

# INNOVATIVE

## *Fundraising for the Athletic Department*

National Athletic Director Conference  
Orlando, Florida 2023

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# MATTRESS FUNDRAISER



Discover top-quality mattresses at unbeatable prices, and with each purchase, you directly contribute to enhancing the athletic experience for our dedicated student-athletes. Upgrade your rest and invest in the success of our Lancers – it's a win-win for a good night's sleep and a thriving sports community!



# VIDEO BOARD & LIVE STREAMING PARTNERS

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A high school athletic director can leverage their video board & Live Streaming as a valuable asset to generate revenue through various strategic initiatives. By implementing a combination of these strategies, a high school athletic director can effectively monetize their video board, not only supporting the school's athletic program but also enhancing the overall fan experience.



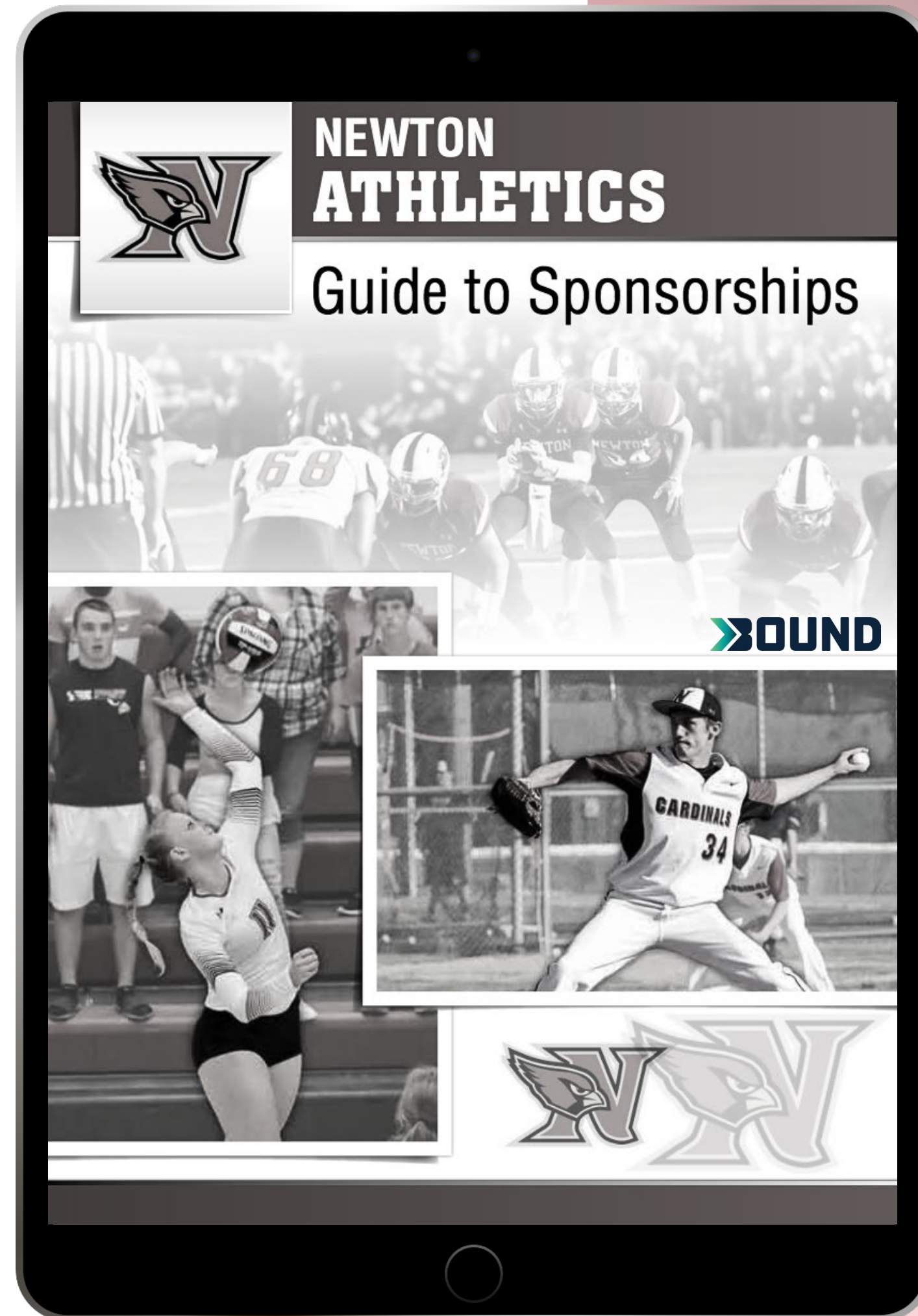
# Sponsorship Marketing

## Example Guide to Sponsorships

Good marketing materials give potential sponsors a snapshot of your values, vision, & culture within your athletic department. Design aspects of your marketing materials can help you boost your brand & school image.

 FACEBOOK

 INSTAGRAM



# CAKE AUCTION COMMUNITY FUNDRAISING

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Engage your teams, elementary schools, local businesses, & community with this unique and profitable fundraising event. The Cake Auction event has generated over \$100,000.00 in revenue. Your local businesses may want to consider having a cake made for the auction. Your cake, serves as your company's advertisement, is guaranteed to reach thousands of local fans.



@NorthScottHS

ATHLETIC CAKE AUCTION

[www.lets.gobound.com](http://www.lets.gobound.com)

# RECIPE FOR SUCCESS

Your business may want to consider having a cake made for the auction. Your cake, which is your company's advertisement, is guaranteed to reach hundreds of Fans.



