CROWDFUNDING TOOLKIT
Welcome to Soccer Without Borders

Thank you for fundraising for Soccer Without Borders! This toolkit will give you the resources to host a fun and successful crowdfunding campaign.

At Soccer Without Borders, we believe in the power of soccer, the world’s universal language, to create positive change for individuals, families, communities, and the world. We envision a more inclusive world where all young people have the opportunity to reach their full potential.

Our youth development programs in the U.S., Nicaragua, and Uganda create avenues for growth, inclusion, and personal success for newcomer and refugee youth, English language learners, and underserved girls.

**SOCcer**
We provide the equipment, coaching, and transportation needed to help participants of all skill levels pass, dribble, score, sweat, win, lose, learn, and celebrate together in organized practices and games.

**EducatioN**
We provide academic and language development support, high school and college preparation, as well as workshops on nutrition, wellness, mindfulness, healthy relationships and other topics that are most important to participants.

**CommuNity**
We build community at the family, team, local, and global levels, combating social isolation by connecting our participants and programs to resources and learning opportunities across cultures and beyond borders.

What We Do- Soccer Without Borders

Ben Gucciardi  Founder & Oakland Director
Starting Your Fundraiser

WHAT IS CROWDFUNDING?
Crowdfunding is a group effort to meet a fundraising goal with many individual contributions adding up to the total. When you host a crowdfunding event for Soccer Without Borders, you involve your community (friends, family, colleagues) by asking them to contribute to your fundraiser. Events can be entirely virtual or in-person. Crowdfunding is a fun way to bring people together towards a common goal!

STEP 1: CHOOSE YOUR FUNDRAISER
Celebrate a special event: Instead of gifts for your birthday, wedding, bar/bat mitzvah ... friends and family can donate to your campaign.

STEP 2: CREATE YOUR PERSONAL PAGE
Click here to get started making your personalized page. Choose the SWB cause or location you wish to support and follow the steps listed. Check out this video to see how!

STEP 3: MAKE IT PERSONAL
Be sure to add a photo of yourself and explain why you are fundraising for SWB. You can even post a video talking about why this is important to you!

STEP 4: SHARE YOUR FUNDRAISER
You’re ready to start spreading the word! Share your personal fundraising page link via direct emails and social media and watch the donations and good wishes pour in!

NEED HELP?
Email us fundraising@soccerwithoutborders.org
www.soccerwithoutborders.org
Other Ways to Fundraise

**RACE FOR SWB**

Need some extra motivation behind your miles? Dedicate your athletic event (running, cycling, triathlon) to Soccer Without Borders. Join an [Official SWB Race Team](#) or start a fundraiser for any race you choose to complete.

Ask donors to sponsor a mile or training session and keep them updated on your progress. Just follow the steps on the previous page to create your own fundraising page.

**GAME DAY FOR SWB**

Lead your sports team in hosting "Soccer Without Borders Day." If your team sells tickets for admission, ask your coach and administration about donating the proceeds to SWB. Collect donations, raffle off prizes, and educate your fans about the SWB mission.

**HOST A FACEBOOK FUNDRAISER**

Facebook makes it easy to dedicate your birthday or other special event with a fundraiser for Soccer Without Borders. Personalize your title, choose a goal amount, and start sharing. [Click here](#) for instructions!

**DID YOU KNOW?**

Soccer Without Borders participants come from 75 countries and speak 54 different languages!

SWB delivers year-round programming in California, Colorado, Maryland, Massachusetts, Nicaragua, and Uganda!

Globally, less than 10% of soccer players are girls. At SWB, 48% of participants are girls!

SWB participants, many of whom are English Language Learners, have a 97% graduation rate.
Fundraising Resources

Personal touches and facts about Soccer Without Borders help make your donation requests more compelling. Here are some sample texts you can copy and edit to include your own information.

SAMPLE SOCIAL MEDIA POSTS
I'm hosting a fundraiser for Soccer Without Borders, a nonprofit organization that uses soccer as a vehicle for positive change in the lives of immigrant and refugee youth and underserved girls in the U.S. and abroad.

I chose to support SWB because (insert a line on why you feel connected to SWB). Thank you for your support! (link to personal page)

I'm halfway to my fundraising goal for Soccer Without Borders. Your donation will make a huge impact in the lives of newcomer youth, refugees, and underserved girls. Thank you for your support! (link to personal page)

Did you know that in addition to soccer, Soccer Without Borders provides educational support, community-building, and family mentoring for newcomers?

I love soccer and want all kids to have the same opportunities I do. Please (honor my bar mitzvah) with a donation to SWB. Thank you! (link to personal page)

Just two weeks until I run the NYC Marathon for Soccer Without Borders. Help me get my fundraising across the finish line with a donation to support newcomer youth today. Thank you! (link to personal page)

DOWNLOADABLE PHOTOS
Click here to visit our Crowdfunding Photo Library. You'll find great Soccer Without Borders photos to use on your personal fundraising page and social media.

SAMPLE E-MAIL TEXT

Dear (Friend),

I'm (celebrating my birthday) by hosting a fundraiser for Soccer Without Borders (SWB), a nonprofit organization that uses soccer as a vehicle for positive change in the lives of immigrant and refugee youth, and underserved girls in the U.S. and abroad.

In addition to soccer, SWB provides educational support and community-building exercises that create a positive, inclusive environment where young people can be themselves and make friends in a new environment.

Personally, I was drawn to SWB because (insert a line on why you feel connected to SWB).

Instead of gifts, I would be thrilled if you made a tax-deductible donation to Soccer Without Borders on my personal fundraising page (link to personal page).

Thank you for your support!
(Your name)
SAMPLE THANK YOU NOTE

Dear {Friend},

Thank you for donating to my {type of fundraiser} fundraiser for Soccer Without Borders. 100% of your donation will go to support SWB’s programs for newcomer and refugee youth and underserved girls in the U.S. and abroad.

Knowing that we are helping young people have access to sports, educational support, and after-school activities has made this such a rewarding experience. Together we raised {fundraising total} to support SWB programs!

I encourage you to visit the Soccer Without Borders website to learn more and get involved yourself. Thank you again for your donation.

{Your name}

SWB SOCIAL MEDIA LINKS

Don't forget to tag us in your social media posts!

P.S. Add a link to one of our YouTube videos to make your posts even more exciting!