



**Special
Olympics
Utah**



SPECIAL OLYMPICS UTAH
**CHAMPIONS
CAMPAIGN**
20  19

From April 15th through May 15th, Special Olympics Utah's champions work together to raise awareness and funds to support Special Olympic Utah's valuable programs, resources and opportunities for our incredible athletes, partners and volunteers.

Through the power and joy of sports, Special Olympics Utah transforms lives. Since 1971, Special Olympics Utah has been helping people with intellectual disabilities feel welcome in their communities and develop a profound belief in themselves. Special Olympics Utah provides sports training and athletic competition to more than 1,900 children and adults with and without intellectual disabilities (athletes and partners) across the state, providing competitive events, uniforms, meals, sports equipment, practice facilities and much, much more to ensure our athletes can train and compete. These events and resources are provided free of charge to our participants and, with your help, we can reach more athletes and provide more opportunities for our athletes, partners, coaches, volunteers and fans statewide, and this is where we need you! Our Champions!

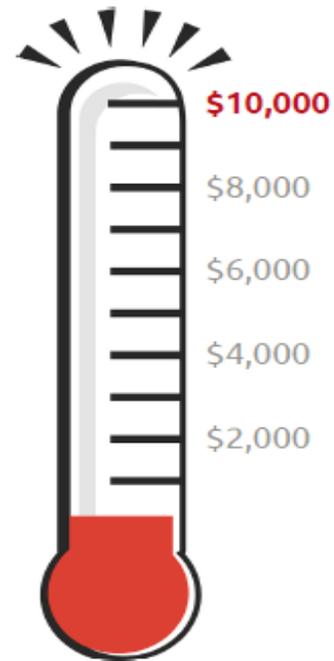
For your fundraising efforts to be applied your delegations and required annual community outreach efforts, there are a few guidelines to follow:

- 20% of your team must be involved in the campaign
- Do your best to reach your \$250 each goal!
- We have a goal of \$10,000 in one month! (If 40 people raise \$250 – we've hit our goal! It's that easy!)
- There are three levels of donation we will encourage to help keep it simple!
 - **Gold - \$50**
 - **Silver - \$20**
 - **Bronze - \$10**
 - Remember, donations of any amount are welcome, and we are thankful for the support!

The 2019 Champions Campaign goal is \$10,000!

Together, we can do this!

Did you know that it cost almost \$250 for one athlete to participate in one sport for one season?



\$250!
That's your individual goal!

This is a fun and easy way to get involved! Bring your delegations together and bring awareness to your community as you raise funds for Special Olympics Utah!



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Let's be CHAMPIONS, TOGETHER!

Thank you for your signing up to be a part of the 2019 Champions Campaign! Our year-round sports training, competitions and other SOUT programs would not be possible without the generous donations that are raised by amazing athletes like you!

You can collect funds in two ways (or both!) – in person by going door to door, or through on online fundraising page!

Online Fundraising

Register online at www.firstgiving.com/SOUT/2019ChampionsCampaign-1

Go to the website and click on the 2019 Champions Campaign event you want to sign up for on the right side of the page, then click "Register". Once you have registered:

- Create your own First Giving web page with a photo and personal message.
- Start a Champions Campaign page.
- Collect pledges online or offline.

Create a Personal Champions Campaign Page

Create a personal Champions Campaign page and invite family, friends or co-workers to join you!

- Create a team name, then go to
- <https://www.firstgiving.com/event/SOUT/2019-Champions-Campaign-1>
- Assign yourself as the team captain.
- Create a team and individual First Giving web pages with photos and personal messages.
- Share with everyone!
- Collect pledges online or offline.
- **Need assistance? Call the Special Olympics Utah state office for support! 801.363.1111**

Now that you're all registered, let's get started collecting pledges and fundraising! Included in this packet are some Champion Style fundraising, great tips and strategies to meet (and beat) your fundraising goals!

Don't forget – door to door (with someone you trust), and in person asks are always the best way to go! If you don't want to create an online fundraising page, that's okay! You're the CHAMPION! Choose the best way you want to fundraise!



