

### What is Third Party Fundraising?

Third Party Fundraising is an opportunity driven by an individual, community organization, school or sports club outside of Team A.S.S.I.S.T. Program that raises money and donations through an event or activity that is managed and executed by the external partner. This partner may be a Team A.S.S.I.S.T. Brand Ambassador or Volunteer from a community other than Team A.S.S.I.S.T. headquarters.

Third party fundraisers are a great opportunity for our Program to increase awareness its mission to create change in society through sport and education. By engaging parents, coaches and admin through your personal and professional networks, you will be the lead to people investing in safety, sports medicine and education provisions for student-athletes by cultivating relationships to new donors, brand ambassadors, and volunteers alike.

#### There are different methods of Third Party Fundraising to participate in:

→ **Active Events.** Participate in a high profile event as a fundraiser such as a 5K, bike race or even a marathon where you get to choose your affiliation. If you are a parent, coach or school administrator, this is a great way for you to support your community and be actively engaged with continuing education for your student-athletes.

→ **Team Up with Local Businesses.** Teaming up with a local business can lead to great exposure for the business *and* Team A.S.S.I.S.T. Program.

Ex. Choose a restaurant (can be chain or community owned) that you enjoy going to and let them know about your affiliation to this non-profit and see if they will donate a percentage of daily sales. These options are readily available and have been done for years – but with TeamASSIST.org Program, they have a true purpose.

→ **Personal Campaigns.** Allow your personality to shine and design an event that is special to you. You could host a watch party at your house or in a restaurant for your favorite sports teams, create a sports camp fundraiser in your home town, volunteer with a pro sports team for donations, or ask parents, coaches and admin in your network to watch a certain game or event in your home and donate to TeamASSIST.org.

#### Other Ideas Include:

Sports Camps, Tournaments  
Parent & Student Educational Series  
Restaurant Give Back Night  
Amazon Smile Program Purchases  
Pro and/or College Sports Volunteer

Equipment & Sports Medicine Fundraiser  
Retail Sales and/or Event Sales % Back  
Emotionally Engaging Experience Events  
Meet-up at a Brewery Night

#### BRAND AMBASSADOR & VOLUNTEERING

Increasing the number of brand ambassadors & volunteers is another great way to #makeanassist for youth safety at sports events in your community.

Individuals can serve on our Grants or Event Committees, or coordinate a work-place team building opportunity. We love working with people who have creativity, skills and passion for youth sport safety.

