

ATHLETE FUNDING CHECKLIST

DEFINE YOUR NEEDS

Potential donors want to know what you're trying to accomplish—both monetarily and athletically. Make sure to be specific when you begin fundraising.

- Know your numbers and needs - set a goal for a specific amount
- Know the value and impact of what you will get with the support

CREATE A SCHEDULE

Defining a timeline for raising money will help you stay on track.

- Select a deadline for your fundraising goal
- Create a networking schedule, so you can commit time to building your network.
- Create a communication plan. Will you ask for money monthly? Seasonally?

WRITE YOUR STORY

Be willing to meet, greet, and tell your story because you never know! Be prepared to answer the following questions, whether on a chairlift, in the lodge, in a meeting, or at the resort:

- Where are you from?
- Why do you love your sport?
- What are your goals (small and large)?
- What values guide you?
- What do you like to do with your off-snow time?
- Ask questions and get to know your potential donor.

CULTIVATE RELATIONSHIPS AND SPREAD THE WORD

Once you've decided how to manage your fundraiser—whether it's using a tool like RallyMe or collecting checks. You need to get your story out into the world. You'll be surprised by the people you know (and even the people who don't) who will be willing to help.

- Start local by contacting hometown support systems such as family, friends, home club and home resort.
- Know and build your personal network
- Know and build your industry/sport network
- Ask yourself: Do you have a U.S. Ski & Snowboard network?
- Build your personal brand responsibly on social media
- Host fundraising events with the help of your network
- Determine the best tools for reaching your network - social media, meetings, crowdfunding, personal asks, letters, etc.
- Communicate openly and positively
- Share your gratitude with donors