



Global Fundraising Methods

Dear Coach,

Anthony Travel and Global Football understand the time, effort and organization required for international team travel and fundraising. If not for financial concerns, every team and player would take advantage of this unique opportunity to travel, learn and play overseas. However, each year more and more teams are finding ways to help their student athletes raise a significant amount of the needed funding. To better prepare your team for a championship experience that only Global Football can offer, we have outlined below several successful fundraising methods. These methods have been tested and proven by past Global Football participants and we encourage you to speak with some of those coaches to get their first hand experience.

Great Team Fundraising Ideas from Global Football

1. Lift-a-thon (players can seek sponsorship for the amount of weight they successfully lift)
2. Sale of game program ads to hometown businesses (sell for the season after the tour, with special Tour Program printed and distributed at home games, featuring photos and stories from the tour)
3. Players can seek sponsorship from hometown businesses and friends (this can be extremely effective due to its personal approach. The entire team should design a sample letter, with each one individualized by the players for their own hometown.)
4. Proceeds from home game receipts (work with your AD to have one game be designated as the Tour Promotion game, getting a portion of the gate receipts, concessions, etc., with raffle tickets for sale, p.a. announcements, etc.)
5. "Free place" raffle (raffle off one of your free tour places both on and off campus. Players can take tickets home during holidays, sell at home games, basketball games, in student union, etc.)
6. 50/50 cash raffle (simple to organize and manage)
7. ESPN The Magazine Coaches Fundraising Program (players sell magazine subscriptions and earn 75% of proceeds. Call 1-888-530-3776 to sign up and receive your Team Fundraising Kit)
8. Players can work concession stands at MLB and NFL games (if school is located near MLB/NFL cities)

*Offering the international exchange for course credit through your school is also a fantastic way to make your Global Football tour a great value to students and their families. With credits costing in upwards of \$500 each, this is a very efficient way to rationalize the cost of the tour to parents. It also involves faculty and administration making the tour a campus-wide event.

The above fundraising examples are suggestions and are by no means the only methods for raising funds. Please contact Patrick Steenberge of Global Football at 1-817-326-3578 for further information on how to implement fundraising programs.