# FUNDRAISING SUPPORT PAGE

The screenshot shows a fundraising support page for the North Scott Lancers. At the top, there is a red navigation bar with the 'DUND' logo on the left and links for 'Iowa', 'Conferences', and 'Schools'. A search bar on the right contains the text 'Search by school name, mascot, or city' and a 'Sign In' button. Below the navigation bar is a white header area with the 'Mississippi Athletic' logo (a red 'N' over a grey '\$') and the text 'Mississippi Athletic North Scott Lancers'. A secondary navigation bar includes 'Notifications', 'Home', 'Activities', 'Calendar', 'Registration', 'News', 'Camps', 'Directory', 'Support Us' (which is underlined), 'Stores', 'Tickets', and 'School'. The main content area features a large black banner with the 'N' over '\$' logo and the text 'NORTH SCOTT BOYS BASKETBALL'. Below the banner is a 'Fundraiser Goals' section with a paragraph of text. To the right of the banner, there is a progress bar showing '\$0 raised of \$5,000 goal' and '0 donations'. Below the progress bar are two buttons: a yellow 'Share' button and a green 'Donate now' button. At the bottom right of the main content area is a large QR code with the text 'SCAN ME' above it. A green arrow icon is located in the bottom right corner of the page.

**Support the Lancer Boys Basketball Online Fundraiser**

**NORTH SCOTT BOYS BASKETBALL**

Show your Lancer Pride and support our student athletes today!

**Fundraiser Goals**

You're supporting North Scott Boys Basketball program. Your donation will help them acheive their goals. If you would like to donate to a different fundraiser at North Scott, return to the school's fundraising [landing page](#).

\$0 raised of \$5,000 goal

0 donations

Share

Donate now

SCAN ME

# **NORTH SCOTT BOOSTERS GALA**

Join us for an unforgettable evening at the North Scott Lancer Athletic Boosters Gala, where the community comes together to celebrate & support the excellence of North Scott athletics.

Indulge in an evening of elegance, entertainment, & camaraderie, as we raise funds to empower our student-athletes, ensuring they have the resources they need to achieve victory both on and off the field.





