



# Tournament Fundraising Guide

Purpose .....	1
Role of Fundraising.....	1
Fundraising for Individuals & Youth.....	1
Fundraising for Schools & Teams .....	2
Social Media & Sponsorship Engagement .....	2
Sample Sponsorship Letter.....	2
Sponsorship Levels .....	3
Effective Fundraising Tips .....	3
Potential Supporters .....	4
Post Tournament .....	4
Important Considerations .....	4
Disclaimer.....	5

## Purpose

This guide provides practical fundraising strategies for individuals, schools, and teams. Whether through sponsorships, community events, or online campaigns, this resource ensures that financial concerns do not stand in the way of participation. By following these best practices, competitors can focus on training, improving, and proudly compete at Local, National and/or International tournament events.

## Role of Fundraising

Participating in tournaments comes with financial costs, including travel, accommodation, registration fees, and equipment. Fundraising helps:

- Reduce financial barriers, enabling so more students can experience competition.
- Build a sense of team spirit as competitors, families, and the community work together.
- Provide essential resources like quality training, coaching, and travel support.

## Fundraising for Individuals & Youth

<b>1. Break-a-thon</b>	Participants collect pledges based on number of boards broken by the team.
<b>2. Bottle Drives</b>	Coordinate community bottle collection events to raise funds.
<b>3. Online Crowdfunding</b>	Use platforms like <a href="#">GoFundMe</a> and <a href="#">Facebook Fundraisers</a> to collect donations.
<b>4. Unofficial Raffles &amp; 50/50 Draws</b>	Organize among friends and family (where permitted).
<b>5. Sponsorships</b>	Approach local businesses for sponsorships in exchange for social media mentions and advertising.



# Tournament Fundraising Guide

## Fundraising for Schools & Teams

<b>1. Team Sponsorships</b>	Secure business sponsorships with tiered benefits (see sample letter below).
<b>2. Skills Competition</b>	Host an event where participants attempt Taekwondo challenges like board breaking, punching/kicking drills, and high jumping.
<b>3. Event Fundraisers</b>	Set up booth or activity at a local event to engage the community.
<b>4. Boxer Game Rental</b>	Rent arcade-style punching machine and charge per play at a fundraising event.
<b>5. Community Partnerships</b>	Partner with local restaurants for profit-sharing events..

## Social Media & Sponsorship Engagement

To maximize sponsorships and community support, actively use social media:

- **Before the event** .....Share training progress, sponsor shout-outs, and fundraising updates.
- **During the event** .....Post live updates, behind-the-scenes footage, and sponsor mentions.
- **After the event** .....Share highlights, results, and thank sponsors with dedicated posts.
- **Tag sponsors** .....Ensure they receive recognition in all related posts.

## Sample Sponsorship Letter

Reach out to potential supporters/sponsors using common communication channels such as email, social platforms, etc.

### **Support Our Competitors at the {Tournament Name}!**

*{# of members} members of the [dojang/school name] will represent Canada at the {name of event} in {event location, city, country}, {event date (mm/dd/yyyy)}! Under the guidance of [Instructor Name], our competitors, ranging from [youngest age] to [oldest age], will compete in these events: Patterns, Sparring, and [list additional events, if any].*

*Sponsorship Levels:*

*{add relevant Sponsorship Levels here-see next section for details}*

*We are reaching out to our community for support. Each competitor must cover their travel and competition expenses. We are seeking your sponsorship to help make this opportunity possible.*

*If you would like to support our team, please contact us at [Contact Info].*

*We appreciate your generosity and look forward to making you and Canada proud!*






# Tournament Fundraising Guide

## Sponsorship Levels

- **Bronze Sponsor (\$250)** ..... Social media shout-out and certificate of appreciation.
- **Silver Sponsor (\$250-\$750)** ... Above benefits + listing in [Local Newspaper/Facebook group].
- **Elite Sponsor (\$750+)** ..... Above benefits + sponsor logo in thank-you advertisement + mentions in all social media posts.
- **Other options**..... sponsor uniforms/ team wear with logo, travel, or equipment

## Effective Fundraising Tips

Engaging in online fundraising platforms such as [GoFundMe](#), [gofundme](#), and [Facebook](#)  can significantly boost fundraising efforts. Top ten tips to maximize success on these platforms include:

