

#DoSomething INITIATIVE GUIDE.

SPORTS FUNDRAISING

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jack.org

Description: Sporting clubs are often happy and eager to turn a game or tournament into a fundraising event for a good cause. Partner with a local sports team in the community or at school and plan a fundraiser that supports youth mental health.

Objective: To inform and educate the community on mental health 101 and create an open mental health conversation.

Impact category(ries): Knowledge, Awareness & Attitudes

Target audience: Entire school or community.

Time commitment: Set aside some time to meet and plan with the team you are partnering with (1-2 hours). Make sure you have an open discussion about what the club expects from your team, and what you expect from them.

Cost: \$0

Volunteer requirements: A core team of 3-6 people to plan the event and then extra volunteers to help on event day.

Partnerships: Partner with the team you want to fundraise with and look into extra partnerships for food, venue or swag. Often the sports club will have the venue already organized.

Promotion: Promote through social media, local radio stations and poster campaigns. Use the hashtag #DoSomething to be featured in the national campaign, and tag @jackdotorg so we can share your work!

Jack Chapter testimonial:

“The rowing team has always had a connection with Jack.org so we partnered with them to host a fundraiser. Our team offered promotion, materials and Jack Chapter representation.”

Evan Sambasivam
Co-Lead at Jack.org Queen's

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