it still might be worth contacting the community relations department of any sports team to see how they can help. One idea is to have a one hour clinic for kids sometime during the day. Or maybe they can help referee a game or two. Celebrities are always a big draw. Make sure you include the information in your flyer.

8. Food – Since games will be scheduled throughout the day, you may want to consider selling some breakfast items as well as having a barbeque. Food sales also bring in a lot of money. Most supermarkets are happy to donate some food items to the event so that you don't have to spend much. Be very specific about what you would like. Maybe ask for water from one store, coffee from another, donuts from another, etc. Barbeques work well because it smells good! People will be tempted.

9. Trophies or Medals – One option is to schedule games in a way that produces a top team per bracket. Handing out trophies or medals (less costly) with a Hoops for Hope inscription always brings a smile to the participants faces.

10. Scheduling – At the San Jose Hoops for Hope, we split the teams into several brackets. Females played females and males played males. Age ranges were from 3rd grade through over 50. High Schoolers were grouped together, then over 20s, over 30s, etc. The more teams you have, the more difficulty you will have scheduling. It's a good problem to have! Try not to schedule back to back games for any team. You can search the web for 3v3 Basketball rules and regulations and incorporate what you wish for your tournament.

11. Program Handouts – On the day of the event, it is recommended to have a program handout. Contents could include game scheduling, information on Friends of CARRA, Sponsor information and silent auction items.

12. First Aid – Since basketball is so physical, you should have a volunteer nurse available to attend to sprained ankles, sprained fingers and minor cuts and bruises. Ask a friend who's a nurse if she/he would like to volunteer.

13. Registration – It is helpful to have a few methods of registration – online registration, mail-in registration, and day of event registration.

- Online registration – www.SignMeUp.com is a very easy company to work with. You will create an account which allows you to generate a registration form, determine the type of payment, and monitor all registrations. You can then download the information to use as needed. They do charge a service fee with each registrant. But, the service fee is well worth the time saved in organization. They take Visa & Mastercard and send payments monthly.

- Mail-in registration is important for those without computer access or for those that do not feel comfortable registering on-line. Registration brochures can double as advertising. You can place them around the city, mail them out in a mass mailing and ask your doctor pass them out to interested families.
- Registration Deadline – Because the 3v3 Basketball schedule has to be created distributed, it is best to have a registration deadline of two weeks prior to the event. Having a registration deadline of two weeks prior also helps you determine how many t-shirts you have to order.

14. Advertise the Event – getting the word out about the event is crucial to its success. There are many ways to do this.

- E-mail – Send out an e-mail to everyone you know. Include copies of the Hoops flyers and the Sponsorship Request form. The best part about e-mail is that everyone who receives the original e-mail can then forward it on. Word spreads amazingly fast.
- Mass Mailing – Send the same information to business contacts and friends and family without e-mail addresses.
- Local Media – Send information about the event to all the local newspapers, magazines, and news programs. Small community newspapers are especially interested in these types of stories.
- PR/Marketing Firm – When seeking out sponsorships, contact PR/Marketing firms. Many of them provide pro bono work to support non-profit, charitable events.

15. Print Materials – Print both one page flyers and registration brochures. The flyers can be posted all over town – community billboards, storefront windows, Dr's offices, etc. Registration brochures can be used for mail-in registrations.

- Many printing companies offer grants to non-profit/fundraising events. Apply for grants to get materials printed at a discounted rate.
- See attached flyer for examples.

16. Volunteers – Volunteers are a must, especially for the day of the event – set-up and take-down, day-of registration, pre-registration check-in, passing out t-shirts, court monitors, photographers, silent auction, food sales etc.

17. T-shirts – T-shirts will be one of your largest expenses, but most people really want them. They are also very important in securing your sponsorships. Sponsors are more willing to pay money knowing that their company logo will be seen all over town whenever one of the participants wears their race t-shirt.

18. Signs & Banners – Race signs and banners are important for pulling the whole event together. They are also one more way to display sponsorship logos.

19. Follow-up – It's always nice to send a follow-up letter to sponsors and businesses that supported the event and thank them for their donation. Some require a receipt for tax purposes. Also, be sure to keep record of all participants and volunteers so that you can contact them next year.

Organizing a Hoops for Hope in your home town is just one of many ways to raise funds for the CARRA organization. If you have any questions, please contact us at carrainfo@stanford.edu or 650-736-4364.