

Welcome

We find that people generally have a combination of **Time, Talent and Treasure** they can contribute to support our mission. We rely on the generosity of friends to provide year-round sports training and athletic competition to children and adults with intellectual disability. One what you might consider helping is to become a **DIY Ambassador**. DIY Ambassadors are people who initiate and manage an event or activity that both generates resources and requires little to no staff involvement. We call this **Do-it-Yourself Fundraising!**

Perhaps being a DIY Ambassador makes sense for you? If yes, please follow these steps to get involved today.

- STEP 1.** Review [Do It Yourself Ideas](#) for Inspiration
- STEP 2.** Review [How to Raise \\$500 in a 10 Days](#)
- STEP 3.** Review [Fundraising Talking Points](#)
- STEP 4.** Review [How Do I Customize My Fundraising Page](#)
- STEP 5.** Review [Social Media Guide](#)
- STEP 6.** Review the [Do It Yourself Fundraising Policies](#)
- STEP 7.** Register at www.sosc.org/diy and start fundraising today!

For questions or assistance, please contact us at 562-502-1100 and say “I would like to discuss Do It Yourself fundraising” or send an email to badachi@sosc.org and include “DIY” in the subject line.

Do It Yourself Ideas

There are many ways friends of Special Olympics help generate resources for the movement. Please review some below and we encourage you come up with your own creative ideas.

Individual Fundraising

- Create a fundraising webpage through SOSC – ask your peers to support your effort
- Write a personal letter or email and reach out to friends, family and your community with a personal story asking for their support
- Register for an upcoming SOSC fundraising event and collect donations
- Parents Night Out – Serve as a babysitter and donate proceeds to SOSC

Friends & Family Fundraising

- Bocce anyone? Host a bocce competition at a park or in your backyard.
- Create an Amazing Race inspired challenge event in your own backyard or nearby park!
- Have some competitive friends? Host a Bunco or Poker tournament.
- Host a BBQ, dinner, or wine/beer tasting event and charge per plate or tasting.
- Movie night -Turn your home or backyard into a movie theatre; sell tickets, popcorn, candy and drinks.

Office/Company Fundraising

- Denim day – Ask coworkers to make a donation to wear jeans at work for a day.
- Bring your lunch to work day – Ask your co-workers to bring their lunch to work and donate the money saved from not dining out.
- Hallway Golf- Create a fun minigolf tournament in the hallways of your office.
- Pizza and Ice cream social – collect donations for a fun lunch with co-workers.
- Recycle – Collect paper, ink cartridges, cans, bottles, bottle caps or cell phones.
- Matching gift program – Many companies match their employee's donations – ask your donors to check with their HR department for assistance.

School/Community Fundraising

- Spare Change Challenge – Collect change in your classroom for one minute, one day, or at a home game.
- Organize a dance-a-thon!
- Car wash/Bake sale – Gather all of your friends or classmates together and hold a car wash or bake sale at a local school, church or park.
- Spread the Word – sell branded SOSC R-word merchandise and raise awareness about the hurtful use of the R-word towards people with intellectual disabilities.
- Candy sale – Purchase bulk candy to re-sell at a local school, church or community function.
- Organize an outdoor event or concert.

How to Raise \$500 in 10 Days

DAY 1. Sponsor yourself for \$25

DAY 2. Post on social media and tag your friends

DAY 3. Ask 2 family members to donate \$25 each

DAY 4. Ask 5 friends to contribute \$20

DAY 5. Ask 5 co-workers to contribute \$20

DAY 6. Ask 5 neighbors to contribute \$20

DAY 7. Ask 5 people from your place of worship to contribute \$5

DAY 8. Ask your boss for a company contribution of \$50. Better yet, find out if your company will match all of what you raise! Learn more at www.matchinggifts.com/specialolympics

DAY 9. Ask companies (i.e.: insurance agent, lawyer, etc.) with whom you do business to contribute \$25

DAY 10. Ask businesses you frequent to personally contribute \$25 (hair salon, dry cleaner, favorite restaurant, etc.)

Fundraising Talking Points

As a fundraiser, these talking points may help you in your fundraising efforts when contacting potential supporters:

I am working with Special Olympics to raise awareness and generate money to support the mission of providing year-round sports training and athletic competition for children and adults with intellectual disabilities. I am a **DIY Ambassador** and would like you to contribute to my fundraising efforts.

My goal is to raise <<\$___>> because this movement is important to me.

