FIRST POINT FUNDRAISING SYSTEM

A fund development system to grow (and sustain) high level Boys’ and Men’s Volleyball in the United States.

FIRST POINT FUNDRAISING SYSTEM IS A campaign-in-a-box that First Point Volleyball Foundation utilizes in two ways:

1. to raise money to grow boys’ and men’s volleyball via grants, and
2. to help collegiate men’s volleyball teams and boys volleyball programs raise money for their organizations.

FIRST POINT FUNDRAISING LEADS TO

> ensuring the viability and sustainability of boys’ and men’s volleyball
> growing the game of boys’ and men’s volleyball at every level
> First Points of new boys’ and men’s volleyball programs throughout the United States
Just as there are six rotations in volleyball, and winning teams need to be proficient in each rotation, there are six rotations in the FIRST POINT FUNDRAISING SYSTEM and successful teams that raise a lot of money will be the ones who work hard, pay attention to detail, and execute with discipline.
WHO:
The organization’s lead staff person (e.g. Coach, Director, etc) and committee chair, become the “explainers” to the board and leadership (supporters)

WHAT:
The explainers describe the FIRST POINT FUNDRAISING SYSTEM and its key components to their supporters. Key topics to convey:

- FIRST POINT FUNDRAISING will work if everyone involved is committed, but we need EVERYONE’S involvement, commitment and support
- FIRST POINT FUNDRAISING needs to be THE individual fundraising effort for the organization – all individual fundraising efforts come under the umbrella of the FIRST POINT SYSTEM
- FIRST POINT FUNDRAISING SYSTEM consists of:

  Getting the organization’s leadership to Commit individually to engaging in FIRST POINT FUNDRAISING (Rotation 2) by Inviting friends and colleagues with an interest in volleyball (potential supporters) to an Open Gym (Zoom Meeting) in which guests will be invited for a virtual tour and introduction of the Organization led by a Host, and three compelling speakers who are each leaders, supporters or beneficiaries of the organization in some way. Each Open Gym should have between 6 and 12 guests and take approximately 30 minutes from beginning to end.

  After each Open Gym a designated person from the organization will personally call each attendee and follow up with questions (see the Follow Up, Rotation 5).

  The Team Huddle (ask event)- Open Gym attendees who express interest in learning more about the organization and potentially getting involved as supporters (via the Follow Up), are then invited to a Team Huddle (Rotation 6) in which an ask for money is made
The Commitment

Each board member and/or other organizational supporter who is being asked to participate in FIRST POINT FUNDRAISING should be asked for their commitment to FIRST POINT FUNDRAISING individually and in writing.

The GENERAL SUPPORTER commitment should detail what is expected of each person in terms of:

- **TIME** - Amount of time each person needs to commit to supporting FIRST POINT FUNDRAISING within a campaign period. As an example for First Point Volleyball Foundation’s first campaign, each general supporter will be asked to commit to 5 hours of support which is broken down into 3.5 hours of inviting people to attend an Open Gym and Team Huddle, 1/2 hour to attend an Open Gym and Team Huddle personally, 1 hour to attend the Ask Event.

- **PERSONAL CAPITAL** - each general supporter should be willing to commit to getting 10 people to come to an Open Gym or Team Huddle.

The SPEAKER commitment for Open Gyms should be 20 hours:

- 5 hours same as GENERAL SUPPORTERS
- an additional 5 hours to develop and refine their presentation script
- an additional 10 hours to deliver presentations

The HOST (typically a staff member role) commitment is 70 hours – 20 hours same as Speaker, an additional 30 hours of individualized follow up calls to Open Gym attendees, and 20 hours of prep and execution for the Team Huddle (Ask event).

Importantly, each person (General Supporter, Speaker or Host) needs to sign a commitment form.

The Invitations

- Invitations to an Open Gym and Team Huddle need to be made personally by each supporter involved. You may initiate invitations with an email, but each guest should also be called and invited individually. This task cannot be delegated.

