



## STEPS TO A “POWER HOUR” SUCCESS

This simple yet highly effective fundraising technique puts fundraisers in high gear when you say “GO”!

Every fundraiser should be a high-energy, team-building event! Make it contagious and your wrestlers excited. Your mindset is key to a CAN DO, WILL DO attitude.

- Make it a mandatory meeting in person or via zoom; all participants are required to attend. (If you can't get everyone at the same time, then select two times to make sure EVERYONE is participating)
- Bring two essential things: a mobile phone, and phone numbers of 5 to 10+ close adult friends and family that live **anywhere** in the U.S.
- Think of this as a mini telethon done by texting and following up with a phone call. The key to its effectiveness is in your sense of urgency, level of excitement, and command of the room the coach/director conveys.
- Parents play an essential role, too; they should be the first to donate and ready to share their wrestler's link on social media and text it to their co-workers.

**Follow these steps and guidelines, and YOU, like thousands of others, will raise the funds you need during your POWER HOUR!**

### IMPORTANT <Coach/fundraising leader> INFORMATION:

1. Your leadership and enthusiasm are critical to your success. You should become a participant and share the fundraiser with YOUR family and friends.
2. In the first 10 minutes' walk around and check to make sure everyone has their link set up and is sharing via text message with their friends and family.
3. As the fundraiser leader, you can see all the participants and donations as they come in.
4. Be enthusiastic and encouraging. Participants need to KNOW this is an ALL-IN fundraiser & MUST GET IT DONE!

Remember to hold each wrestler accountable for the number they need to reach.

*\*\*Some throw out candy as their donations come in; others will provide pizza for each person who reaches their goal. Use a strategy that works for your team!*

5. Incentives work. Top producer-hitting minimums, we have ideas to share. Every 10 to 15 minutes, shout-outs and praise those getting it done.
6. At the end of the time, congratulate everyone for their efforts, and if anyone **has not** reached their goal, let them know that they are still responsible for getting it done. Let the parents know if there is more work to be done so they can support their child.

## TIPS TO START THE **POWER HOUR**:

“Today, we are launching our fundraiser using a full hour to raise as much of our \$XXXXX goal as possible; everyone must do their part! Each of you needs a minimum of xx contributions in this hour. Everything is done online and is easy. The best part of our fundraiser is providing supporters with a product<membership> they will love because of its tremendous value. Every supporter receives a \$100 Travel Voucher to use when they book their hotel stays and access a full year of “app-friendly” savings at over 750,000 restaurants and retailers nationwide. All savings are on your phone, so they are always with you. **Our fundraiser can be shared with anyone**, regardless of where they live.

You all have the script to share. If you need help, just ask. We are here to support you and make sure you reach your and our team's goal!”

“If you haven’t already set up your campaign link...the link is what you will be texting your family and friends... to be clear friends of your family that are adults who care about you and like saving money. Please follow these instructions”:

### Using our Quick Join Code

- Use the Quick Join code (the one in the email sent to players & parents)
- Participants text this code to the designated phone number **(435) 222-2040**
- Click on *I NEED AN ACCOUNT*
- Participants fill out their information to create a personal account
- Join the Fundraiser, and their campaign is ready to go!
- **IMPORTANT BE SURE TO:** Text your fundraiser link back to yourself, so when you test it out to your family & friends, they see it is coming from you!

**Texting:** Text your link to 5 to 10+ phone numbers, asking for their support.

**The following text is the Fundraiser link. Example:** “Hi Aunt Joan, this is Bobby; we are having a competition to see who can get the most support for our wrestling fundraiser. Please take 1 minute and support me! Thanks, you will LOVE your **\$100 Travel Voucher!** **(NEXT TEXT IS YOUR CAMPAIGN LINK.)**”

“Now that everyone has their dedicated link set up, let’s get this fundraiser started!

Please connect via text and social media to everyone on your lists. Your first supporter should be your parents; if they haven’t already donated, get them to do so. Then ask them to share your link with coworkers and post it on social media.

***The leader will announce how many donations were received and who got them throughout the hour. These announcements will keep the fundraiser exciting, everyone's competitive spirit engaged, and where they are in reaching our goal.***

**FOLLOW THESE STEPS, AND YOU WILL HAVE A SUCCESSFUL **POWER HOUR**!**