<<Share personal testimony/story about why>>

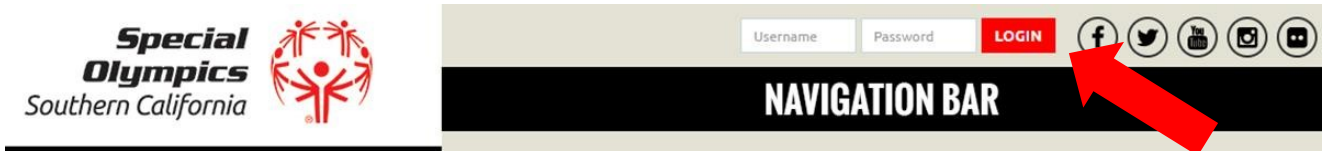
I would love for you to support this effort. As you consider what makes sense to you, we know that \$500 sponsors an athlete for an entire year. \$30 dollars purchases a uniform. Whatever the amount, every dollar matters and I just appreciate your consideration.

You can visit my fundraising webpage at <<_____>> or let me know if there is another way you would prefer to donate.

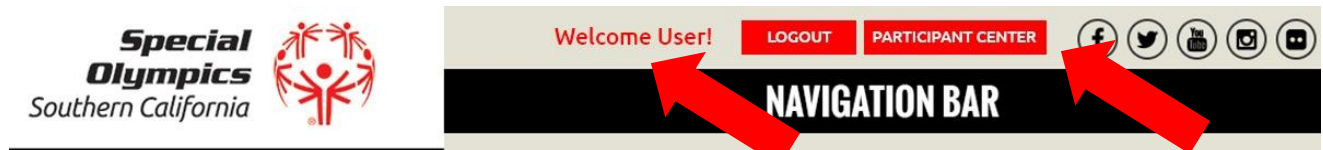
Thank you for your support.

How Do I Customize My Fundraising Page?

