



# You Have to Have at Least One Full House

**Packing the Stands with a Charity Connection**

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# Hosting a Charity Event

- Mutual Benefit
  - Possible Events
  - Execution
  - Dig for the Cure
  - Questions and Ideas
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# Mutual Benefit

## Charity

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- ▣ Resources (\$ or Needed Items)
- ▣ Awareness
- ▣ Opportunity to Connect

## Your Program

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- ▣ Service
- ▣ Public Relations
- ▣ Opportunity to Connect
- ▣ Awareness for Your Team
- ▣ Drawing New Fans

# Possible Charities

- Breast Cancer Awareness
- Domestic Violence
- AIDS
- Multiple Sclerosis
- Habitat for Humanity
- American Cancer Society
- March of Dimes
- Clean Water Project
- Green Initiatives
- Natural Disaster Relief
- Displaced Peoples
- Community Resources
- Homeless
- Autism
- Military Families
- At-Risk Youth

*Make it personal, not political*

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# Execution of Event: Pre-Game

- Contact local charity affiliate
  - Select date that maximizes attendance and exposure
  - Inform school officials, student organizations and groups, community, your team and their families, YOUR OPPONENTS!
  - Press Release
  - Speaking Engagements
  - Campus Publicity
  - Facebook and Twitter
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# Execution of Event: Game Day

- Getting everyone on the same page
    - Game Day Operations
    - Officials
    - Teams
  - Making the event special for players, fans, and charity
    - Personal Connection
    - Gym Décor
    - Hospitality to Charity
  - Remember to win the game!!!
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# Execution of Event: Post-Game

- Thank You
    - Publicly thank the community for their support, the charity for the work they do, and the opponent for the contest
    - Personally thank donors and businesses that helped in the event (even if it was just promotions)
  - Blog, Twitter, Facebook
  - Photo Gallery
  - Investigate the Impact
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# Dig for the Cure

Foundations

Getting People to Your Event

Marketing and Promotion Ideas

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