



ORGANIZE A PLAY-A-THON

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

WHAT TO DO

Organizing a play-a-thon is a **simple, effective way** to raise money to help create a healthier and safer community for children in some of the most disadvantaged areas of the world and to help create a healthier community where you live.

HOW TO DO IT

Recruit Players

Select a day, time, and place to play then **invite your friends, family, classmates, and colleagues** to come. Reach out to the members of any groups, clubs, associations, or organizations you are a part of.

Obtain Sponsors

Each player **collects pledges** for the amount of time they play during the event. We can provide a customized form to help players collect the necessary information from sponsors.

Let Us Know

Tell us about your play-a-thon and your plan. We'll let you know what others are doing and **we can help you** get ready.

Spread the Word

Contact local businesses and invite them to sponsor the event or donate appropriate goods and services. Reach out to your local newspaper, radio and television news stations to **let them know about what your doing and why.**

Play!

Play your favorite sports and games. Have a great time, don't forget to stretch, drink plenty of water, and take pictures!

Follow Up

After the play-a-thon each player follows up with their sponsors to **collect donations.**

FUNDRAISING TIPS

Tell Your Story

Players and 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.

Set a Goal

\$50 per player is a great starting point, since that is the average annual cost for one child to be a regular, weekly participant in a Right To Play program, but **don't be afraid** to set your sights high!

Break it Down

For example: if a your goal is \$100 and you plan to play for about 60 minutes then you'll need eight sponsors at 25¢, four at 50¢, or two at \$1.

Sponsors

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

