

02/  
28/  
2019

EXDO  
4-7PM

# GAME DAY TOOLKIT



 FIELD DAY OF FUN!

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# A FIELD DAY OF FUN



## PLAY FOR PURPOSE

Why do kids get to have all the fun? When you were in school, what was your favorite day? No doubt, it was FIELD DAY! Finally, the Grown Ups get a turn! Join us to hop, skip, and squirm your way to victory at the Growin' Up Games. Every dollar raised goes to helping Minds Matter Denver students succeed. You can play for purpose!

## LET THE GAMES BEGIN

Thursday, February 28, 2019. 4-7 pm

EXDO Event Center

1399 35<sup>th</sup> St. Denver, 80205

## READY.SET.MATCH.

The following pages provide all the info you need to get a head start on Growin' Up Games. With game day details, easy registration instructions, and fundraising tips, you'll be hopping your way to victory in no time.



# GAME DAY DETAILS

- Pick a team captain and assemble your squad of 5. It can be friends, family, coworkers, or anyone ready to hustle for a great cause!
- Registration fee is \$25 per person. This will include food and snacks, drinks (both alcoholic and non), and other fun surprises!
- Each individual has a fundraising goal that starts at \$100. That's just 4 people donating \$25 each!
- We've got prizes galore! Special prize goes to the individual who raises the most money. 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place teams will be awarded prizes too!



# HOW TO REGISTER



- Put on 2 sweatbands and shorts to get in the mood!
- Identify a team captain, all other teammates will register under the captain.
- Go to the [event registration page](#)
- Click the button that says "**Register For The Event**", on the right side of the page, under the thermometer.
- Click "**Register** as a fundraising participant".
- Enter your email address, and click continue.
- Click "**Create Account**" and follow the steps (remember your password, you'll need it!).
- *If you are the team captain and need to register your team:* click "**Create a Team**".
- *If your team captain has already registered your team:* click "**Join A Team**" and find the appropriate team to join.
- After that, follow the steps to register yourself and/or your team, at which time you will pay your \$25 registration fee and create your own fundraising page to raise money (the goal is for each participant to raise at least \$100). Top fundraisers will be given a "head start" at the games.

# FUNDRAISING TIPS

## Show your Dedication

The best way to show your personal dedication is to make the first donation. Start with \$10, \$15, or \$25 to build momentum and watch how quickly the donations add up!

## Spread the Word

Once your personal fundraising page is created, jump on Facebook, Twitter, and Instagram and let people know about it! Social media is the perfect way to get the word out. We'll give you some [starter posts](#) to use in the following pages.

## Ask Your Employer for a Boost

Lots of employers will match an employees gift for a great cause. All you have to do is ask. Encourage your teammates and supporters to check with their employers as well. It's one of the best ways to achieve your teams fundraising target and possibly exceed it!

## Keep People Engaged

Sometimes life gets in the way and people might lose track of supporting your cause. Be sure to send friendly reminders out about your fundraiser so you stay on their radar. You can do this [via email](#), [social media](#), or in person. Let them know you can't

## An Attitude of Gratitude

Don't forget to say thanks to all who support your fundraiser. Let them know how they helped support an amazing cause and even more amazing kids at Minds Matter. Pat yourself on the back while you're at it.

# SOCIAL MEDIA POSTS

Here's a few social media posts to help get you started. Feel free to customize them and make them personal!

## Facebook

- Hey friends! Remember how awesome field day was when you were in school? Well, #MindsMatterDenver is bringing it back for the Grown Ups! My team and I will be competing in the Growin' Up Games Fundraiser and our goal is to raise **\$XX**. All proceeds go to supporting Minds Matter students! Here's the link to my fundraiser page **[Insert link to your page]** Any amount helps. Thank you!

**#MMGrowinUpGames**

- I'm raising money for the Minds Matter Growin' Up Games. I've raised **[amount]** so far, but I still need **[amount]** to completely reach my goal! Would you consider making a donation (even small gifts help!) to assist me in my fundraising efforts? Please feel free to share this post and encourage your own friends to give to the #MMGrowinUpGames. Thank you in advance for your generosity! **[insert link]**

**# MMGrowinUpGames**

- I'm raising money for the Minds Matter Growin' Up Games, and I need your help! With a donation of **[amount]**, you'll be able to help high-achieving, low-income kids get into college! Read more about my campaign and help me reach my goal of **[\$X]**. **[insert link]**

**# MMGrowinUpGames**



# SOCIAL MEDIA POSTS

## Twitter

- Help me raise money for Minds Matter Growin' Up Games! I only need [amount] to reach my goal. Make a difference! [insert relevant #hashtag, shortened URL, and photo]
- Help a kid on their way to college by donating to my fundraiser! Only X weeks left! [Insert shortened link]
- I'm halfway to my fundraising goal! Keep the dream of college alive for low-income students by donating to my campaign: [Insert shortened URL]
- Tip: Go to <https://bitly.com/> to shorten the link you post to Twitter

## Instagram

It's all about the pics with Instagram. Dress up in your sportiest attire, and on the day of the event, post a couple of action shots of you and your team. Use a short caption and relevant hashtags.

## Don't forget to say thanks to those who donate

"THANK YOU to those who donated to my Growin' Up Games campaign! You're helping make the dream of college a reality to those who need it most." [Link to campaign page]





# E-MAIL TEMPLATES

## Email template: Donation request to friends and family

**Subject line:** [short and compelling, avoid all-caps and exclamations]:

Dear [insert name],

[Begin with an emotional appeal to the recipient that relates to your cause. Introduce the problem you hope to solve with the fundraiser.]

While I've already taken steps to fix this problem [insert examples], I still need help with funding. Would you consider donating to the Minds Matter Growin' Up Games fundraiser? Your donation would help high-achieving, low-income kids get into college.

The process is simple. Just click the link to my crowdfunding fundraiser below to get started.

[insert link to crowdfunding fundraiser]

Feel free to share the fundraiser link on social media. The more exposure I get, the greater my chances of reaching my fundraising goal.

With love/Sincerely,  
[your name]



# E-MAIL TEMPLATES

## Email template: Time-sensitive donation request to friends and family

**Subject line:** Only [insert days] to help me reach my fundraising goal

Dear [Insert name],

I only have [number] days to raise [insert the remaining amount needed] for the Minds Matter Growin' Up Games Fundraiser.

If you gave \$25 [or insert other amount] to my fundraiser, it would help me [insert specifically how the money will help your cause].

The process is simple. Just click the link to my crowdfunding fundraiser below to get started. [insert link to crowdfunding fundraiser]

Please share the fundraiser link with your friends and family on social media. It helps boost awareness for my fundraiser.

I appreciate all your support! I wouldn't be able to accomplish [fundraising goal] without your help.

With love/Sincerely,  
[your name]

Dear [Insert Name],

As you know, I have been raising money for Minds Matter to provide high-achieving, low-income students with a chance at a quality education and a better life. Many of you have already donated to my campaign and I am so incredibly grateful for your support.

To check out my fundraising goal or to make a donation, click here [Insert link]. 100% of our money helps bring access to quality education to bright and deserving students in the Denver area.

Thanks,  
Your Name

# A BIG, BIG THANK YOU!

Thank you so much for joining us on our mission to help deserving young students get into college. We couldn't do it without you! Please feel free to reach out to us at any time for questions, concerns, or support.

[shawna@mindsmatterdenver.org](mailto:shawna@mindsmatterdenver.org)