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How to raise \$250 in 30 Days

Ask Your Family & Friends	Amount	Total
Ask 4 family members think Mom, Dad, siblings, aunts, uncles, grandma...	4 x \$20	\$80
4 friends send an email or promote on social media	4 x \$10	\$40
4 co-workers display a donation bucket in your place of business	4 x \$5	\$20
4 neighbors not comfortable knocking on doors? Call or email.	4 x \$5	\$20
Your hairdresser, doctor, dentist, gym ask her/him to put out a donation jar in the office/shop	1 x \$25	\$25
Church/Community Members have a request placed in the bulletin for a one-time offering	1 x \$20	\$20
		\$250

Want to go big? Raise \$250 in one week!

Day 1 - Make a \$20 donation to yourself to get started!

Day 2 - Send an e-mail to three friends asking them for a \$10 contribution

Day 3 - Ask one parent and one sibling for a \$10 contribution

Day 4 - Bring a pledge sheet to work and ask co-workers for \$10 to support your Champions Campaign goal

Day 5 - Send an e-mail to four family friends and relatives asking for a donation

Day 6 - Ask two people at your favorite hangout, restaurant or tavern for a \$5 donation

Day 7 - Post on Facebook asking for a \$10 donation to help you reach your fundraising goal



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Other Fundraising Ideas

Ask people:

You would be surprised how many people are willing to give for a worthy cause. Tell them about Special Olympics Utah. Explain to them why you care so much about it, and what it has done for you in your life. Ask your neighbors, your hairdresser, your doctor – even church members, friends, co-workers and family members. Give everyone you know an opportunity to donate!

Ask again:

If you didn't receive an answer the first time you asked, ask again! Sometimes people mean to donate, but they just don't get around to it. Friendly email reminders, progress updates, etc. help to nudge the process along.

Social media: Media

Promote your fundraising efforts on Facebook, Twitter, Instagram, etc. Challenge your friends to join you or support you. Create an individual or team hashtag and remember to remind people about how important Special Olympics Utah is!

Email

Use your First Giving email communication tools or your own to send progress updates and friendly reminders. Set-up your email signature with a link to your online fundraising page. Include this year's message: Join the Conversation! Be a part of the #InclusionRevolution!

Company contribution:

Solicit your company to match your dollars raised! Many companies already do this. Matching gifts can double (or even triple) the original donation amount. Ask the human resources department for details.

School Project or Campaign:

At a high-school or in a club? Raise money by asking students to donate their loose change at lunch. Hold a bake sale, car wash or other service raising funds for your delegation! Be inclusive!

Company Contests:

Hold a friendly competition for your work team. The person who raises the most money on your team gets a prize...and bragging rights!

Change jars:

Ask local business owners to set out a jar for contributions. Try to hit up community businesses that you have a relationship with. Be the Special Olympics Utah athlete in your neighborhood that highlights how awesome this organization is!

Always follow-up via phone or in person:

Don't just text or hide behind a computer. Pick up the phone to ask, follow-up and thank! Or go visit them and thank them in person!



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Email Outreach

Email is an incredibly effective fundraising tool, reaching people all over the world with the click of a button. It is a great way to spread the word about your involvement with Special Olympics Utah and the Champions Campaign, and to ask others to join your team or pledge your cause.

Tips & Tricks

- Make it personal: tell your story. Share with others why you participate, the sports you compete in, the medals you've won, or why you love Special Olympics Utah.
- Share photos of you competing!
- Share your stories of how you've overcome your nerves and excitement on competition day!
- Have fun with it! Make a contest or game out of it – the first person to donate or the largest donation gets a gift from you!
- Follow-up. Be sure to say thank you to your donors after they make their donation and again throughout the year. Send them a picture of your activities with Special Olympics Utah!

Sample Email to Donors:

Join the conversation! In 2019, I will once again be competing as part of the _____ delegation with Special Olympics Utah. Little by little, the world changes. For Special Olympics Utah, and for me, sport is the way we work that change, but the real power lies within the Special Olympics experience and all the people it touches.

It's at the local level--right here--where the community meets us, the athletes. That's where the perceptions start to change and where the miracle of transformation takes place. It's where the #InclusionRevolution starts!

Did you know that it costs \$250 per athlete to compete in one state level competition? That's my goal, to raise \$250 to help athletes like me to participate in Special Olympics Utah, and experience the joy of sharing our gifts, skills and friendship. Won't you join me?

The best and easiest way to donate is to visit (insert your personal fundraising page here) and pledge online. You can check this page to see my goal, pledges raised and join the revolution of inclusion!

If you prefer not to donate on-line, you can also give your donation directly to me or mail it in to Special Olympics Utah at the address below. Please make sure to include my name with your donation so I receive credit for the pledge.

