

PLAY FOR KIDS!

March 29, 2018 from 5:00 pm - 9:30 pm at Chelsea Piers, Stamford

Fundraising Made Easy!

- **Raise Funds Online**
Customize your fundraising page, tell your story and personalize with photos. Email everyone you know. Online donations are 40% larger than cash donations. Personal pages can greatly impact your team total.
- **Use Social Media**
Use social media to brag about your part in doing great things for a great cause
- **Enlist Your Team to Raise Funds**
Make sure your teammates know about the awesome fundraising incentives.
- **Start a Dress Down Day**
Ask co-workers to contribute \$10 to wear their favorite jeans to work.
- **Auction off a Coveted Parking Space**
Spot goes to the highest bidder or start a department competition.
- **Matching Gifts – Double Your \$\$**
Remind team members and donors to submit matching gift forms. See if someone will offer a matching gift challenge to match the funds you raise.

Fundraising Incentive Awards (one per fundraiser)

Participant Level \$150

Congrats – You've earned a 2018 PFK dry-fit shirt to wear proudly, knowing you've made a difference for an at-risk child.

Guardian Level \$250

You've done it – CCA's Mobile Legal Office can meet with homeless youth for legal counseling.

Advocate Level \$500

You're leading the way, providing program support for educational legal rights counseling for at-risk youth.

Team Leader Level \$1,000

Show them how it's done – CCA will advocate for systemic and legislative improvements to protect vulnerable youth.

Champion Level \$2,500

You've earned the title so wear it well! You have provided 1 year of legal representation for a child in need.

Team Captain Tools for Success

1. **Register online** at: <https://ccact.salsalabs.org/pfk2018>
Instructions will be emailed to help you personalize your page(s) and download a free fundraising app for your phone.
2. **Set up your Team Page**
3. **Name your team and set a goal.** Upload a personal and team photo. Write a short note about why you are participating and why you formed your team. There is sample text available when you set up your page, but nothing is as powerful as telling your own story.
4. **Set up your Personal Page** with your personal goal. We recommend a personal goal of \$200.
5. **Recruit team members online.**
Use social media and email to ask prospective team members to join you. Include links to your team page. Customize your personal and team pages to reflect your competitive and charitable spirit!
6. **Raise money online – Don't be shy!**
After you set up your personal pages and send emails to friends, family and co-workers, watch your fundraising tracker climb! The online tools make it easy for friends and family to donate online. You can enter cash and check donations to your page and turn them in on event day.
7. **Raise money with Social Media.**
We give you sample messages you can use to ask for donations, recruit team members and thank your supporters!

Event Details

Thursday, March 29, 2018 from 5:30 to 9:30pm at Chelsea Piers, One Blachley Road, Stamford

Check In:	5:00 pm to 5:45 pm
Opening Ceremony:	5:45 pm to 6:00 pm
Game Time:	6:00 pm to 8:30pm
Celebration & Championship Competition:	8:30pm
Awards:	9:00pm

Need more information?
Contact Susan Stein
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Winning Strategy

- **Everyone can participate in Play for Kids!**
- **Teams recruit players to compete with them and help achieve personal and team fundraising goals.**
- **Fans can participate as fundraisers too.**
Register for your own fundraising page or join a team as a fan and help them reach their goal!
Fans are eligible for fundraising incentive awards.