

SPECIAL OLYMPICS WASHINGTON LETR #TeamWA247 FUNDRAISING CAMPAIGN



Team Washington - The Home Team

Team Washington will consist of 247 athletes and coaches from across the state who will be competing in 14 different sports including golf, swimming, bocce, athletics, powerlifting, tennis, softball, soccer, stand-up paddle boarding, basketball, bowling, gymnastics, flag football and volleyball.

Training for Life... We are #TeamWA247!

From our athletes, their families and the communities – Special Olympics is changing the lives of everyone it touches... 24/7.

How You Can Support Team Washington

Our budget relies heavily on the generosity and support of our local sponsors and partners. The cost of participating in USA Games includes travel, meals, lodging, equipment, uniforms and Training Camp. We project it will cost \$300,000 dollars for Special Olympics Washington to give our Team Washington the opportunity to showcase their abilities on a national platform. You can support Team Washington athletes by supporting the #TeamWA247 Fundraising Campaign by creating an online fundraising page for your agency and help our athletes bring home the gold!

How to Build a Fundraising Page

Go to: Impact.sowa.org/teamwashington

It's easy to build your own team page – simply click on **"Become a Fundraiser"** and follow the prompts to create a team!

1. Click on **"Become a Fundraiser"**



2. Either create an account, or log in if you already have a Classy account.
3. Click on the Start Fundraising buttons **"As an Individual"** if you wish to fundraise independently, or **"Join a Team"** if there is an existing Team fundraising page already created by someone else, or **"Create a team,"** if you are creating a new team and will invite others to join your fundraising efforts.
 - When creating a team for your agency please utilize your agency in the title of the team page!

Start fundraising



As an individual

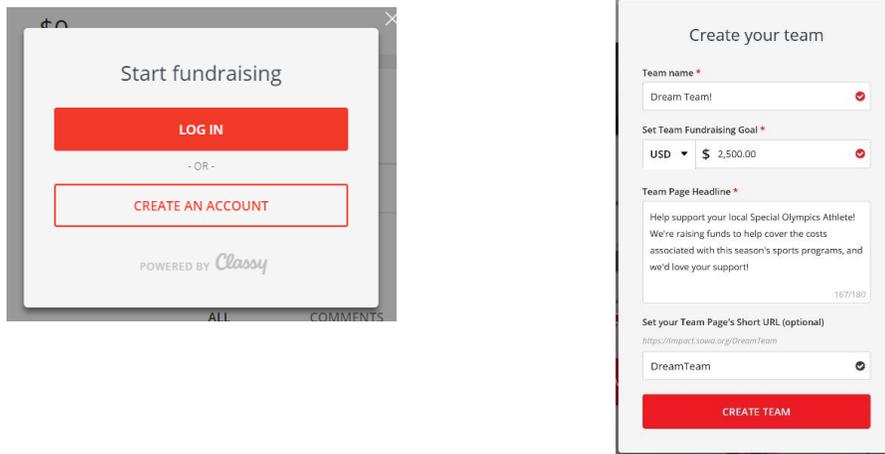


Join a team



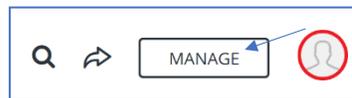
Create a team

4. You will be asked to create a personal profile, team name and fundraising goal. It's easy!



5. The rest is simply choosing a photo and completing your information. Once complete, you'll be taken to your fundraising page.

- If you would like to make any changes, simply click on "Manage" at the top of your page:



- From the manage view, you'll be able to edit your story, post updates to your donors, send thank you emails, etc.

6. Now that your page is all set up, it's time to get the word out! Use the share links on your page to get the message out via Facebook, Twitter, Email, etc. Don't forget to tag:

#TeamWA247 #SpecialOlympicsWashington #LETR4SO #LETRWA

- If you have created a team fundraising page, this is the time to **invite other agency employees (don't forget administrative support, explorers, records, dispatch, etc.) community members, city council members, friends and family to create their own page under your team/department page.** Share the link to the main team page, then have them click on "Join Team" to build their own page. This will allow them to share their own page with friends and family and will help them track both online and offline donations made to their campaign.



- **Share often!** Everyone gets busy, so it's good to continue sharing your fundraising page at least once a week (twice weekly would be even better!), so that your campaign remains in the forefront of peoples' minds.
- **Feature an athlete or an experience you have with Special Olympics Washington!** Featuring an athlete or personal story is an excellent way for donors to connect their contributions with the cause they are supporting. When donors can make a connection with how their funds are making a difference, they will often donate more, and more often.



Raise Funds, Earn Prizes!

You raise funds, and you earn some awesome prizes such as Team Washington t-shirts, hats and more! A full list of incentive and prizes can be found at: [Impact.sowa.org/teamwashington](https://impact.sowa.org/teamwashington)