1. Click **LOGIN** (located on the top right, above the navigation bar)



2. After you login, click **PARTICIPANT CENTER** or your name in the same location

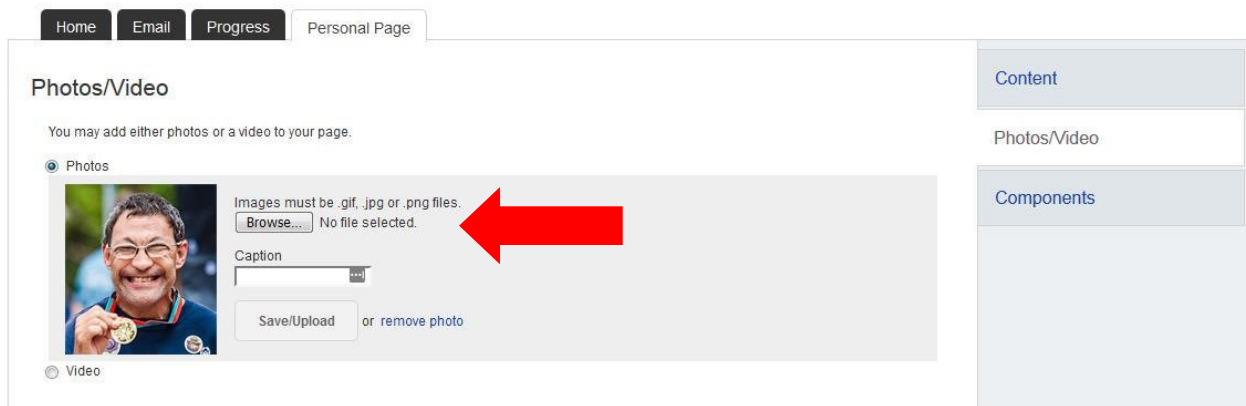


3. Click **Personal Page** or **Team Page** to edit your page



4. **PHOTOS/VIDEO SECTION**

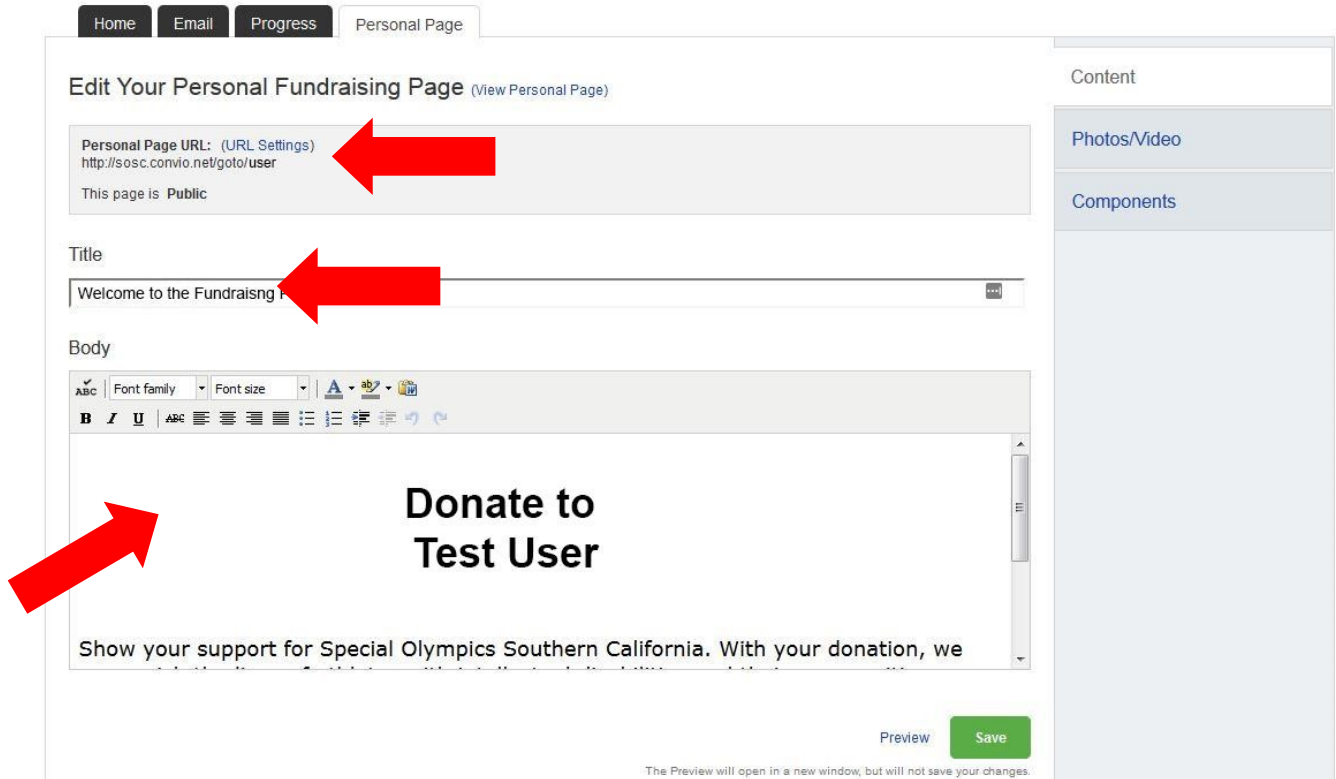
Upload a photo to display on your page and enter a caption for the photo. Recommended size is 300px wide by 400 px high. Then click "Save/Upload"



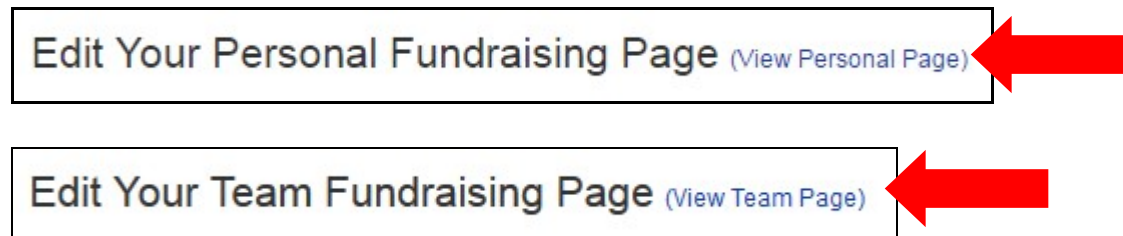
(How Do I Customize My Fundraising Page? continued)

5. CONTENT SECTION

Edit your Personal/Team Page URL, and customize the heading and text on your page and click “Save”



6. Click View Personal Page or View Team Page to view what it looks like, go back and make edits as needed.



Social Media Guide

- Add your fundraising page link to EVERY message so your friends can easily access your page to donate or register.
- Make sure you are asking your friends to do something. Use words like, “Donate now,” “Share this,” or “View my fundraising page.” Remember that you have to be specific to get results.
- Thank each of your friends on their pages. You never know who else is going to read their page and possibly donate to you.
- Have fun and make it personal.
- Use the @ symbol to tag your friends on social media. Type @ in front of someone’s name in your post.
- Don’t just use your status to talk about your fundraising goal. Message everyone you know! Spread the word with messages, chat, etc.
- Why are you fundraising for Special Olympics? Share your story with your friends, and let them know why you are raising funds and awareness for the athletes.

