



### **Tips & Tricks to make your Impact Player Event Successful and Easy:**

1. **Purpose:** Decide what the purpose of your event is. Is this truly a fundraising event? Or does it have other goals? Perhaps you may be hoping to raise money at the event, but also raise awareness of the Tom Coughlin Jay Fund and expose the mission to a new network. Many events have more than one goal. Figuring out the details for your event will depend on knowing what goals you are trying to achieve.
2. **Fundraising Goal:** Set a realistic fundraising goal. Every dollar counts to help local families tackling childhood cancer. The amount you choose should be the amount you plan to raise after expenses are deducted.
3. **Budget:** Begin with the end in mind and use a budget to make sure that you will raise the amount you want after any costs you might incur. Think about supplies, food, drinks, prizes and other expenses that may be associated to make your fundraiser successful.
4. **Volunteers:** Are you planning this event as an individual or are you hoping to recruit some help? Think about the support you need to make this event a success. Do you need buy in from your school or organization? Do you want to enlist friends and family to assist ahead of time or day of? Think about your needs and don't be afraid to ask for help.
5. **Target Audience:** Who is the target audience for your event? Is this a general fundraiser where everyone will be invited? Or is this event geared towards a specific group like business people, parents, young professionals or kids? In short, determine who you want to attract to supporting your event.
6. **Spread the Word:** Think about how to get the word out about your Impact Player Event. Will grassroots efforts work – word of mouth, flyers in the local coffee shop, sharing information at school or community organizations? Do you need set up a crowdfunding or registration site? Don't be afraid to share with everyone the great work you are doing to support the Tom Coughlin Jay Fund and don't forget to tell them who the Jay Fund is and why you are supporting us! Your network will buy in if you are already invested in the mission.
7. **Be Organized:** If working with others be proactive and let people know, ahead of time, what their responsibilities are, how they will be helping before, during and after the event. Setting expectations with your support will help the event run more smoothly and avoid last minute problems.
8. **Keep Supporters Updated and Don't Forget a Thank You:** If your event is running over a period of time be sure to share updates with your supporters – updates on reaching your goal, ticket sales, new sponsors or any exciting last minute additions to your event. After your event is complete and you know your results be sure to share with a Thank You to supporters, volunteers and others that contributed to your success!
9. Have Fun!