



# MAKE YOUR GOALS COUNT

*Raise money to help create a healthier and safer world for children*

## WHAT TO DO

Collect pledges for goals scored, laps swum or other sport-specific targets and your achievements can **have an impact on more than the scoreboard!** Make Your Goals Count is a simple way to raise funds can help to create a healthier and safer world through Right To Play's sport and play programs.

## HOW TO DO IT



### **Set a Goal**

Choose a measurement of success or accomplishment in your sport and set a goal for the number of those successes you want to accumulate during a period of time (week, season, month, etc.). Then set a goal for the amount of money you want to raise. **Don't be afraid to set your sights high!**

### **Obtain Sponsors**

With your performance and fundraising goals in mind **collect pledges** for each success. We can provide a customized form to help you collect the necessary information from sponsors.

### **Play!**

Practice hard and **Make Your Goals Count!**

### **Let Us Know**

Send us an email and tell us what you're doing and why you chose to do it. We'd love to **mention your efforts on our website.**

### **Updates**

Based on how long the time period you've chosen is, give updates to your sponsors **sharing your successes** and successes about Right To Play.

### **Follow Up**

At the conclusion of the time period you chose, follow up with your sponsors to **collect donations.**

## FUNDRAISING TIPS

### **Tell Your Story**

Your sponsors are supporting you as much as they are supporting Right To Play. Let them know **why this is important to you** and they are more likely to support you.

### **Sponsors**

A sponsor can be **practically anyone.** Make a list of family, friends, neighbors, classmates, and people who have asked you to support their causes in the past – they're all good people to consider.

### **Non-Goal Sports**

Don't worry if your sport doesn't have things like goals, points, runs, assists, or rebounds – **you can still Make Your Goals Count!** For example: if you're a swimmer you can collect pledges for the number of laps you swim in practice. If you're a runner collect pledges for the number of laps or miles.