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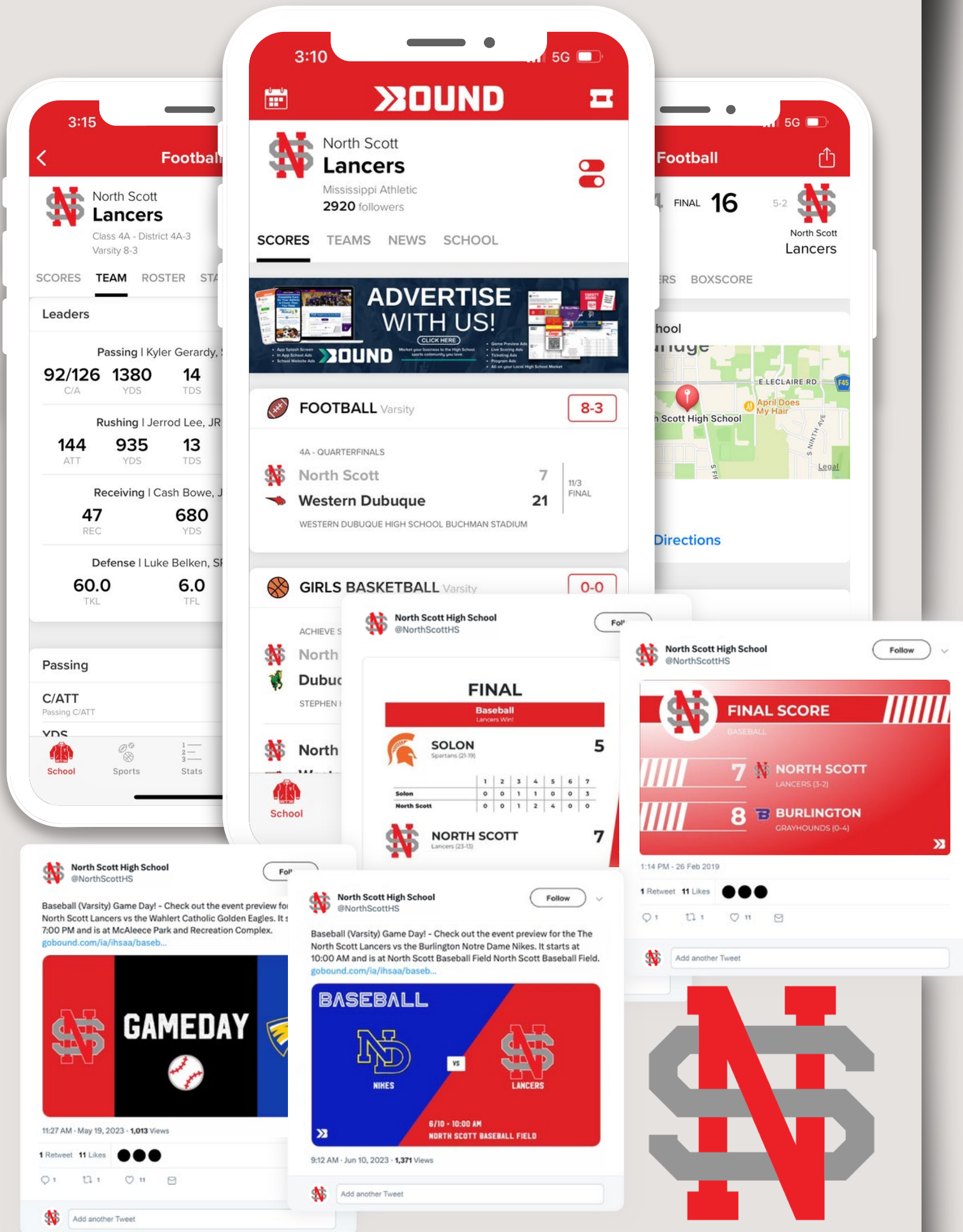
**NORTH SCOTT BOOSTERS**

[www.lets.gobound.com](http://www.lets.gobound.com)

# **NORTH SCOTT LANCERS STORE**

Welcome to the North Scott Lancers Store, your one-stop destination for showcasing your Lancer pride! Explore our diverse collection of high-quality apparel and accessories, featuring the iconic scarlet and silver that symbolizes the spirit of North Scott.





