Thank you for joining the U.S. Soccer Foundation’s national team of peer-to-peer fundraisers! Your leadership ensures that more children will have access to our soccer programs providing them with physical activity, nutrition education and mentorship. This Play It Forward Campaign Toolkit was created to help you run a successful fundraising campaign – now let’s begin...
SET YOUR GOAL

Select Your Impact

Every dollar counts – Every dollar you raise will help support the U.S. Soccer Foundation and its life-changing programs. Here are some general Foundation program costs to help you set your fundraising goal:

- **$25** provides a child with a player kit: jersey, shin guards, socks, and a soccer ball
- **$350** provides a child with an entire year of *Soccer for Success*, our after-school soccer program
- **$500** provides an entire team with player kits and field equipment
- **$700** provides two children with an entire year of *Soccer for Success*
- **$2,000** supports a coach-mentor through an entire year of *Soccer for Success*
- **$5,000** provides a team (15 children) with *Soccer for Success*
COMMUNICATION PLAN

Launch Your Page

+ Refine your message and be sure to **PERSONALIZE** your page with photos and stories.

+ **DONATE** to your own campaign to show your commitment and inspire others.

+ **Start with your CLOSE CONTACTS.** Reach out to 10-15 people who you know are supportive of your goals. They should hear about your campaign first, in a personal message. The more personal your outreach is, the more likely they’ll make a meaningful gift.

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**Dear friend,**

Nearly 20 million children in the United States are living in poverty or unsafe neighborhoods. These children face distinct challenges such as higher rates of crime, violence, drug abuse, physical and mental health issues.

Together we can help change this unfortunate reality through U.S. Soccer Foundation programs proven to help kids overcome these challenges and live healthy and productive lives.

Help me raise money to create better opportunities for these kids with your **donation** to my **Play It Forward** campaign today. [Link to fundraising page]

All children deserve the chance to succeed despite where they live or what resources they have, and we can do that with soccer. Every donation makes a difference.

Now is your chance to pay it forward, **will you make the play?**

Your Name
SOCKET SUPPORT

Announce Your Campaign

+ Once you’ve demonstrated your personal commitment and gotten your closest contacts involved, officially launch your campaign on SOCIAL MEDIA.

Now is your chance to pay it forward, will you make the play? Join my Play It Forward campaign: [Insert Link to your campaign page]

I’m halfway to my fundraising goal! Support youth in at-risk communities by donating to my campaign page: [Insert Link to your campaign page]

Help me celebrate my birthday by supporting my Play It Forward campaign here: [Insert Link to your campaign page]

+ KEEP YOUR NETWORK UPDATED. Post on social once a week, but vary your content. Rotate between thanking donors, updating them on progress you’ve made, talking about your passion for our mission and asking them to get involved.
KEEP GOING

Follow-Up

+ CONTINUE updating your network and following up with potential supporters.

Dear friend,

As you know, I’ve been raising money to provide better opportunities for youth living in at-risk communities. Many of you have already donated to my Play It Forward campaign and I’m so grateful for your support.

To check out my progress or make a donation, click here: [Insert Link to your campaign page]

Every dollar will go directly towards supporting the U.S. Soccer Foundation’s life-changing programs.

Thanks for your support,

Your Name

Tell a Story

+ It’s important that not every message you communicate about your campaign is an ask for dollars. Tell a story about why the Foundation is important to you. Remind people why you’ve chosen to become a Play It Forward champion.
ONE LAST CHANCE

Keep Your Community Updated

+ Let your social media community know the PROGRESS you’ve made and be sure to thank people who have already donated.

Thanks to everyone who donated to my Play It Forward campaign! Check out the progress on my fundraising page: [Insert Link to your campaign page]

Reaching Out

+ SEND A REMINDER to your contacts who have not yet donated. Let them know time is running out and remind them of your mission!

Dear friend,

My Play It Forward campaign is ending soon and I’m asking for your help to reach my fundraising goal!

Nearly 20 million children in the United States are living in poverty or unsafe neighborhoods. Together, we can provide afterschool programs and safe places to play for kids living in these at-risk communities.

You can create a better tomorrow for the youth of today by donating to my Play It Forward campaign: [Insert Link to your campaign page]

There is just a few days left before my campaign ends!

Now is your chance to pay it forward, will you make the play?

Your Name
SAY THANKS

The Final Push

+ Tweet, post and share across your SOCIAL NETWORK that time is running out in your campaign!

My Play It Forward campaign is almost over! Help bring afterschool programming and safe places to play to children who need it most: [Insert Link to your campaign page]

+ SEND AN EMAIL to each donor that gave to your campaign.

Dear friend,

Thank you for donating to my Play It Forward campaign! Your donation benefits kids in underserved communities providing them with life-changing soccer programs.

This has been an incredibly rewarding experience and I've learned so much about how the sport of soccer can be leveraged to change the lives of children.

I encourage you to get more involved with the Play It Forward movement by starting your own campaign page like mine! Now is your chance to pay it forward, will you make the play?

Your Name

+ THANK your social network.

THANK YOU to those who donated to my Play It Forward campaign, together we can change lives, together we are soccer! Check out how much we raised: [Link to your campaign page]
Thank you for becoming a Play It Forward champion. Your support will go a long way in inspiring others to get involved and give back!

Have questions?
Our support doesn’t stop with this toolkit. The Foundation team is here to help and to answer any questions you may have:

Amy Symonds
Development Associate & Play It Forward Campaign Manager
asymonds@ussoccerfoundation.org
202-872-6665
www.ussoccerfoundation.org