- Invitations should be for a specific date and time. Once invitations are accepted, contact information should be sent to the HOST for a briefing on what to expect and logistics to be sent out (i.e. zoom meeting id and password).

- Each supporter is being tasked with getting 10 people to attend one of the Open Gyms. You may have to invite many more than 10 to get 10 to accept.
The Host arrives to the Open Gym early and greets guests as they arrive (Speakers can also greet arrivals)

The Host begins the Open Gym promptly as scheduled

Welcome and thank you – acknowledgment of person who invited guests.

Agenda overview and naming of Speakers

Roll call of people attending open gym (provide your name, who invited you and why you are here)

BRIEF, one minute explanation of why the organization is important to HOST. The HOST emphasizes one point in particular by making a STRONG first point of the testimonial. With only 1 minute the host may have time for only one point.

Introduction of first Speaker

1st Speaker – 5 minutes tops

The Speaker makes a compelling and emotionally charged talk. Again, a strong FIRST POINT is important. The first point of the speech ought to be repeated at the end of the 1st Speaker’s remarks.

Questions of Speakers are discouraged by HOST from introduction... we want to get you out in 30 minutes, but if you have a burning question you may ask it after our Speaker speaks).

HOST thanks first Speaker and introduces 2nd Speaker

2nd Speaker – 5 minutes tops – A compelling and emotionally charged speech with a strong first point that is repeated at the end

Host thanks 2nd Speaker and introduces third Speaker

3rd Speaker – 5 minutes tops - A compelling and emotionally charged speech with a strong first point that is repeated at the end

Host thanks 3rd Speaker and thanks guests for attending.

I will be following up with each of you individually on the phone

Does anyone have any quick questions now?
The Team Huddle

The Team Huddle (Ask Event in person or by ZOOM if required)

- Attendees of the Open Gyms who express interest in learning more about the organization and potentially becoming a supporter are invited to the Team Huddle.

- If held in person, the Team Huddle features current volleyball players mixing with guests and showing their enthusiasm for the program. Players should play the role of serving guests where possible whether that is in welcoming and orienting guests, or actually serving them food, or both.

- A Team Huddle host gets the event started with an opening statement. The host outlines what is going to happen at the event.

- Next comes an inspirational speaker (coach or a student-athlete).

- The host may or may not invite other inspirational speakers such as a beneficiary of the organization. Each speaker is very scripted and very prepared to deliver an emotionally charged, compelling speech similar in quality to a TED talk.

The Host, who should be a major donor to the organization, then comes back to the podium and delivers the ask. The HOST asks the Table Captains at each table to identify themselves and hand out pledge cards to everyone at their table. The pledge cards have options to make a pledge for one year up to five years and for donations to be made via credit card on a monthly, annual or one-time basis. There is no minimum ask amount. The Host can indicate a range of where previous Team Huddles have resulted in gifts from different sizes.

- Upon conclusion of the Team Huddle, supporters are promised that they will be kept informed of how dollars are put to work. As soon as possible after the Team Huddle stewardship of these new stakeholders and supporters begins. After the organization has thanked the donors on at least three separate occasions, a member of the organization can then ask donors if they would be willing to become recruiters of guests for the next round of Open Gyms. For every ten individual supporters that attend a Team Huddle and make a contribution, we hope that three of them will plan, organize and implement another Open Gym.
What would we do with an infusion of cash?

This question needs to be answered by at least one of the speakers (ideally all three), and if answered by multiple speakers the answer should not be the same.

For College programs, possible examples could be:

Scholarships – “on average, each of our players receive financial support equivalent to 1/5 of a full scholarship or $x. Each donation of $x we receive allows us to provide one of our players the opportunity to play volleyball and earn a life-changing college education”

Travel – On average our team goes on x trips per year, and each trip on average costs us $y. Being able to have a decent travel budget is important because ____. Each donation of $y allows us to ________

Assistant Coach - Relative to our competition our assistant coach(es) make only a fraction of what other assistant coaches make. In order to keep us competitive we need to be able to provide our staff competitive salaries. Each donation of $x gets us y% closer to our goal of ______