# MONETIZE YOUR BRAND WITH

Utilize Digital Assets to Connect Your Fans with Brands

**Digital Media** has become one of the most prolific fundraising mechanisms for generating revenue for athletic departments. Social Media can be a great tool for athletic administrators!

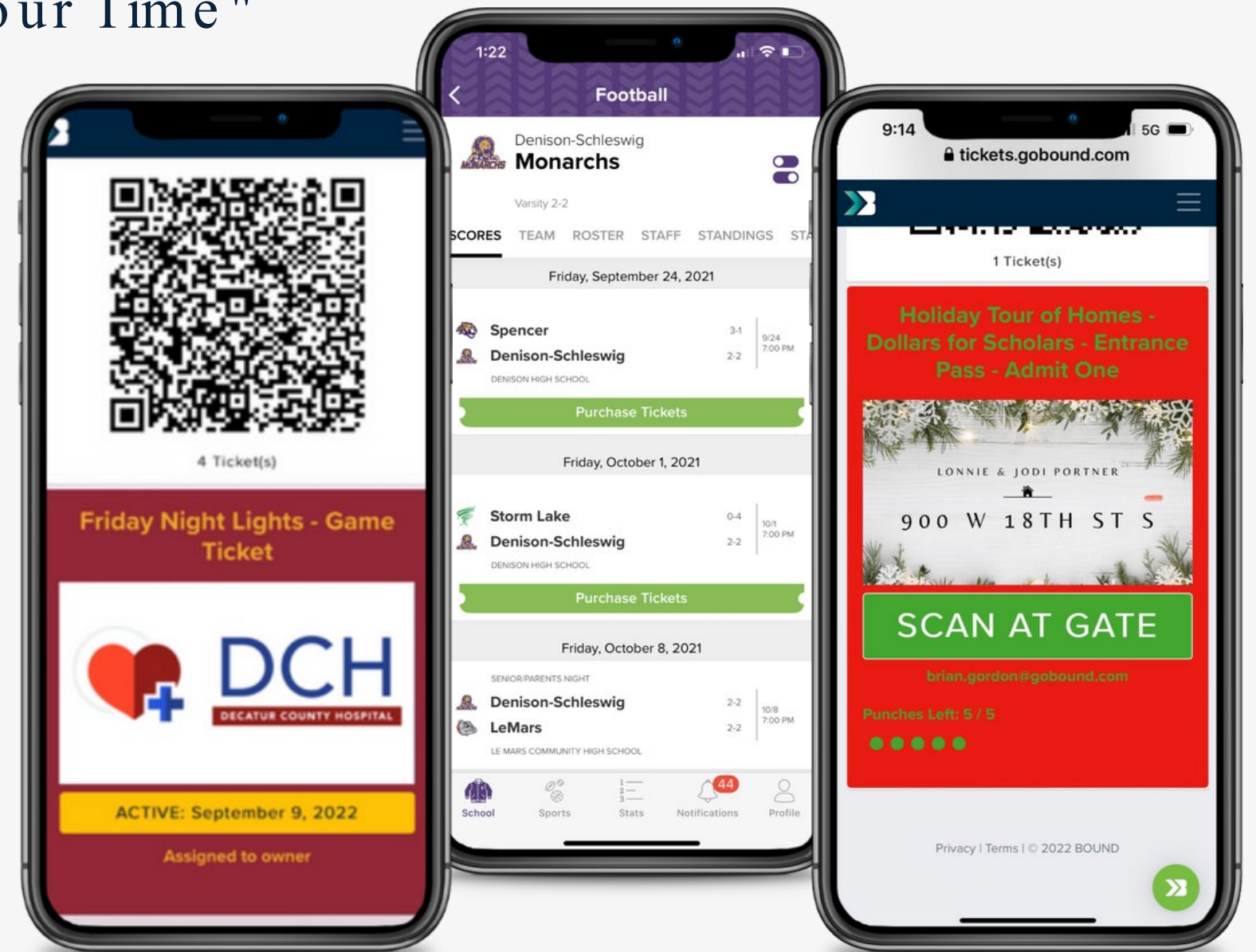
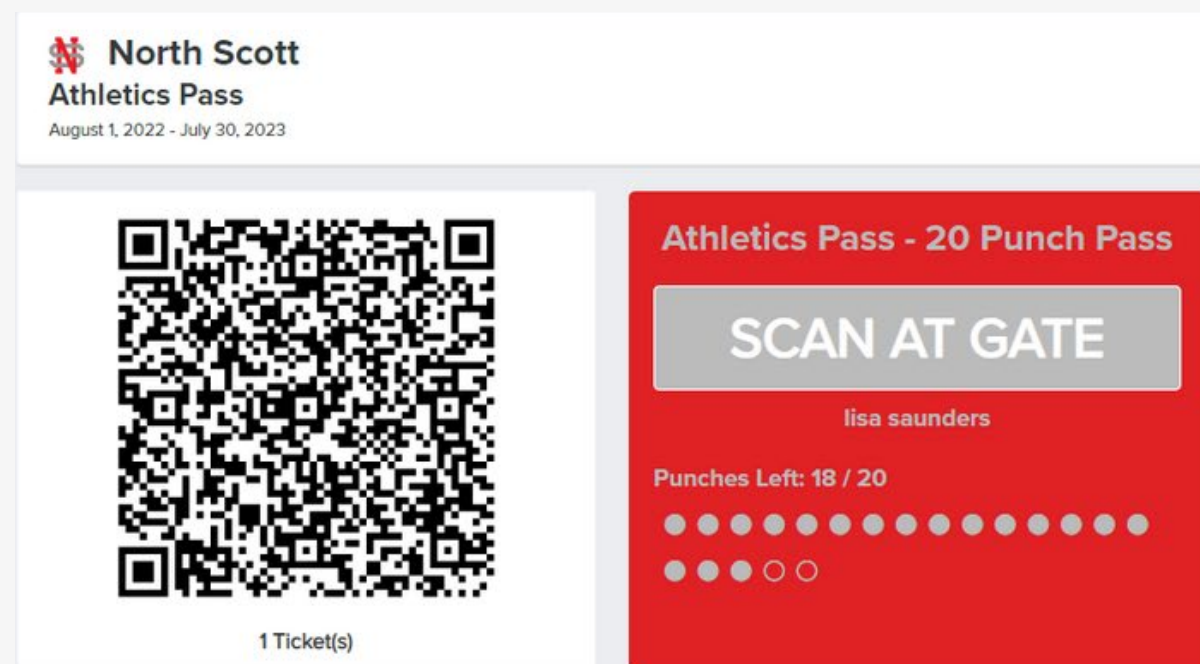
Utilize an app to connect your athletes, parents, & fans. Join schools who have raised over \$100k with Bound!