Sample Fundraising Messages

I am raising awareness and money for #SpecialOlympics Southern California. Please donate to support my fundraising efforts! [\(insert personal link\)](#)

Support me as I fundraise at [\(Event Name\)](#) to raise funds and awareness for #SOSCAthletes. Donate today and make a difference! [\(Insert personal link\)](#)

Your donation can change the lives of thousands of people with intellectual disabilities in Southern California. Support my fundraiser and #ChooseToInclude ! [\(insert personal link\)](#)

Sample Thank You Messages

Thank you [\(insert donor’s name\)](#) for supporting #SpecialOlympics Southern California. Your gift makes a big difference! [\(insert personal link\)](#)

Thank you [\(insert donor’s name\)](#) for your donation to #SpecialOlympics. You have helped bring me closer to my goal of \$_____ and to making a difference in the lives of individuals with intellectual disabilities! [\(insert personal link\)](#)

Thank you [\(insert donor’s name\)](#) for supporting me as I fundraise for #SOSCAthletes. Together, we can help make a difference in the lives of children and adults with intellectual disabilities. [\(insert personal link\)](#)

Do It Yourself Fundraising Policies

The following criteria will apply to *all approved* Volunteer Fundraisers:

1. Special Olympics athletes must always be represented in a positive light by the Volunteer(s) within the context of the fundraising event/activity;
2. The Volunteer Fundraiser is responsible for all event/activity expenses, including but not limited to: Food, beverages, marketing, advertising, supplies, venue/permit fees and incidentals. SOSC will not be responsible for any expenses or debts incurred;
3. The Volunteer Fundraiser will receive SOSC name and/or logo usage guidelines once application is approved. If only a portion of the proceeds go directly to SOSC, the Volunteer Fundraiser will be required to disclose to donors the approximate amount of dollars/percentage of proceeds that will benefit SOSC. All publicity and promotional material referencing the involvement of SOSC will require prior approval;
4. The Volunteer Fundraiser is responsible for planning, staffing, and promoting the event/activity. SOSC's support of Volunteer Fundraising is limited due to our full calendar of SOSC-driven fundraising events. SOSC may provide limited staff time, volunteer support and promotional space to select Volunteer Fundraising events/activities based on revenue potential, timing and availability;
5. SOSC will provide donation receipts for contributions made directly to SOSC. Volunteer Fundraisers may use the SOSC fundraising online webpages to collect contributions which would qualify for a donation receipt. Any payments made out to and processed by the Volunteer Fundraiser would not qualify as a tax deductible donation to SOSC. Use of SOSC's tax ID requires prior approval;
6. The Volunteer Fundraising event/activity must comply with applicable local, state, and federal laws and regulations, and it is up to the volunteer to research such laws that may apply to their event;
7. Any Volunteer Fundraising event/activity involving alcohol or tobacco, require prior approval from SOSC;
8. Volunteer Fundraising events/activities are **NOT** allowed to conduct a raffle, opportunity drawing or any activity where you purchase a ticket with a chance to win a prize, since most volunteer fundraising events/activities are not a Registered Charity. Only Registered Charities can conduct raffles in accordance with the California Penal Code, and only if they have properly registered the raffle program with the California Attorney General's Office. If you think you are a Registered Charity and want to conduct a raffle, please coordinate with your SOSC representative in order to obtain proper approval from the SOSC Finance Department prior to proceeding;

9. SOSC must be notified if there are any significant changes to the fundraising event once it has been approved. If circumstances warrant, SOSC may disassociate itself from the event and require that the Volunteer Fundraiser refrain from using SOSC's name, logo, and/or likeness;
 10. If the Volunteer Fundraiser is conducting an event, SOSC may require verification of adequate insurance coverage, and may request a certificate of insurance that names SOI and SOSC as "additional insured" no later than three days prior to the scheduled event. If alcoholic beverages are provided for a fee (including an admission fee that includes food and alcoholic beverages), then insurance coverage must include "liquor liability" with a minimum limit of \$1,000,000 and appropriate permits/licenses must be obtained in the name of the Third Party organization/individual;
 11. The Volunteer Fundraiser must provide SOSC with a list of corporate sponsors that will be targeted for support of any kind, monetary or in-kind (donated goods or services), to avoid confusion and duplication of current support of SOSC events. SOSC reserves the right to exclude solicitation of specific sponsors; and
- Note: SOSC does not share its internal list of donors or supporters.**
12. When submitting final donations to SOSC, it is requested that the Volunteer Fundraiser provide a summary of event/activity revenue and expenses.

Thank you for your support!