

# PLAY IT FORWARD

## CAMPAIGN TOOLKIT

A guide to running an effective peer-to-peer fundraising campaign



**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 innovative play spaces and soccer programs that instill hope, foster well-being and help youth achieve their fullest potential.

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, and a soccer ball



**\$100** enables a child to participate in one 12-week season of *Soccer for Success* led by a trained coach-mentor who helps them reach their full potential on and off the pitch



**\$500** provides an entire team with player kits and field equipment



**\$1,500** provides a team (15 children) the opportunity to participate in one 12-week season of *Soccer for Success*



**\$3,000** provides a team (15 children) the opportunity to participate in a full year (two 12-week seasons) of *Soccer for Success*

## COMMUNICATION PLAN

### *Launch Your Page*

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- + 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.

Dear friend,

Nearly 20 million children in the United States are living in poverty. These children face distinct challenges such as higher rates of crime, fewer safe places to play, and fewer opportunities to play our game. This means they miss out on all the great benefits that come from playing soccer.

Together we can help change this unfortunate reality by supporting the U.S. Soccer Foundation programs proven to help kids overcome these challenges and reach their full potential on and off the playing field.

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?*

## SOCIAL SUPPORT

### Announce Your Campaign

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+ 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 underserved communities with a donation to my 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*

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+ **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 underserved 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*

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+ 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

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+ 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

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+ **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 and don't as many opportunities to play. Together, we can provide access to innovative soccer programs and safe places to play that help youth reach their potential on and off the field.

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

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+ 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 where the need is greatest: **[Insert Link to your campaign page]**



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

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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 and safe places to play.

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.

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THANK YOU to those who donated to my **Play It Forward** campaign, together we can change lives through soccer! Check out how much we raised: **[Link to your campaign page]**



## CONTACT US

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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 at [development@ussoccerfoundation.org](mailto:development@ussoccerfoundation.org).