Special Olympics Utah
1400 S. Foothill Drive Suite 238 Salt
Lake City, UT 84108

Thank you so much for your support. Let's bring out the CHAMPIONS in all of us!

Sincerely,
(sign name)



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Social Media

Facebook, Instagram and Twitter are incredibly powerful tools for fundraising. It has become common practice for a lot of athletes to do all of their fundraising entirely through social media. They are easy tools to use and a personal way to connect with friends and family all over the world with minimal effort.

Facebook

- Like us: www.facebook.com/SpecialOlympicsUtah
 - Share our posts from our FB page
 - Stay up to date on news and tips for upcoming events and share!
- Add a link to your online Champions page to send people directly to your profile.
- Make your Champions Campaign an event on Facebook. Invite friends to support your fundraising effort or to come and cheer you on. This way they will know all about your Special Olympics Utah activities!
- Update your status
 - Share your Champions Campaign story
 - Update your fundraising progress and share your thanks and gratitude!
- Let your pictures do the talking
 - Post photos of you competing and add a story!
 - Ask - Have you volunteered with SOUT or been to one of our events? Share a picture.
 - Set your profile picture and timeline photo to a picture of you competing and winning your medals!
- Shout-outs: post a shout out to your donors when they pledge! You can even tag them in your post – just type @ + their name.
- Use hashtags. You can create your own for you or your team. Use [#2019ChampionsCampaign](#) for the official Special Olympics Utah event hashtag.
- Host a contest on Facebook encouraging your friends to donate. The first person to donate get a gift from you, the biggest donor gets a prize, etc.
- Don't forget to thank your donors! Facebook is a great way to do a public thank you!

Twitter

Follow us: [@specolyut](https://twitter.com/specolyut)

- Retweet a tweet from Special Olympics Utah and/or your followers
- Use the hashtag [#2019ChampionsCampaign](#) or create your own hashtag for your own Champions Campaign
- Upload photos: tweet a photo of yourself competing! Don't forget to ask for support!
- Create an engaging 140-character message with your Champions Story!
- Shout outs: tweet each time you receive a new pledge. Don't forget to mention them in your status, just type @ + their name.
- Set your profile picture and twitter header image to a photo of you competing! Show off the CHAMPION that you are!
- Don't forget to thank your followers!

FACEBOOK: www.facebook.com/SpecialOlympicsUtah

TWITTER: [@specolyut](https://twitter.com/specolyut)

INSTAGRAM: [SpecOlyUtah](https://www.instagram.com/SpecOlyUtah)



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**2019 SCRIPT CARD
FOR PHONE CALLS OR FACE TO FACE ASKS**

Hello!

My name is _____ and I am a Special Olympics Utah athlete (or partner, coach, etc) My favorite sport is _____ and Special Olympics Utah is important to me because _____ (I love sports, I like to meet new friends, it helps me stay fit/healthy).

Athletes (or partners, coaches, etc.) like me are asking their friends, family, neighbors and everyone we know to help support Special Olympics Utah. It costs about \$250 for every person to compete in one sport and there is no charge to participants to compete. Our goal is to raise \$10,000 for 2019! Will you help me reach my personal goal of \$250 and be a part of my team as we make a lasting impact on Special Olympics Utah?

Would you be willing to help by donating at either a Gold, Silver or Bronze level?

Gold: \$50

Silver: \$20

Bronze: \$10

If YES: Say THANK YOU for choosing to support SOUT.
Complete the receipt and take the donation (cash, check).
Should they wish to pay with a credit card scan the QR code.

If NO: Say thank you for your time.

Either YES or NO: Please consider volunteering at the next Special Olympics Utah event where you can watch me and my team compete for gold! The next event is _____.



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Donor Receipts

Use the donor receipts for cash or check donations. Online donors will automatically receive a receipt via email. If you have questions, contact us at information@sout.org.

2019 Champions Campaign Donor Receipt

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone: _____

Donation Amount: _____ Date: _____

Athlete Name: _____

Circle Form of Payment: CASH CHECK

Thank you for your donation. Special Olympics Utah is a 501©(3) non-profit organization. Your donation is tax deductible to the extent allowed by law.

1400 S. Foothill Drive Suite 238
Salt Lake City, UT 84108
801-363-1111 www.sout.org

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2019 Champions Campaign Donor Receipt

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone: _____

Donation Amount: _____ Date: _____

Athlete Name: _____

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