BUILT BY AD'S JUST LIKE YOU!



# At-Gate, Online Tickets, and Activity Passes

"Go Cashless on Your Time"



# LANCER GOLF OUTING



Tee up for a day of community, camaraderie, & charitable support at the North Scott Lancer Golf Outing Fundraiser! Join fellow golf enthusiasts & Lancer supporters for a memorable day on the greens, where the love for the game meets the passion for empowering North Scott student-athletes.



@NorthScottHS

NORTH SCOTT CAMPS

www.lets.gobound.com

# NORTH SCOTT LANCER CAMPS

Unlock the full potential of aspiring athletes at the Lancers Sports Camps, where excellence meets enthusiasm! Our camps provide a dynamic & supportive environment for participants to hone their skills.

[CLICK HERE](#)





# MINNESOTA STATE HS LEAGUE



# FOUNDATION

## *Mission Statement*

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Founded in 2007, the Minnesota State High School League Foundation is a nonprofit association, serving both public and private schools, created to complement the Minnesota State High School League by providing support for Minnesota's high school youth to participate in athletics and fine arts. Minnesota State High School League Foundation's goals are to promote the growth of high school students through participation in valuable extra-curricular activities.

# MINNESOTA

## MSHSL foundation

### FOUNDATION PURPOSE

The MSHSL Foundation wants to encourage each school to seek students whose family income may be limited and encourage them to participate in athletic and fine arts programs in each school community and to recognize the role you play in this endeavor and to assist you in your continued efforts to engage more students.

### AWARDING GRANTS

The primary goal of the Foundation will be to award grants that assist, recognize, promote, and fund extra-curricular participation by high school students in athletic and fine arts programs. These grants will be awarded based upon gender balance, school size, and geographic location to the extent possible.





# MSHSL FOUNDATION *Instructions*

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## INSTRUCTIONS

- You will need free and reduced lunch count numbers for grades 9-12 from your school's MARSS report submitted to the MDE on October 1, 2022.
- [Please click here for the Form A Worksheet for complete instructions.](#)
- The application will need to be approved by your Governing Board and a Resolution signed by the Governing Board Chair and the Governing Board Clerk/Treasurer will need to be submitted. [Click here for the Form A Resolution.](#)
- You will NOT be able to save this form and complete it at a later time. The Worksheet will assist with gathering the numbers needed on this form prior to filling it out and submitting it.



# MSHSL FOUNDATION

## *Grant Opportunities*

The MSHSL Foundation, established in 2007, aims to support high school students' participation in extracurricular activities. The 2023-2024 grant focus includes leadership initiatives, health and safety programs, and transportation solutions that reduce barriers, with restrictions on certain items, such as awards, banquets, capital expenditures, and technological devices, as outlined in the grant request categories and instructions.



# HENNEPIN COUNTY YOUTH BASEBALL AND SOFTBALL GRANTS



The Hennepin County Baseball & Softball grant programs, administered by the Minnesota Twins Community Fund staff, offer financial support for youth programs' capital projects and equipment needs. The grants, ranging from \$5,000 to \$100,000, are available to government agencies and nonprofits, with a preference for projects that foster partnerships and demonstrate sustainability, while applicants must start their projects within nine months of receiving the grant.



# TWIN CITIES DUNKERS *Dunkers fund*

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Twin Cities Dunkers, an organization celebrating sports achievements, honors local individuals and welcomes sports and entertainment figures to the Twin Cities. Their Dunkers Fund supports 14 high school athletic programs by providing funds for the purchase of athletic equipment through donations to The Minneapolis Foundation-Dunkers Fund.

# HENNEPIN COUNTY GRANT

The Hennepin County Youth Activities Grants, initiated in 2009, distributes over \$31.2 million to local government units within Hennepin County, supporting youth access to activities through water safety, sports, and arts/music initiatives. Funded by the Twins ballpark sales tax, the program offers grants for facility improvements, play spaces, sports equipment, and registration fees, with application periods in the fall and spring each year, exclusively for eligible Local Government Units such as park systems, cities, public school districts, and watershed districts in Hennepin County.



# IN-GAME & AROUND GAME FUNDRAISING STRATEGIES



## **TOUCHDOWN SPONSOR**

Local Business  
receives mention for  
each TD!



## **FIELD GOAL SPONSOR**

Local Business  
receives mention for  
each FG!



## **3 POINT SPONSOR**

Local Business  
receives mention for  
each 3pt!



## **GOAL SPONSOR**

Local Business  
receives mention for  
each Goal!

*Thank you*  
**WE APPRECIATE  
YOUR IMPACT!**

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