<b>1. Tell A Story</b>	Clearly articulate purpose of the fundraiser, detailing who will benefit and how the funds will be utilized. A well-told story fosters emotional connections and motivates potential donors to contribute.
<b>2. Set a Realistic and Specific Goal</b>	Define a clear financial target that reflects competitors' actual needs. A specific goal provides transparency and encourages donors to help reach it.
<b>3. Use High-Quality Visuals</b>	Incorporate clear images and videos related to fundraising cause. Visual content enhances engagement and helps potential donors connect with the story. Videos of school's classes, competitions, etc. are easy to film. Ensure to obtain permission for filming first!!
<b>4. Share Your Fundraiser Early and Frequently</b>	Promote fundraiser within the first 10 hours of its launch and continue sharing updates regularly. Frequent sharing keeps fundraiser's audience engaged and increases visibility.
<b>5. Leverage Social Media Platforms</b>	Use platforms like <b>Facebook</b> , <b>Instagram</b> , and <b>X</b> to reach a broader audience. Each share can significantly boost the fundraiser's visibility and potential donations. <div style="text-align: right;">    </div>
<b>6. Express Gratitude to Donors</b>	Publicly thank contributors to acknowledge their support and encourage others to donate. Expressing appreciation fosters a sense of community and motivates continued support.
<b>7. Use Facebook Fundraising Tools</b>	Use <b>Facebook's</b> built-in fundraising features to reach supporter's network effectively. These tools simplify donation process and can increase contributions.
<b>8. Post Regular Updates</b>	Keep supporters informed about fundraising progress and milestones achieved. Regular updates maintain interest and demonstrate impact of donations.
<b>9. Engage with Audience</b>	Respond promptly to comments and messages to build trust and show appreciation. Active engagement fosters a supportive community around the fundraising cause.
<b>10. Collaborate with Influencers</b>	Partner with individuals/family members and businesses who have a substantial online following which will amplify the cause. Influencers can introduce the fundraiser to new audiences and boost credibility. Ask others to share the fundraiser's story.



# Tournament Fundraising Guide

## Potential Supporters

People closest to the competitors are most likely to provide support: family, friends, work colleagues and neighbours. They may appreciate low-cost exposure and advertising if they have a business to promote. Most local businesses will get hundreds of requests each year, and they cannot fund them all. Decide and choose businesses that are familiar with the competitors' home/work areas.

- Restaurants
- Sporting goods stores
- Auto dealers / Repair Shops
- Construction / Plumbing / Heating / Electrical
- Realtors
- Retail stores – locally owned or franchised – owner may contribute versus the business itself
- Businesses near competitor's dojang/school. Ensure to obtain permission from instructor first.

### **Caution - avoid requesting support from:**

- People who have been asked by others or who already supported competitor's dojang/school.
- Politicians, celebrities, and public figures
- Big businesses like banks, box stores, etc. They usually have stricter rules that may make it difficult.

## Post Tournament

After the tournament, it is important to recognize all fundraiser's sponsors and supporters in a timely manner. The fundraiser team should:

- Send thank you's in writing – tell tournament's success stories, learnings and how funds were used.
- Send pictures/videos (assume permissions were granted).
- Say "thanks" via social media with hashtags.
- Like, share and comment on posts from others.
- Thank and tag tournament organizers and dojangs/schools.
- Send certificates to every business who supported the event. Businesses will be proud to display them.

## Important Considerations

- Track success. Make sure collected funds are accurately recorded.
- Keep receipts for a month in case there are inquiries.
- Fundraising events cannot offer tax receipts.
- Local and tax laws may prevent using 50/50 draws, prizes, raffles, etc. Consult proper authorities first.
- If competitor(s) cannot attend tournament, notify supporters/sponsors. Options:
  - return funds, if possible, or
  - confirm funds will be used for next tournament event



# Tournament Fundraising Guide

## Disclaimer

This information is provided for general guidance only and does not constitute legal advice. Always use common sense, act with respect, and follow all applicable laws when engaging in fundraising activities. Conduct all fundraising efforts with honesty, fairness, and responsibility. If you require legal or financial advice, consult a qualified professional.